

10. AVICE HILL RESERVE – ‘GET CRAFTY!’ 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 inform the Board of the success of the annual open day event staged at Avice Hill Reserve on Waitangi Day (6 February, 2001).

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.

Get Crafty! – the name of the annual event staged at Avice Hill Reserve - was held on Tuesday 6 February (Waitangi Day). The event was aimed at increasing local awareness of the facilities and programmes based from Avice Hill Reserve. These include the Canterbury Potters Association, Canterbury Herb Society and the Avice Hill Arts and Craft Centre. In excess of 1,000 people attended the event.

PLANNING

Get Crafty! was planned by Christchurch City Council Leisure in consultation with users of the Avice Hill craft room, and members of the Canterbury Potter's Association and the Canterbury Herb Society. The Parks Unit was most cooperative in ensuring the reserve was looking its best for the event. Many comments were received on the day regarding the tidy state of the gardens and surrounding grounds.

EVENT PROGRAMME

Get Crafty! was the Community Board's 'Generations in the Park' event for 2000/2001. At the start of the event a guided walk through Burnside Park was held. This walk focused on the historical aspects of the area. The walk was very popular, with 82 people taking part in the walk. The walk was part of Christchurch City Council Leisure's Active Christchurch programme.

The event itself comprised a craft market, have-a-go workshops, demonstrations, and promotion of classes running from the facility. Activities appealing to a wide range of ages were included in the event programme. A variety of art and craft disciplines were involved with *Get Crafty!* including folk art, painting, bonsai, embroidery, patch work, herb gardening, pavement art, pottery, kite making and stone carving.

The emphasis of this years' event was on participation and 'having a go'. This 'have a go' aspect was an addition to last years' event format and was extremely popular. 'Have a go' activities included Oamaru stone carving, kite making, pottery and children's painting. All workshops at *Get Crafty!* were staffed by experienced tutors. Additional funding for this years' event via the Leisure Unit enabled these activities to be staged. All have-a-go activities were free of charge.

Children's entertainment was also provided, including the perennially popular bouncy castle, balloon animals and face painting. All children's entertainment was free of charge.

14 Pieces of String – a 3 piece jazz band comprising of three Burnside High School students – kept the crowd entertained with their live jazz music.

PROMOTION

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

- A promotional banner displayed on site for the 10 days leading up to the event.
- A letterbox drop distributed to the wider community approximately 5 days prior to the event.
- An advertisement placed in the entertainment page of The Press.
- A poster campaign staged two weeks prior to the event. This targeted local businesses and art and craft outlets through out the city.
- A media release issued to local papers, radio station and television stations.

FUNDING

The Board contributed \$3,000 towards the staging of this event. A further \$3,000 was contributed by Christchurch City Council Leisure. The Fendalton Advocacy Team – who manage and run the Avice Hill Arts and Craft Centre - contributed \$330.00 towards advertising.

FEEDBACK

The public was invited to complete a questionnaire on the day. The feedback was very favourable, especially relating to the 'have-a-go' nature of the event and the multi-generation appeal. There were also several comments from people saying it was nice to have an event for the WHOLE family to enjoy. Useful suggestions for future open days were made including more craft items for sale and a greater variety of stalls.

SUMMARY

Get Crafty! was a successful event that met the planning objectives of having a multi generation event, and an interactive event. There was a great deal of support for the event from the local community. The event was a step up from last years' Open Day at the reserve and certainly shows that art and craft is alive and well in our community.

Recommendation: That the information be received.

Chairman's

Recommendation: That the foregoing recommendation be adopted.