

## 5. BIMONTHLY REPORT FROM FESTIVALS AND EVENTS SUB COMMITTEE

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The purpose of this report is to provide the Arts, Cultural and Heritage Committee with information on the work currently being carried out by the Festivals and Events Subcommittee and make recommendations to the Arts, Culture and Heritage Committee on funding for in-house and core funded festivals for 2002/3.

### 1. Background Context

At the June Arts, Cultural and Heritage Committee meeting a report was considered about the delegation of responsibility for deciding festivals and events funding to the Festivals and Events Subcommittee.

One of the Arts, Cultural and Heritage Committee's recommendations was:

*That the Festivals and Events Sub Committee report to the Arts, Cultural and Heritage Committee at bi-monthly intervals on matters of mutual interest.*

This is the first bi-monthly report from the Festivals and Events Subcommittee.

In February 2002 the Festivals and Events Subcommittee presented the results of its strategic review of existing festivals and recommended funding for the in-house, SummerTimes and Contracted Events for 2002/3. As part of this report the Festivals and Events Subcommittee indicated an intention to also put forward a request for funding for a major garden/lifestyles festival to the Annual Plan Working Party.

Through the process to establish the 2002/3 Draft Annual Plan a total budget for festivals and events of \$2.5m was arrived at. It was indicated by the Council that this was to include funding for the garden/lifestyle festival with the figure being discussed at that point being \$250 000 for that festival.

Since the decision made by the Council on overall festivals and events funding the Festivals and Events Subcommittee has been reconsidering its funding recommendations. All recommendations made by the Festivals and Events Subcommittee for funding for 2002/3 are clearly subject to the finalisation of the Annual Plan.

### 2. Combined Festival of Flowers/Festival of Romance

In its report on funding for festivals in 2002/3 the Festivals and Events Subcommittee identified a close relationship between the International Festival of Flowers and the Festival of Romance in terms of theme and timing in the year. Potential benefits from merging the two festivals were identified and the Subcommittee indicated a desire to facilitate discussions/negotiations between the two trusts with a view to developing a merged festival.

The Festivals and Events Subcommittee has been working with the two trusts towards the development of a merged festival. The Festival of Romance is a biannual festival with only the Valentine's Day Dance taking place in the off year. As 2003 was due to be one of the Valentine's Day Dance only years, the Festival City Trust has indicated that the time available does not allow for the development of a fully integrated festival next year. Consequently the two trusts are working on developing linkages between the Festival of Flowers and the Valentines Day Dance for 2003 and an integrated festival concept for 2004.

At this stage the Festivals and Events Subcommittee is awaiting confirmation of the linkages between the Festival of Flowers and the Valentine's Day Dance before confirming its recommendations for funding for 2002/3.

### **3. Combined Montana Winter Carnival/Adventure Festival**

The Festivals and Events Subcommittee also identified potential synergies between the Montana Winter Carnival and the Adventure Festival in its funding recommendations report to the Arts Cultural and Heritage Committee. The Subcommittee identified that the target markets for both festivals are similar; they are both based around physically activities, they are both community festivals and both have an uneasy fit with the Christchurch urban environment.

Since those recommendations were made, the 2002 Adventure Festival has taken place and post show information has been received by the Subcommittee. The Subcommittee has been working with the two trusts towards the development of a merged festival for 2003. At this stage this work is at a relatively early stage and the 2002 Montana Winter Carnival is due to take place in July and consequently the Winter Carnival Trust is somewhat preoccupied with that.

The Subcommittee is waiting for the development of a merged festival concept before confirming its funding recommendations for 2002/3.

### **4. Firming up on Funding for Other Core Funded Festivals**

The Sub Committee has met with representatives of the Cello Festival, Books and Beyond and the Buskers Festival to further discuss their plans and funding for 2002/3. At this point the Subcommittee has not perceived a need to amend its funding recommendations for these festivals.

### **5. New Festivals Funding**

In its funding recommendations report to the Arts, Cultural and Heritage Committee the Subcommittee identified the development of a 'new festivals' fund of \$60 000. The Subcommittee had been made aware of a number of festivals that had previously received Events Seeding Funding and wished to be considered for core funding.

