

## 10. 2000 KIDSFEST REPORT

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Corporate Plan Output: Events and Festivals - In-house	

The purpose of this report is to inform the Board of the outcomes of the 2000 KidsFest, which took place this year from Saturday 1 July to Friday 14 July.

The report was received by the Parks and Recreation Committee on 8 November and referred to all Boards for information.

### BACKGROUND

TV2 KidsFest ran for the ninth time in 2000 and was an outstanding success. The festival is aimed at children 12 years and under, is established as a feature within the Christchurch festival calendar, and is the largest and fastest growing festival for children in New Zealand.

The Christchurch City Council provides funding for the festival with TVNZ's TV2 having naming rights sponsorship. KidsFest is coordinated by the Christchurch City Council Event's Team, with support from the KidsFest Charitable Trust. The Events Team provides overall management of the festival and produces several key events.

### PROGRAMMING

As in past years a three-pronged approach was taken to programming the 2000 festival:

1. Businesses, organisations and clubs who had previously put on KidsFest events were approached to take part in the 2000 festival. The total number of community groups participating in the 2000 festival was 90.
2. Following the 1999 research and feedback from participants new events were introduced into the festival. For example several martial arts have a go sessions.
3. The Events Team organised and managed a number of key events within the festival; Jason's Pacific Island Adventure, the World Record Pavement Art, Long John Knickers Pirate Party and Kids Aren't Square.

In 2001 the programming will concentrate on several goals set at the recent KidsFest Charitable Trust Strategy meeting (outlined under 2001) and a concerted effort will be made to increase the capacity of events that sell out quickly.

### ATTENDANCE

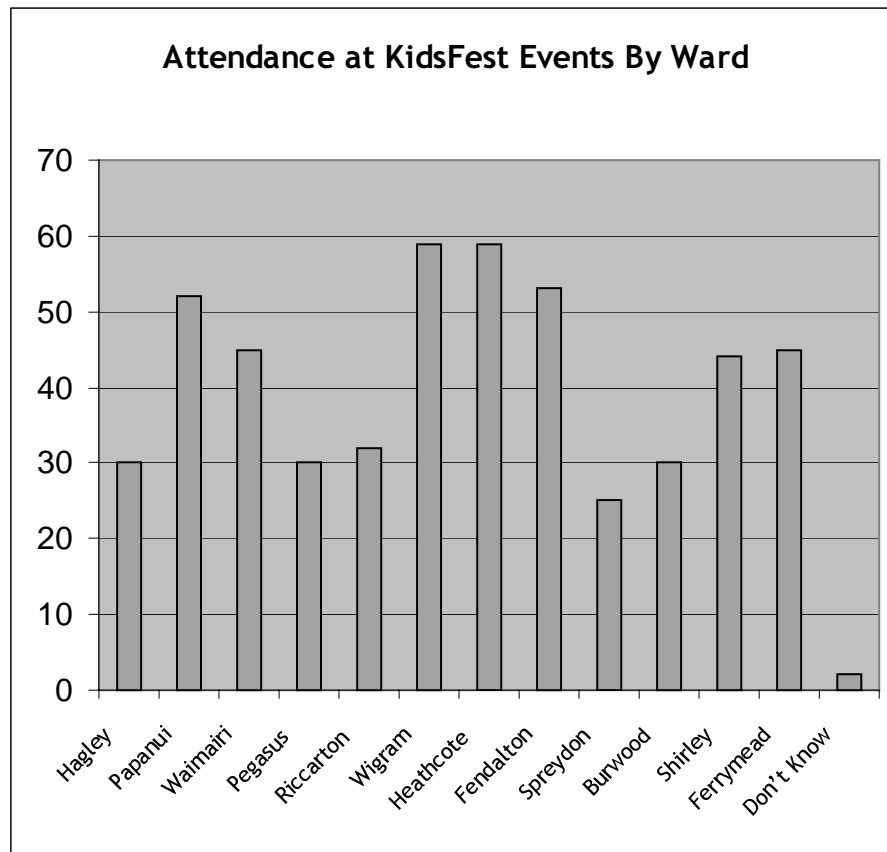
This year a surge in interest from event providers meant the final number of events in the festival was 145, a 20% increase on the 1999 number. Figures based on Ticketek sales and feedback from event organisers show that the total number of tickets sold this year was just over 52,000.

