3.   FESTIVAL EVALUATION CRITERIA

Officer responsible	Author
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Corporate Plan Output: Festivals and Events	

The purpose of this report is to advise Councillors on the system being implemented to evaluate festivals and events funded by the Council, that are included within the Leisure Unit budgetary allocations.

BACKGROUND

As Council events and festivals have evolved the driving factor has been to provide residents of Christchurch with an exciting and interactive calendar aimed at increasing their well-being and providing for the needs of residents and visitors as outlined in the Council's Annual Plan.

In 1997/98, KPMG was employed as a consultant to develop a medium term strategy to determine Council policy for the scope and composition of the programme of special events and festivals in which the Council has a significant funding interest.

The furnished report incorporated recommendations, including a flexible template for evaluation and monitoring of new and established events, which was developed in consultation with event organisers.

The Council adopted a number of KPMG's recommendations in June 1997. However several amendments to the Events Policy were made by the Council in May 1998, including "that in the evaluation and monitoring of events and festivals, the system developed by KPMG be used as a guideline only."

EVALUATION CRITERIA

The event monitoring and evaluation model proposed by KPMG was further developed to incorporate resident and visitor feedback. This was introduced at the beginning of the year by undertaking face to face interviewing with event audiences. Questionnaires were constructed to explore demographics, customer satisfaction, sponsorship recall, and economic impact relative to the event.

As part of the funding agreement with the Council, event organisers are required to furnish a post-event report prior to their final funding instalment. This provides the majority of quantifiable statistics that can be measured and categorised, enabling the system to benchmark performance, efficiency and effectiveness. The measurement criteria showing the objectives and measures being used is attached.

Striving to remove subjectivity, benchmarking the events to establish a clear understanding of performance, is a system that can take into account the overall content of the calendar. The key factor is to ensure all events receive the same treatment before conclusion of a synopsis is presented to the Council.

TIMELINE FOR COMPARABILITY

Festival/Event	Post-Show Report	Quantitative Measurement	Qualitative Measurement
Books & Beyond	☐	☐	Not undertaken
TV2 Kidsfest	☐	☐	Not undertaken
Montana Winter Carnival	☐	☐	Not undertaken
Festival of Dance	☐	☐	Not undertaken
Showtime	February '99	February '99	Not undertaken
Summertimes	May '99	May '99	March '99
Buskers Festival	☐	February '99	March '99
Festival of Romance	April '99	April '99	April '99
Festival of Flowers	May '99	May '99	April '99
Adventure Festival	June '99	June '99	June '99
Comedy Festival	August '99	August '99	August '99
Books & Beyond	August '99	August '99	August '99
Festival of Japan	September '99	September '99	September '99
TV2 Kidsfest	September '99	September '99	September '99
Arts Festival	September '99	September '99	October '99
Montana Winter Carnival	October '99	October '99	November '99

*Jazz Festival is a bi-annual event and cannot be evaluated until 2000.

Post Event reports are due to the Council within three months from the completion of the event. This time frame is shortening, with 25% of the core funding payment being held back until receipt of the report.

This time line is only estimated. Qualitative measurement is proving a slower process than first anticipated due to system software and planning procedures.

ANALYSIS

In order to achieve a transparent long-term method of monitoring, each event's synopsis will be presented to the event organiser, discussed and a formal summation presented. The event organiser will then have the right of reply before a final report is presented to the Council.

Chairman's Recommendation: That the information be received.