

## 9. DRAFT EVENTS STRATEGY

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Corporate Plan Output: Events Contracted, Events Marketing & Research	

The purpose of this report is to seek the views of the Burwood/Pegasus Community Board on the draft Events Strategy.

### BACKGROUND

The need for a more strategic approach to the Council's involvement in festivals and events was identified last year and a process to develop an events strategy commenced in September 1999.

The Events Strategy aims to:

- Create a vision/direction for the city's events industry.
- Identify goals and objectives.
- Identify potential partnerships between key stakeholders.
- Clarify the Council's future roles within the events sector.

To assist in the process of developing the strategy a small steering group was selected consisting of representatives of the following:

- Parks & Recreation Committee
- Canterbury & Christchurch Marketing Group
- Events Industry's NZQA educationalist
- Academic Expert/Consultant from the Events Industry
- Policy Directorate
- Leisure Unit Manager or his proxy

A series of workshops were held with a range of individuals and organisations involved in the events sector in Christchurch. The aim of these workshops was to identify the relevant issues that the Events Strategy should attempt to address. The results of the Focus Groups that were used by the Steering Group to develop the Draft Events Strategy has been circulated separate to the Agenda.

The views of stakeholders are being sought on the draft Events Strategy until **16 June 2000**. The views expressed will be used to revise the strategy and the intention is to forward a final Events Strategy to the Parks and Recreation Committee in July.

### DRAFT EVENTS STRATEGY

For the purposes of the draft Events Strategy the term 'event' is taken to mean '*major celebrations, activities or displays of some theme, open to the public for a limited time only, that may reoccur annually or less frequently*'.

The draft Strategy incorporates events that receive support from the Council in one or more of the following ways:

- Seed funding
- Ongoing funding
- Organisational or management support
- Assistance with proposals or bids.

The draft strategy has the vision:

**Christchurch, the city of festivals, events and fun.**

It identifies three major goal areas that are closely aligned to the Festival and Events Policy, as follows:

**Goal 1 - Develop an infrastructure that supports a vibrant events sector in Christchurch**

This goal area deals with aspects of the Council's event funding and bidding processes along with the associated evaluation. It also focuses on making Christchurch an easy place to put on events, how the 'Be There' events calendar can be used to greater effect and how local sporting and artistic talent can be utilised in events.

**Goal 2 - Maximise the contribution events make to the economic development of the city**

This goal area deals with the integration of events in to the overall marketing of the city, stimulating innovative events, generating local employment and developing local businesses through events.

**Goal 3 - Maximise the contribution events make to residents and visitors enjoyment of life in Christchurch**

The final goal area deals with the further refinement and development of Christchurch's calendar of events. It also identifies the role festivals and events can play in promoting Maori and the city's cultural diversity.

**CONCLUSION**

The views and feedback of the Burwood/Pegasus Community Board is sought on the draft Events Strategy.

**Recommendation:** That the Burwood/Pegasus Community Board provides any suggestions and comments it has on the draft Events Strategy.

**Chairperson's**

- Recommendations:**
1. That the Board support the Events Strategy in principle.
  2. That more emphasis be placed on providing events in all areas of the City, rather than focusing primarily on the Central City.
  3. That it be noted that Community Boards also allocate funding towards events in their particular ward areas.