

## 9. 2000 SHOWTIME CANTERBURY

<b>Officer responsible</b> Leisure Manager	<b>Authors</b> Vanessa Carey, DDI 371-1981 Michelle Beckett, DDI 371-1842
Corporate Plan Output: Events Management	

The purpose of this report is to provide a post-festival brief of the 2000 Showtime Canterbury Festival, which was managed by the Leisure Unit's Events Team. This report aims to be a concise brief, with the focus on the key aspects that contributed to the overall festival in 2000.

This year's festival received more nationwide television news coverage and local newspaper coverage than in previous years, and was considered a huge success by the festival management and the Showtime Canterbury subcommittee, as well as by the many other organisations involved in staging events within the Showtime Canterbury Festival.

### EVENT BRIEF

The fifth annual Showtime Canterbury Festival ran from Saturday 4 to Sunday 19 November 2000. A total of 32 community groups, clubs, and businesses combined their skills, resources and creativity to contribute to a programme of 41 events, ranging from sports, arts and crafts, to concerts, open days, and carnivals.

### ATTENDANCE

Over 200,000 people were recorded by event organisers as attending/participating in the large array of activities on offer, an excellent turnout considering that adverse weather affected many of the outdoor events.

The Christchurch City Council provided \$60,000 for the festival in 2000, amounting to a cost of 30 cents per person attending. The Community Trust contributed \$20,000.

The Showtime Canterbury Festival has a strong following both in Christchurch and outside the city. The event research completed in 1997 by Independent Event Research Consultants showed 67.3% of attendees surveyed came from the Christchurch metropolitan area, and the survey undertaken by Leisure in 2000 showed an increase to 71.7 %.

89.4% of attendees surveyed were either 'satisfied' or 'very satisfied' with the quality of the event they were attending and 71.1% indicated that would be attending Showtime Canterbury events in 2001.

28.3% of attendees surveyed were visitors to Christchurch, and of these visitors, 46.2% indicated that they were in Christchurch for the purpose of attending Showtime Canterbury events.

### NEW EVENTS

This year saw the addition of some exciting new events to the festival programme, including:

- The Summer School Garden Tour – a very popular fundraising event in support of the local primary school, which toured 12 unique gardens from Mount Pleasant to Taylors Mistake.
- The Parent & Family Expo – an expo at Pioneer Stadium to exercise and expand kids' minds, while having fun with the whole family.
- Canterbury Community Newspapers Riverwalk - a fun family day and walk for people of all ages and levels of fitness starting at Burwood Park and finishing at New Brighton Pier.
- Floravisionz 2000 Flower Show Spectacular – More than 1000 floral designers from floral art clubs throughout New Zealand entered this competition at the Convention Centre and displayed their work in this amazingly colourful exhibition.
- Craft Seen Making Waves Exhibition – over 40 Canterbury craft artists showcased their latest works, which used everything from textiles and beads, to iron and stone.
- All About Us – Cosmopolitan Canterbury/Waitaha – an exhibition reflecting the energy, colours, diversity and influences that all of the different cultures represented within Canterbury bring to our region.

Organisers of these events have indicated that they are keen to stage their events again, as part of the Showtime Canterbury 2001 programme.

## **NEW INITIATIVES**

Leisure sought and gained support for Showtime Canterbury from Air New Zealand for the first time in 2000, which saw the undertaking of 'Gotta Go to Showtime Canterbury' package deals on airfares to Christchurch. These fares resulted in 560 visitors to Christchurch booking airfares on Air New Zealand and Ansett from Auckland, Wellington and Hamilton during the period of the promotion.

It is Leisure's aim to continue to develop this relationship with Air New Zealand and to arrange similar packages again next year, encouraging attendance at Showtime Canterbury by visitors from the North Island.

## **PUBLIC TRANSPORT**

A free shuttle service ran between the city and the key Showtime Canterbury events on the second week of the festival. This service proved very popular with almost all trips being filled to capacity.

Leisure is looking at the feasibility of a strategy for future Showtime Canterbury festivals to encourage people from outlying suburbs to attend these events, perhaps through a free bus service being provided from a few of the suburban malls, e.g. Eastgate, The Palms, Northlands, Hornby.

