

18. RAY BLANK PARK – GLOBE EVENT

Officer responsible Leisure Manager	Author Community Recreation Adviser, DDI 372 2729
Corporate Plan Output: Recreation Promotion and Programmes	

The purpose of this report is to report back to the Board on GLOBE – a multi cultural event staged at Ray Blank Park.

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.

GLOBE - the name of the multi cultural festival - was staged on Saturday 10 March at Ray Blank Park. The event was well received by the local community, attracting over 2,000 people. With lots of live entertainment and colour GLOBE was a wonderful celebration.

PLANNING

The event was managed by Christchurch City Council Leisure. A Committee was established to oversee the planning of GLOBE. Committee members included Val Carter, Yiyi Ku (Fendalton/Waimairi Community Board), Neville Bennett, Ishwar Ganda (Riccarton/Wigram Community Board), Kate Rathbun (Community Recreation Adviser), Jane Mulholland (Community Recreation Adviser) and Rhonda Thomson (Arts Adviser).

EVENT PROGRAMME

GLOBE was made up of three main components:

Stage area with cultural performances and demonstrations including:

- | | |
|---|--|
| • Kiribati Society | Performing a traditional dance from their region |
| • P.E.E.T.O. | Traditional Japanese Dance |
| • Royal Scottish Dance Society | Dancing demonstration |
| • Christchurch Chinese Church | Choir performance |
| • Greek Orthodox Community | Demonstration of traditional Greek dance |
| • Budda's Light International Assn | Performing dance |
| • Canterbury Fijian Social Services Trust | Demonstration of Samoan dance |
| • Kay Hallissey Irish Dancers | Irish Dancing performance |
| • Jahmen | Pacific/Reggae style band |
| • Neerlandia Choir | Choir performance |
| • Rewi Alley School | Tai Chi demonstration and traditional Lion Dance |
| • Dublin Street | Irish Band |

Stalls with ethnic food, demonstrations and information including:

- | | |
|---|------------------------------|
| • Taiwan Hwa Hsin Society | Ethnic Food and information |
| • Kiribati Society | Food |
| • Global Kitchen – P.E.E.T.O. | Ethnic Food |
| • Ay Caromba | Mexican food |
| • Greek Orthodox Community | Greeks coffee and cakes |
| • Rewi Alley Chinese School | Information display and food |
| • Canterbury Fijian Social Services Trust | Information display |
| • Japan Society | Japanese Calligraphy |
| • Budda's Light International Assn | Ethnic Food |
| • St Marks Presbyterian Church | Craft and knitting |
| • Russian Community | Ethnic food and toys/crafts |
| • Asian Youth Co-ordinator | Information Display |

General Entertainment including:

- Stilt Walkers
- Roaming crowd entertainer
- Aerosol Art demonstration
- Kite Flying demonstration and have a go
- Face Painting (provided by Avonhead Baptist Church)
- Bouncy Castle
- Gumboot throwing competition (provided by Avonhead Baptist Church)
- Weet-Bix Eating Competition (provided by Avonhead Baptist Church)

The Master of Ceremonies for the event was local entertainer Adrian Kirk. Being British, Adrian added his own culture and humour to the event. Adrian did a quite outstanding job.

A stage backdrop was created specifically for this event – a 4m x 2m banner designed and created by local aerosol artist Jonny Wartman. This was complimented by an aerosol art demonstration on the day. This was an aspect of the event that caused much interest and intrigue as the artists displayed their skill.

PROMOTION

As part of the planning of this event a promotion plan was developed. This included:

- A promotional banner displayed on site for the 10 days leading up to the event.
- A letterbox drop distributed to 7,000 households in the local community approximately 5 days prior to the event.
- An advertisement placed in the entertainment page of The Press and the News Advertiser.
- A poster campaign staged two weeks prior to the event. This targeted local businesses and schools in the area, as well as paste-ups in the city.
- A media release issued to local papers, radio station and television stations.

There were several comments regarding the event promotion, in particular the lack of promotion this event received. On the scale of community events, GLOBE in fact received a high level of promotion. Christchurch City Council Leisure staff will be looking at this. Survey results from the event indicate the mediums used were not the most effective and can be improved for future events of this nature.

SPONSORSHIP

This event was sponsored by Ace Videos who filmed the event and produced a video of proceedings throughout the day, as well as a shortened promotional video. Mainland Food Products also sponsored this event by way of providing 'Nature's Energy' product (flavoured milk).

FUNDING

This event was a partnership between the Riccarton/Wigram Community Board and the Fendalton/Waimairi Community Board. The Fendalton/Waimairi Community Board contributed \$8,000 towards the staging of this event.

FEEDBACK

Questionnaires were handed out to the public at this event. In general the feedback has been very positive.

60 surveys were returned. A brief summary follows:

How did you find out about this event?	
Poster	30%
Word of Mouth	31%
Press	9%
Star	1%
Community News	10%
Flier	0
Christchurch Chinese Church	9%
Summertime's Brochure	3%
Banner	7%

How would you rate your satisfaction with the following aspects of the event?

	excellent	good	neutral	poor	very poor
Quality of Event	32%	41%	28%		
Activities at Event	31%	52%	17%		
Organisation of Event	39%	45%	15%	1%	
Promotion	23%	33%	26%	14%	3%
Location of Event	46%	48%	5%	2%	

Would you like to come to this event again?

Yes 100%
No 0%

Any other comments you would like to make about this event?

- Wonderful variety
- Not too big, well prepared, lovely event
- Peaceful friendly event
- Great idea and a great way for people to mix
- Congratulations to Council for initiating this event
- Music was good entertaining and fun
- Readily available programme of entertainers
- More rubbish bins
- Great event
- Name change
- Keep it up – nice to see different cultures and taste different food
- A friendly well organised event

Demographic profile of respondents

Gender:

Male 30% Female 70%

Ethnicity:

Asian 17% NZ European 29%
Maori 4% Polynesian 4%
US 6% Kiribati 2%
South Africa 2% Fijian 4%

Age Group:

Under 10: 5% 25 – 45: 35%
10 – 25: 35% 40 – 65: 20%
66+: 5%

Who did you attend this event with?

Alone: 5%
Family: 76%
Friends: 15%
Other: 2%

Questionnaires have also been sent out to the community groups involved with the event. At the time of writing the results of these are not yet available. Informal feedback from community groups has been very positive, with some constructive suggestions for future events.

SUMMARY

GLOBE was a celebration of the cultural diversity of our community. The event brought many people from a plethora of ethnicities together to celebrate their culture. GLOBE also gave these people an opportunity to demonstrate what was unique about them and educate the wider community.

- Recommendations:**
1. That GLOBE be held as an annual event at Ray Blank Park.
 2. That GLOBE be staged between mid December and mid February to take advantage of the warmer mid summer weather.
 3. That the GLOBE Planning Committee also comprise two community representatives.

Chairman's

Recommendation: That the foregoing recommendations be adopted.