

<b>Officer responsible</b> Leisure Manager	<b>Author</b> Gillian Galbraith , Events Coordinator - KidsFest
Corporate Plan Output: Events and Festivals - In-house	

The purpose of this report is to inform Councillors of the outcomes of the 1999 KidsFest, which took place this year from Saturday 26 June to Friday 9 July.

### BACKGROUND

TV2 KidsFest ran for the eighth time in 1999. The festival is aimed at children 12 years and under, is established as feature within the Christchurch festival calendar, and is the largest festival for children in New Zealand. In 1999 the festival was expanded from ten days to two weeks, beginning on Saturday 26 June and running through until Friday 9 July, inclusive.

The Christchurch City Council provides core funding to the festival with TVNZ's TV2 having naming rights sponsorship. KidsFest is co-ordinated by the Christchurch City Council Events Team, in conjunction with the KidsFest Charitable Trust. The Events Team provides overall management of the festival and produces several key events.

### PROGRAMMING

A three-pronged approach was taken to programming the 1999 festival:

1. Groups who have previously put on events during the festival were approached to take part in the 1999 festival. This groups range from venues such as the Arts Centre and Science Alive to local sports groups and community organisations. The total number of community groups participating in the 1999 festival was 88.
2. Following the 1998 festival gaps were identified within the festival and new events were introduced to fill these gaps.
3. The Events Team organised and managed a number of key events within the festival; Planet K, Crayola Pavement Art, Kidbuskers in the City, the Kids Market and Kids Aren't Square.

### ATTENDANCE

The final number of events in the festival in 1999 was 121 (not including sessions). Figures based on Ticketek sales and feedback from event organisers show that participation this year was over 50,000 a dramatic jump from 34,500 in 1998.

The Christchurch City Council provides \$68,500 to the festival each year, this represents only \$1.37 per child attending.

The festival has a strong following both in Christchurch and outside of the city. Statistics from 1999 research (carried out by the Leisure Planning and Policy Team) show 85% of those attending are from Christchurch. In addition 69% had attended activities in previous years, and a further 88% indicated that they would attend in 2000.

## GEOGRAPHIC AND AGE SPREAD

The spread of attendance across the Christchurch wards was fairly consistent with three exceptions. Attendance was lower from families in the Hagley and Riccarton wards, and very high from families in the Wigram Ward. The geographical spread of events across the city was fairly even with the exception of the Hagley Ward which hosted the central city events (incl Arts Centre events), and most of the theatre shows.

While the festival caters for children up to the age of 12 years of age, the largest group involved are 5 to 10 year olds, who represent almost 80% of those attending events.

Age Breakdown of Participants		
Age	Frequency	Percentage
3-5	33	11.7%
5-7	112	39.9%
8-10	112	39.9%
10-12	24	8.5%
TOTAL		100.00%

Table 2 – Age Breakdown of Participants (Source – Leisure Policy and Planning Research)

## ACCESSIBILITY

While a lot of the events within the programme are ticketed to recover costs, many are still free to attend. In 1999 of the 120 events in the programme, almost a quarter, 24.5% (30 events), were free to the public.

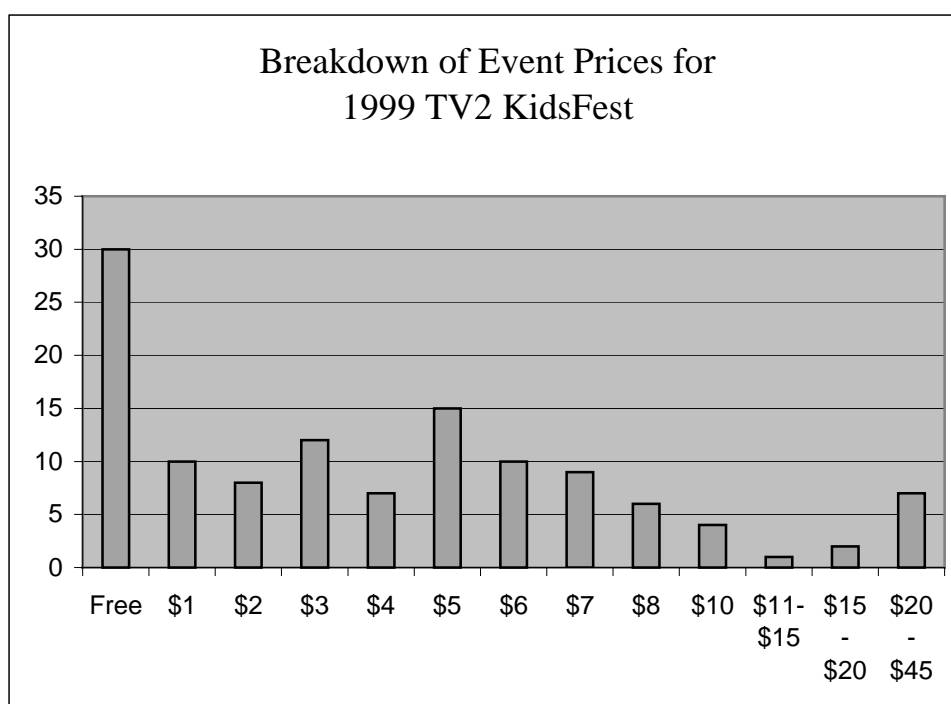


Table 2 – Ticket Prices of Events (numbers not shown as percentages)

A further 22% (28 events) cost between \$1 to \$3. These low entry prices continue to ensure that the festival remains accessible to all Christchurch residents.

## **PUBLICITY**

Festival brochures were distributed to following locations; all Christchurch primary and intermediate schools (one per child); Playcentres, Kindergartens and childcare facilities throughout Christchurch; CCC libraries, Service Centres and facilities; Community Libraries; Libraries throughout Canterbury; and attractions such as the Museum, Science Alive and Air Force World

This year 70,000 brochures were printed with only 400 remaining at the close of the festival.

In addition to the brochure, advertising was placed in both local papers and posters were created. Staff at the Central Library created the 1999 festival website, which featured information contained within the brochure.

## **SUMMARY**

KidsFest continues to go from strength to strength each year. Demand peaked in 1998 when many events were sold out within hours of the booking office opening. This year the festival was extended from ten days to two weeks, in an attempt to alleviate this demand and offer more flexibility to parents. This was achieved.

The festival continues to be one of the highlights of the Christchurch calendar of events, with enquiries being taken from parents as early as April each year.

KidsFest is the largest festival of its kind in New Zealand and is the only Christchurch festival that caters solely for children.

### **Chairman's**

**Recommendation:** That the information be received.