

**PARKS AND RECREATION COMMITTEE  
SUPPLEMENTARY AGENDA**

**MONDAY 26 MAY 1998  
AT 11.30 AM**

**4. CHRISTCHURCH STRATEGY OF GARDEN FESTIVALS**

RR 7783

<b>Officer responsible</b> Communications and Promotions Manager	<b>Authors</b> Monique Alispahic and Julie Battersby
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The purpose of this report is to recommend to the Council opportunities to profile the Garden City image of Christchurch through festivals and events.

It is appropriate to provide this report at this time given that the Parks and Recreation Committee is considering an approach from the Canterbury Horticulture Society for financial support of its annual Flower and Garden Show.

**BACKGROUND**

Staff were requested to report back to the Committee on the opportunity to use festivals and events to better profile the Garden City image of Christchurch. We have since reviewed the calendar for community and economic impact events that endorse the Garden City image.

The Council funds and supports a diverse calendar of events which directly support and compliment our status as the Garden City of the World. Within the calendar there are a number of community festivals and events that make use of or enhance our Garden City image through using the parks and gardens in some way (refer Attachment A). However, no garden events currently exist for the purpose of attracting economic impact to the city. We lack a big profile Garden Festival that can be used to leverage economic impact.

Christchurch is known as the “Garden City”. Our logo reflects the Garden City image and recently we have created the new “Garden City of the World” logo. We have recently won two prestigious international garden awards and we use our parks and gardens constantly in our imaging and branding of the city. The Council annually commits substantial funding to ensure the development and maintenance of an infrastructure that endorses our Garden City image.

**THE PROMOTION OF CHRISTCHURCH**

The Canterbury Tourism Council has the responsibility of promoting Christchurch nationally and internationally.

Recently the Tourism Council commissioned research “Exploring the Perceptions of Christchurch and Canterbury as Destinations among the Domestic Tourism Market” (*Opinions Market Research*, January 1998). (Refer Attachment B)

The research confirmed the position of Christchurch as having a Garden City image that motivated people to visit. However, the Canterbury Tourism Council lacks the product of a key international quality garden festival that it can use to leverage visitors to the city.

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We believe it is appropriate to have one key profile event/festival endorsing our unique garden city image.

One annual festival/event, given a greater allocation of funding would provide a focus for the 'garden city' image, locally, nationally and internationally. It would add impact to the profile of Christchurch, provide a mechanism to leverage domestic and international tourism, and potentially provide a festival/event of international quality.

Equally, one high profile annual festival/event will provide residents with a sense of pride in their Garden City; will give the city a home-grown unique festival that stands Christchurch apart; and will meet the Council's objectives of providing a festival that has community and economic advantage.

While the Horticulture Society proposal supports the city image of Christchurch, there are a number of similar events already on the calendar doing the same. An annual garden event of international standing, which can stand alongside such shows as the Chelsea, Melbourne and Auckland Flower Shows, needs to be our focus for the future.

The strengths in support of one major event are:

- High yearly profile drawing greater interest nationally and internationally.
- Greater working synergy with all societies and clubs becoming involved.
- Greater potential to reach national and international visitors through media focus and size of event.
- Reinforces Christchurch's unique garden city image.
- Will have the ability to measure economic impact associated with the event.

In comparison, having a number of garden events and festivals is expensive and dissipates effort. Furthermore, they have less impact on the image of Christchurch in its promotion on the international market.

While the Council may consider it appropriate to continue to fund garden festivals and events, it is appropriate to re-evaluate the present spend in light of the potential that exists for a major festival/event of international standing.

- Recommendation:**
1. That the Council continue to encourage Event Co-ordinators to use the city's parks and gardens for events and festivals.
  2. That within the Calendar of Festivals and Events one Garden event/festival of international standing be created to leverage visitor/tourism to the city.
  3. That the Events Marketing Co-ordinator report back with a brief for a large international garden festival with budgetary recommendations.

**Chairman's Recommendation:** Not seen by Chairman.