The Christchurch City Council provides \$68,500 to the festival each year; this represents funding of \$1.32 per event entry.

The festival continues to have a strong following both in Christchurch and in the wider Canterbury area. Eighty-six per cent of those attending were from Christchurch. Of the 14% who were from outside the Christchurch City Council boundary, 41% came from North Canterbury. 80% of those surveyed had attended events in previous years, up from 69% in 1999.

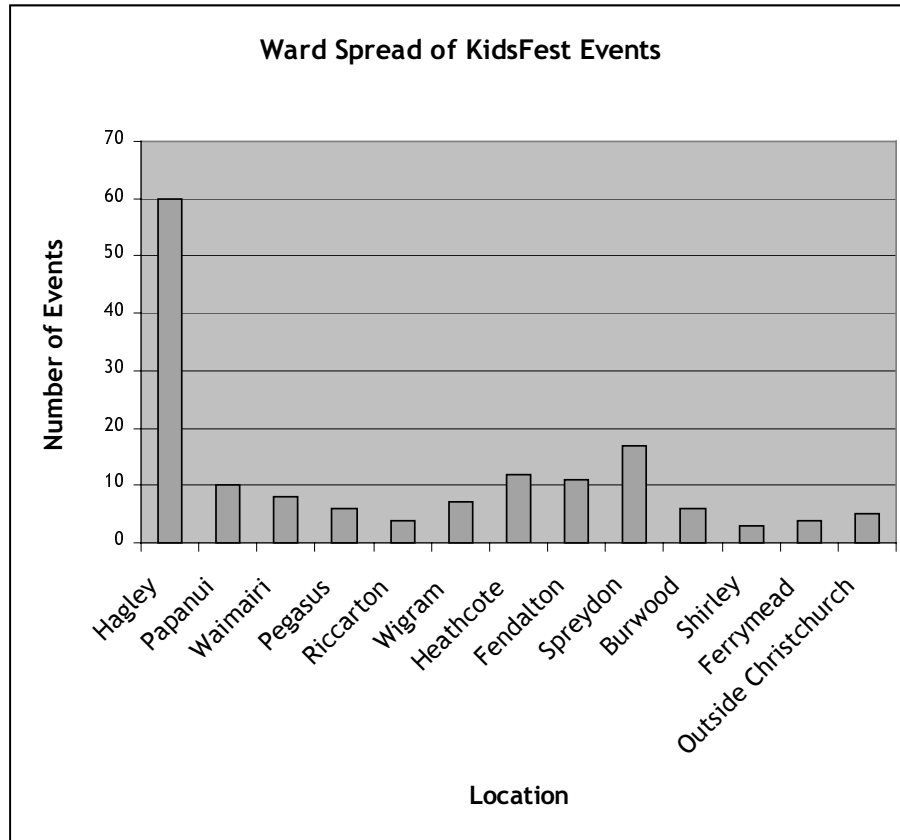
### GEOGRAPHIC SPREAD

The spread of attendance across the Christchurch wards seemed to be two-tiered this year with lower attendance at the surveyed events from those in the Hagley, Pegasus, Riccarton, Spreydon and Burwood wards.



*Graph 1 – Attendance at Events by 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. The number of events in the Spreydon ward was high owing to several events being run at Skatezone.



