

12. AVICE HILL ARTS AND CRAFT CENTRE – OPEN DAY

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Corporate Plan Output: Recreation Promotion and Programmes	

The purpose of this report is to advise the Board on the recent Open Day held at Avice Hill Arts and Craft Centre.

BACKGROUND

Community events bring residents together and create a sense of belonging to, and enjoyment in living in a local community. They enable local community groups to get involved in a joint community celebration, and to promote themselves. Local residents who attend these events then learn more about their local community.

Avice Hill Arts and Craft Centre Open Day was staged on February 6 (Waitangi Day). The event was aimed at increasing local awareness of the facility, and promoting classes being held at the facility. Approximately 600 -750 people attended the event - a reasonable crowd given the very strong north westerly wind blowing for the duration of the event. Had the weather been more pleasant, attendance of around 1,000 had been anticipated.

PLANNING

Planning for this event was done in consultation with users of the Avice Hill Craft Room, the Canterbury Potter's Association and the Canterbury Herb Association. Aspects of last years successful Art and Craft Fiesta were incorporated into the open day, albeit on a lesser scale.

The Parks Unit was most cooperative in ensuring the reserve was looking its best for the Open Day. Many comments were received on the day regarding the tidy state of the grounds.

EVENT PROGRAMME

A variety of art and craft disciplines were involved with the Open Day. These included folk art, painting, floral art, bonsai, embroidery, patch work, herb gardening, pottery, creating a family album, papier mache, woodwork and pavement art. The day comprised a craft market, have-a-go sessions (pottery), demonstrations and promotion of classes running from the facility.

Children's entertainment was also provided, including the perennially popular bouncy castle, balloon animals and face painting. All children's entertainment was free of charge.

The Christchurch Petanque Association was also on site providing people with an opportunity to try the sport of petanque.

PROMOTION

The promotion for this event was sufficient for the scale of event being staged. This included:

- A promotional banner displayed on site for the fortnight leading up to the event.
- A letterbox drop distributed to the wider community approximately 10 days prior to the event.
- An advertisement placed in an Art and Craft feature in The Star.
- A copy of the flier sent out to community groups asking that the event be mentioned in their next newsletter.
- A poster campaign staged two weeks prior to the event. This targeted local businesses and art and craft outlets throughout the city.
- A media release issued twice leading up to the event to local papers, radio station and television stations.

FUNDING

The Board contributed \$2,500 towards the staging of this event and Mainland Food Products and Bluebird generously gave sponsorship by providing a variety of spot prizes.

FEEDBACK

The public was invited to complete a questionnaire on the day. The feedback was very favourable. Useful suggestions for future open days were made. These included more 'have-a-go' opportunities for children and teenagers and requests for additional crafts to be included in the day.

Stallholders have also provided feedback for future open days. Again, the feedback was very supportive with constructive suggestions for a future event.

Summary

Taking into account the weather conditions, the Avice Hill Arts and Craft Centre Open Day went very smoothly. There was a great deal of interest generated among the local residents. A sound base has been established to stage an annual open day at the Avice Hill Arts and Craft Centre.

Recommendation: That the information be received.

Chairman's

Recommendation: That the foregoing recommendation be adopted.