The Subcommittee has subsequently considered three festivals/events for funding through the 'new festivals' fund. The Subcommittee has used a similar process to that used in evaluating other core funded and in-house festivals, namely comparing the festivals with the relevant policy outcomes and assessing various aspects of the festivals management. The three festivals considered are, Young Inventionz, UA (Pacific Island Arts Festival) and Eat, Move, Live.

Further information concerning proposals for the 2003 UA festival has been requested and consequently no funding recommendation arrived at. Attached in Appendix A is a brief summary of the assessments made by the Subcommittee for the other two festivals.

It is recommended that Young Inventionz receive funding of \$10 000 in 2002/3 (subject to finalisation of the Annual Plan) and that Eat, Move, Live be declined for festivals and events funding. The Subcommittee considered that this latter festival was very similar to the work being carried out by the Council in its Push Play with Active Christchurch partnership and should be considered more of a programme than a festival per se. There is however clear linkages with the Healthy Christchurch project and ways are being investigated to link the sort of work being carried out through Eat, Move, Live with Healthy Christchurch.

### **6. Garden Festival**

The Garden Festival Scoping Study prepared by Deloitte Touche Tohmatsu on which the Council's decision on funding was made, identified the potential for a first festival in October 2003. It also identified a funding requirement from the Council in the order of \$390,000 for the first festival.

Through the process to establish the 2002/3 Draft Annual Plan a total budget for festivals and events of \$2.5m was arrived at. It was indicated by the Council that this was to include funding for the Garden/Lifestyle Festival with the figure being indicated at that point being \$250,000 for the Garden Festival but with the Festivals and Events Subcommittee being responsible for establishing the final allocations.

The Subcommittee has considered its funding recommendations further in the light of the Council's decisions in the Draft Annual Plan. There is a strong view that first impressions really count in developing the Garden Festival and that it is really important that the first festival is of real quality. In many regards trying to produce the festival on inadequate funding is counter productive. The Subcommittee is of course also mindful of the Council's overall financial position and the need for it to work within the overall budget indicated in the Draft Annual Plan for festivals and events.

Consequently the Subcommittee's recommendation is that the first Garden Festival now take place in 2004 with future festivals taking place biennially. The Subcommittee also recommends that funding of \$180,000 in the 2002/3 year and a similar amount in 2003/4 be made. The Subcommittee believes that this funding level can be achieved within the \$2.5m festivals and events funding indicated in the Draft Annual Plan.

The last Arts, Cultural and Heritage Committee received a report on the establishment of the organisational structure for the Garden Festival. The Subcommittee will be working on progressing the organisational structure as indicated in the report.

#### **7. Evaluation/Research/Post Show Information**

The Subcommittee is working with staff to refine and improve the post show reporting, evaluation and research for festivals and events. A standard post show reporting format has been developed to ensure the Council receives all necessary information from core funded festivals in a manner that is easy to locate and compare.

Discussions are continuing on other aspects of evaluation and research.

#### **8. Summary**

The Festivals and Events Subcommittee has been working in a number of areas to finalise its plans for the Council funded festivals and events programme for 2002/3.

Work is taking place to facilitate the development of merged festivals of Romance/Flowers and Winter Carnival and Adventure.

Festivals have been considered for funding through the new festivals funds and the Subcommittee has arrived at recommendations for Young Inventionz and Eat, Move, Live.

Aspects of the Garden Festival have been reconsidered by the Subcommittee with a view to ensuring the Festival has the necessary quality and impact, yet fits within the Council's festivals and events funding envelope.

The Subcommittee is also actively working on festivals evaluations and research.

#### **Staff**

- Recommendations:**
1. That this report be received as the first bi-monthly report from the Festivals and Events Subcommittee.
  2. That Young Inventionz receive funding of \$10 000 in 2002/3 from the new festivals fund, subject to confirmation of the overall festivals and events funding in the 2002/3 Annual Plan.
  3. That Eat, Move, Live be declined for funding from the new festivals fund and staff work with the festival organisers to identify how it's aims might be advanced through the Push Play with Active Christchurch programme and the Healthy Christchurch project.
  4. That funding for the Garden Festival be \$180,000 for 2002/3 (subject to finalisation of the Annual Plan) with an intended initial festival in 2004.

#### **Chairman's**

**Recommendation:** The staff recommendations be approved.