## **PUBLICITY**

- An intensive media campaign included:
- 10,000 festival fliers distributed through visitor centres nationwide.
- 65,000 brochures printed and distributed throughout Christchurch.
- Television advertisements run mostly on local/regional stations. However, a few were included on the national run of TV1, TV2, and TV3.
- Banners were displayed at key strategic vantage points across the city prior to and during the festival.

There was a good increase seen in Showtime Canterbury coverage in both The Press and Star newspapers: 100 articles and/or photos – including nine front page, in comparison to 84 articles in 1999, an increase of 16%.

85% of Showtime Canterbury event organisers rated the quality and effectiveness of the Leisure marketing campaign as 'very good' or 'excellent'.

## **FESTIVAL RESEARCH**

The findings of the intensive research undertaken in 1997 by an independent research company showed that Showtime Canterbury has a significant effect on the economy of the region, both in terms of direct economic input and creation of employment. From 1997 Showtime events \$29 million was directly injected into the economy during the two weeks of the festival, and 355, 12 month full time jobs were created as a result of this festival.

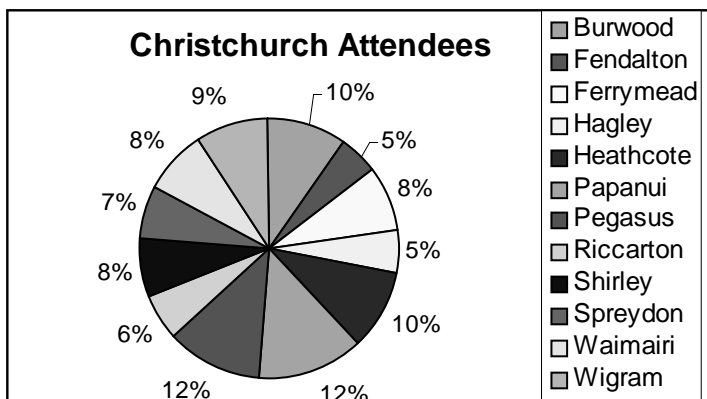
As it is important to evaluate the direct economic benefits of Showtime Canterbury, it is recommended that extra funding be made available in 2001 to undertake intensive research again, during and after Showtime Canterbury 2001.

## **2000 SURVEY RESULTS**

Leisure arranged for Showtime Canterbury attendees to be interviewed by Opinions Market Research, at ten different events, covering a mixture of sports, arts, craft, and entertainment.

### Christchurch Residents

71.7% of Showtime Canterbury attendees interviewed were Christchurch residents and the following graph indicates the percentage from each ward.



36.6% of attendees surveyed were accompanied by children under 15 years.

71.8% of Christchurch residents attending indicated recognition of the Showtime Canterbury logo, and 82% were 'satisfied' or 'very satisfied' with the availability of information about the festival.

### Visitors to Christchurch

28.3% of event attendees surveyed were not Christchurch residents, of these visitors 46.2% indicated that they were visiting Christchurch primarily to attend one or more Showtime Canterbury events. The following graph shows their indicated length of stay in Christchurch.

### SUMMARY

From the results of research completed in 1997 it was concluded that Showtime Canterbury could be regarded as the most economically valuable festival existing in the region.

Despite changeable weather during the festival in 2000 public response was extremely favourable, with overall attendance at events recorded at over 200,000, and many members of the public viewing the festival as one of the highlights of the Christchurch calendar of events. It is also considered nationally to be the largest regional festival of its kind in the country.

In 2000 71.7% of attendees surveyed came from the Christchurch metropolitan area. 89.4% of total attendees surveyed were either 'satisfied' or 'very satisfied' with the quality of the event, and 71.1% of the attendees indicated that would be attending Showtime Canterbury events next year.

28.3% of event attendees surveyed were not Christchurch residents. Of these visitors, 46.2% indicated they were visiting Christchurch primarily to attend one or more Showtime Canterbury events.

On 15 November, Showtime Canterbury 2000 was selected by festivals.com editorial staff based in Seattle, USA, as 'The Greatest Event on Earth' for the day. This meant that Showtime Canterbury featured on the festivals.com web site homepage, as well as an individual GEE page, for 24 hours, including a photo as well as text about the festival. This web site has more than 200,000 visitors each month, and is considered the premier destination on the Internet for festival fans and cultural tourists worldwide.

### Chairman's

**Recommendation:** That the information be received.