

6. TILT YOUTH'ZONE FESTIVAL REVIEW

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Corporate Plan Output: Turning Point 2000	

The purposed of this report is to propose that the Council assume responsibility for the management of the above festival.

BACKGROUND AND INTRODUCTION

The TILT Youth'Zone Festival was an initiative of the Youth 2000 Advisory Group of Turning Point 2000.

A series of workshops and forums were held in 1998 with local schools and youth groups to discuss the possibility of developing a festival designed especially for teenagers.

Previous research by the Christchurch City Council and other organisations had identified a "gap" in the market in providing leisure activities for the youth population of the city, particularly 14-18 year olds. Findings concluded that Christchurch's current events and festivals do not appeal to this age group.

The present provision of leisure activities for this age group has been characterised by the following factors:

- Participation in youth activities by youth has become polarised between high technology/high cost activities and low technology/low cost activities.
- Participation in activities by youth in Christchurch is dictated by external factors, including socio-economic status, physical ability and ethnicity.

TILT aimed to counter the polarisation of opportunities by providing a window to target the youth population directly.

Timing for TILT was decided upon after consultation with the target market via questionnaires into a number of secondary schools throughout Christchurch, with secondary school principals and with several Christchurch youth agencies. The opening night of the Festival was the final day of Term 1 for secondary schools.

The TILT Youth'Zone Festival ran from Friday 7 April to Saturday 15 April 2000 and featured 53 separate events. Activities ranged from concerts, performances, dance parties, demonstrations and workshops, to "have a go" events such as skateboarding and learning to fly.

The local youth community and youth service providers were very excited by, and supportive of, the TILT concept. They worked in conjunction with Turning Point 2000 and the Youth 2000 Advisory Group to co-ordinate activities. This enthusiasm enabled most of the sizeable and diverse programme to be put together within a tight time frame of three months.

The aims of the TILT Youth'Zone Festival were to:

- promote accessible, exciting, positive and safe entertainment options and experiences for youth from a wide range of backgrounds
- provide an opportunity for youth to experience new activities and develop new skills
- provide a vehicle to educate youth about the availability of youth organisations, agencies and services that provide support and opportunities for youth

Feedback from the groups involved has been very positive and many have indicated a willingness to participate again in the future.

PROGRAMMING

Programming for the TILT Youth'Zone Festival was achieved through:

- Media releases about the Festival concept and inviting participation from groups or individuals wanting to run events were printed in Christchurch newspapers.
- Youth groups, identified through the Library CINCH database and Telecom Yellow Pages, were contacted by direct mail.
- Individuals, commercial organisations, cultural groups and tangata whenua organisations known to be active within the youth community were contacted directly.

All parties expressing interest in the Festival were sent formal registrations of interest and Event Proposal Forms were distributed for completion and return.

publicity and promotion

The TILT Youth'Zone Festival was promoted through a number of different media. Printed publicity included: 31,000 copies of an A3, full-colour brochure listing all events and 2,000 full-colour A2 posters.

The TILT brochures were distributed directly to all secondary schools in Christchurch with introductory letters to the Principal, TILT information for inclusion in school newsletters and two complimentary tickets to the TILT opening concert to be given away as prizes within the school. Supplies of the TILT brochures were also distributed to youth agencies and retail outlets around the city.

There were two variations of the poster: one poster promoting the Opening Concert exclusively and the other was a generic TILT poster. The posters were sited on billboards around the city by Phantom and sent to secondary schools for noticeboards and common rooms.

Channel Z was appointed the official radio station of the Festival. A comprehensive package was negotiated resulting in several spots an hour for six weeks, plus disk jockey ad-libs. For a \$2,000 investment, \$10,000 worth of contra advertising was negotiated.

Four different radio advertisements were developed and rotated on a set schedule.

A website for the Festival was designed and hosted by local company Media Solutions as a contra sponsorship deal. This website proved very successful, receiving a staggering 23,000 hits for April alone. This website was linked to sponsors' sites and other sites of youth interest, which increased its traffic even more. The website was promoted heavily on the brochure, posters and on radio advertising.

Turning Point 2000 kept the media well informed about the Festival from the outset, resulting in event listings, photos, stories and interviews.

Pre-event press releases 10
Live event press releases 8
Post-event press releases 1

Additional press releases were initiated by organisations running events within the TILT programme to promote specific events.

KEY EVENTS

TILT Youth Concert

Management: Turning Point 2000
Venue: Christchurch Town Hall Auditorium
Timing: 7:30pm – 10:30pm

A highly successful event to open the Festival on Friday 7 April 2000. The concert featured three top New Zealand bands - Fur Patrol, Tadpole and Christchurch's own Zed.

Attendance: 2,000

Skate Jams

Management: Christchurch City Council Leisure
Venues: Aranui New World & Barrington Mall
Timing: 7:30pm - 10:00pm

Skateboarding displays and "have-a-go" sessions in a mobile skate park. Featured live DJs, bands and other entertainment. A series of Skate Jams were held throughout March and April with several coming within the TILT timeframe. All Skate Jams were held on either a Friday or Saturday night. A Skate Jam session at Fendalton Mall was cancelled due to adverse weather.

Attendance: 1,500 per Skate Jam

Phantom Outdoor Movies

Management: Arts Centre Cinemas/Turning Point 2000
Venue: North Quad, Arts Centre of Christchurch
Timing: 8:00pm – 10:00pm

Outdoor movies were held on Saturday 8 April, Sunday 9 April and Sunday 16 April. Attendance was lower than anticipated and this can be partly attributed to poor weather conditions. An Austin Powers Double Feature was screened on Sunday 16, which was a popular end to the festival.