Graph 2 – Spread of Events by Ward

**AGE**

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	Valid Percentage
3-5	79	14.0%
5-7	154	27.4%
8-10	250	44.4%
10-12	80	14.2%
<b>TOTAL</b>		<b>100.00%</b>

Table 1 – Age Breakdown of Participants (Source – 2000 Festival Research)

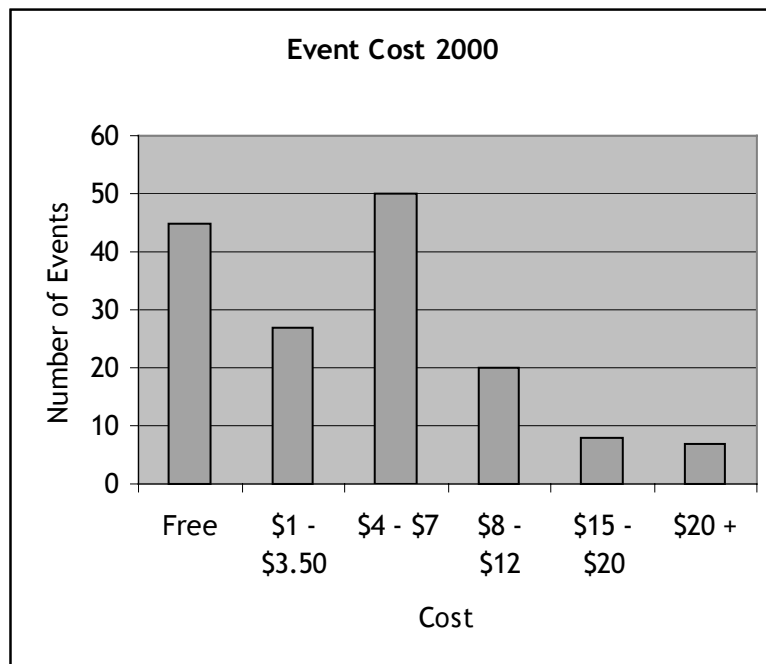
As in past years the largest group involved are the 5 to 10 year olds. Noticeable from last year is an increase of 6% in the 10–12 year age bracket (the difficult to reach “Betweenagers”). The spread of events available to the various ages was similar to 1999, with small increases in both the events for 0-3 years and the 12 years olds, the spread accurately reflects the audience attending.



Graph 3 – Age Spread of Events

**ACCESSIBILITY**

While a lot of the events within the programme are ticketed to recover costs, many are still free to attend. In 2000 of the 145 events in the programme, almost a quarter, 24.5% (30 events), were free to the public, while a further 22% (28 events) cost between \$1 to \$3.50 giving a combined total of 46.5% events under \$3.50. These low entry prices continue to ensure that the festival remains accessible to all Christchurch residents.



Graph 4 – Cost of Events

## **PUBLICITY**

Festival brochures were distributed to following locations; all Christchurch primary and intermediate schools; playcentres, kindergartens and childcare facilities throughout Christchurch; CCC libraries, service centres and facilities; community libraries; libraries throughout Canterbury; and Christchurch attractions.

The entire brochure was put on to the web by the in-house web team and received 18,370 hits between 1 May and 31 August. In addition to the brochure, advertising was placed in both main local papers and posters were created.

## **2001 FESTIVAL**

In 2001 KidsFest will celebrate its tenth birthday. At a post-festival trust strategy meeting the following priorities were made for the 2001 festival:

1. Continue to develop and deliver the current diverse programme of events.
2. Include Ngai Tahu endorsed and developed events in the programme
3. Target free events into lower-socio-economic areas of Christchurch.
4. Approach the surrounding councils to look at expanding the programme into outlying areas of Christchurch (areas such as Kaiapoi).

## **SUMMARY**

KidsFest continues to go from strength to strength each year. Each year demand is such that several events are always sold out within hours of the booking office opening. Each year we accommodate an increasing variety of activities to appeal to a cross-section of ages and tastes. One of the highlights for 2000 was breaking the current world record for the largest pavement art drawing. The event, staged in Cathedral Square, broke the record by almost 1,000 square metres and was attended by over 4,000 children and caregivers.



The festival continues to be one of the highlights of the Christchurch calendar of events, with enquires being taken from parents as early as February this year.

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

### **Recommendation:**

1. That the report be received.
2. That the above recommendation be adopted.