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Corporate Plan Output: Special Events	

The purpose of this report is to advise Councillors on the outcomes of the YHA New Zealand Experience '99 – Canterbury Adventure Festival, which was managed by the Sports Events Team of the Leisure Unit.

BACKGROUND

In September, 1998 the Sports Events Team of the Leisure Unit won the contract to deliver the 1999 Canterbury Adventure Festival on behalf of the Canterbury Adventure Festival Trust.

The team had recommended a new approach to the festival, which entailed shifting its existing image away from being a festival aimed at elite level activities and participants to a beginner's introduction to adventure sport for all ages and fitness levels. Part of this concept included re-defining and broadening the term "adventure", showing that activities did not have to be physically demanding to be adventurous!

FESTIVAL OBJECTIVES

The agreed objectives of the festival were to provide the people of Christchurch with:

1. The opportunity to experience an adventure which could lead them into long-term recreational opportunities.
2. A fun, accessible week of exciting and interactive activities.
3. An opportunity to see the diverse and exciting range of activities that exist in our region.
4. A chance for all people to participate – regardless of age, financial status, ability or geographical location.
5. A large range of free or low cost events available to beginner or intermediate level participants across the city.

YHA NEW ZEALAND “EXPERIENCE 99” – CANTERBURY ADVENTURE FESTIVAL

The festival ran from 6-14 March, 1999 with a total of 21 events. We were fortunate to obtain YHA New Zealand as naming rights sponsor for the festival.

Events ranged from the extreme passive (eg Hoyts Adventure Movies, which attracted 2,378 viewers) to the extreme active (eg river surfing on the Hurunui River) and included Sport N Action as a key festival event.

A new initiative, “Family Adventure Afternoons” on local parks, attracted 1,050 participants and was a successful way of bringing the festival to people’s “back doors”.

Despite some bad weather, which necessitated the cancelling and re-scheduling of several events, attendance at the festival is estimated at around 28,000, as compared with around 5,000 the previous year. As well as core funding provided by the Christchurch City Council and the Community Trust, the festival also attracted a further \$10,000 in cash sponsorship and \$21,338 in in kind support.

Chairman’s

Recommendation: That the information be received.