Attendance: 500

Solar Dance Party

Management: Channel Z/Turning Point 2000

Venue: Ballroom, University of Canterbury Students Association

Timing: 9:00pm – 1:00am

An excellent turnout to this 15 April event guaranteed its success. Patrons were treated to the sounds of local DJs Marcus, D'erb and Insomniac. The dance party celebrated youth through a mixture of dance and music and featured a light show and a fully redecorated "solar" environment.

Attendance: 1,000

Other events co-ordinated by youth agencies and organisations within the community included:

Say It – St Albans Youth Concert

Lunchtime Concerts in Cathedral Square

SkateZone Skate Party

Learn to Inline Skate

Be Creative Competition, New Brighton Library

Sex, Life and Relationships – Drama Team Presentation

"Chill" Pool Party – Pioneer Leisure Centre

Art Exhibitions – CoCA, The Robert McDougall and The Space Gallery

Playstation Competition – New Brighton Library

RESEARCH

Research into the success of the Festival has been conducted. This has been done in a two ways. Firstly, event organisers were asked to evaluate the success of the event(s) and to provide comment on ways of improving the Festival in the future. Responses indicated a mixed result in terms of participation levels. Events requiring bookings seem to have suffered from low attendance. Most organisers have indicated their willingness to participate in future Festivals, because they see value in the concept.

The second method of research was through secondary schools. Survey forms were delivered and were to be administered at form class level.

Feedback from young people who attended TILT events was very encouraging for the first year of the Festival, especially when the constraints of budget and time are taken into consideration.

Results from secondary schools who participated in the survey measuring awareness and attendance are available. Awareness of the festival within schools varied from 38% to 80% and attendance at TILT events from 10% to 68% of pupils.

The brand recognition for TILT Youth'Zone Festival and awareness of other events on the TILT programme was very high (92%) at the key events when polled by event staff.

FUNDING AND SPONSORSHIP

The Christchurch City Council declined seed funding to initiate a youth festival for Christchurch in 1999. The Youth 2000 Advisory Group was determined to provide the TILT Youth'Zone Festival as the major event for young people to celebrate the year 2000 and continued to seek funding from other sources.

The Turning Point 2000 Trust secured a grant of \$20,000 from the Lottery Grants Board Millennium Fund. This was followed by a sponsorship partnership with the University of Canterbury for an additional \$10,000. A total of \$14,500 in contra sponsorship was negotiated with Channel Z, Media Solutions and Phantom Outdoor Advertising. Other revenue was generated through ticket sales for the opening concert.

The total expenditure for the TILT Youth'Zone Festival was \$64,695. Income was \$64,085. TILT was produced for within 1% of budget. The financial management of TILT was provided through Turning Point 2000 Limited. A detailed financial report is available.

The TILT Youth'Zone Festival was co-ordinated by Duncan Chisholm, Events Co-ordinator, Turning Point 2000. This cost is provided for within the Christchurch City Council core funding for Turning Point 2000.

THE FUTURE OF THE TILT YOUTH'ZONE FESTIVAL

It is important the TILT Youth'Zone Festival builds upon the success it enjoyed in its first year. Youth are an important part of the Christchurch community who often miss out on opportunities provided to the rest of the community.

The current opportunities for youth are limited and TILT provided the necessary resource and direction to create a sustainable festival designed for this often marginalised sector of the community.

By celebrating the diversity of Christchurch as a community, TILT enhanced participants' quality of life by providing opportunities for social cohesion and interaction. Through participation in TILT's activities, young people had fun, forged friendships, enhanced social skills, were given a voice, and were provided with a vehicle to develop a strong sense of belonging to the community.

A successful brand and an event that has credibility with the target market of 14-18 year olds in Christchurch have been established. The need for the Festival has been tested and proven. The 14-18 year olds in Christchurch, and the various youth agencies involved in the inaugural TILT Youth'Zone Festival, have clearly demonstrated their enthusiasm and support for TILT to become an annual Festival.

The opportunity exists to encourage more young people to be involved in the development and implementation of the TILT Youth'Zone Festival. The opportunity also exists to involve a far wider range of organisations to produce events, workshops, exhibitions, courses and concerts as part of the TILT programme, for example, the Youth Council, 4YP, Nga Maata Waka, Te Rununga o Ngai Tahu, cultural groups and specialised youth support services.

With a funding base of \$30,000 for the inaugural Festival (\$20,000 from the Lottery Grants Board and cash sponsorship of \$10,000) the brand was developed and launched successfully. A range of youth agencies and youth oriented businesses were brought together under one umbrella and over 12,000 teenagers had a great time. The highlights for the attendees were the TILT Youth'Zone Festival Opening Concert in the Town Hall and the Dance Party at the University of Canterbury.

- Recommendation:**
1. That the Christchurch City Council, through the Arts and Recreation Team, Leisure Unit, take over the management of the TILT Youth'Zone Festival as an annual event for the young people of Christchurch.
 2. That if funding can be raised from the Lottery Grants Board, the Community Trust or other agencies, including sponsorship, the TILT Youth'Zone Festival be run in 2001.
 3. That \$40,000 core funding be considered for allocation annually for the TILT Youth'Zone Festival in the 2001/02 Annual Plan.

Chairman's

- Recommendation:**
1. That the Management Committee be thanked for hosting a successful festival.
 2. That the request for core funding for the festival be considered by the Committee as part of the 2001/02 financial plan process.