



6. SKATEJAM 2000

Officer responsible Leisure Unit Manager	Author Community Recreation Advisor
Corporate Plan Output: Recreation Programmes and Promotion	

The purpose of this report is to advise the Community Board of the SkateJam 2000 youth event staged at Northlands Mall on Friday 31 March.

INTRODUCTION

SkateJam was a skateboarding and in-line skating extravaganza staged around the city over March and April 2000. Venues for SkateJam 2000 included Hornby Mall, Northlands, Fendalton Mall, Aranui New World and Barrington Mall. SkateJam at Northlands Mall was part of this series. SkateJam 2000 was modelled on a successful SkateJam series staged in March 1999.

The event incorporated two live DJ's, break dancing, tribal drumming, fire dancing and a band. In addition to this a mobile skate park was erected at the event. An estimated 2,000 people made the most of the great entertainment and skate jumps provided. The attendance at this event was inflated by a visit from the All Night Party – a 'travelling' youth event organised by 4YP and the Police. Of note, in comparison with the events staged last year was the huge increase in interest around the break dancing component of the event.

EVENT OUTLINE

1. Programme Planning

SkateJam was planned in partnership with 4YP, the Council's Youth Entertainment Project and the Recreation and Arts Team, City Council Leisure. Northlands Mall management was involved in the initial stages to assist in determining a suitable site to stage this event within the mall car park.

The programme for this event, which ran from 7.30pm until 10.00pm, was as follows:

<i>7.30pm – 7.45pm</i>	<i>DJ Co Motion</i>
<i>7.45pm – 8.20pm</i>	<i>DJ Richie Broke and break dancing</i>
<i>8.20pm – 9.00pm</i>	<i>Band Tribal Links</i>
<i>9.00pm – 9.30pm</i>	<i>Tribal Drumming and Fire Dancing</i>
<i>9.30pm – 10.00pm</i>	<i>DJ Co Motion</i>

2. Funding and Sponsorship

The Shirley/Papanui Community Board allocated \$3,500 from Discretionary Funds for this event.

Channel Z were radio sponsor for this event, providing over \$5,000 of advertising on one of the cities newest and 'hippest' radio stations. Channel Z also provided MC's for each SkateJam event.

Mainland Food Products Ltd provided 'Urge' flavoured milk for each event. This was extremely popular with the young people. The idea of having drinks at an event where the young people were physical active was popular, but unfortunately did create litter problems.

Todd Heller Small Goods Ltd provided sausages for each event. A local skate club was brought in to run the sausage sizzle, providing much needed food to replenish the energy levels of the young skaters!

3. Staffing and Security

With such a number of young people congregating in one place it was important to have sufficient security to ensure the smooth running of the event. The National College of Security was contracted to provide security for the evening. NCS held a pre event site visit and debrief prior to the event. Whilst sufficient staff were provided at each event they were not always visible. This area will be addressed for future events targeting young people.

Local Police were contacted prior to the event and asked that they have a visible presence at each event. With the present day demands on Police this was not always possible, although the Police did make an effort to visit each event.

Local youth workers were present at the event. This event had a lot of support from local youth workers. From a first aid perspective, St John's were present providing assistance as required.

4. Promotion

This event was well promoted in the local community in the 10 days prior to the event. Two hundred posters and 4,000 flyers were distributed around local households, schools and businesses. Posters were also distributed to 'skatie hangouts' in the city.

As major sponsors of the event, Channel Z implemented a radio campaign the week leading up to the event, with additional on air promotion the day before the event.

SkateJam also received coverage in the 'Tilt' Youth Festival brochure, in the 'School's Out' section of 'The Press' and also in 'The Guide' found in the Weekender section of 'The Press'. Not to be underestimated is the skateboarding network around the city and the effectiveness of this as a medium for promotion.

CONCLUSION

SkateJam offered skateboarders and in-line skaters an opportunity to congregate at a well-organised and safe event. It was an opportunity for young people interested in skating to share ideas and tricks with other skaters. SkateJam also proved to be an education to those who observed the skaters in action, as they displayed the high degree of skill associated with this popular sport.

Suburban malls continue to be a key "hangout" spot for young people in the city. This event created a positive partnership between the Recreation and Arts Team and mall management, which will be able to be built upon in the future for other initiatives

Recommendation: That the information be received.

Chairperson's

Recommendation: That the officer's recommendation be adopted.