

## 5. FESTIVALS AND EVENTS SUBCOMMITTEE UPDATE

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The purpose of this report is to inform the Arts, Culture and Heritage Committee of the activities of the Festival and Events Subcommittee.

### THE DANCE AND PHYSICAL THEATRE TRUST - THE BODY FESTIVAL

Richard McWha (Chairperson) and Adam Hayward (Festival Director) presented information about the festival to the Subcommittee at its last meeting.

The festival has received Council seed funding for two years that has helped it to grow to a sufficient size and quality that makes it eligible to receive core funding. The festival has submitted a comprehensive proposal for consideration by the Subcommittee as part of the funding decision making process for the 2004/05 financial year.

The Trust runs the festival in a two-year cycle with the larger 'The Body' festival presented as a stand-alone festival and the smaller 'The Body Global' included under the umbrella of The Christchurch Arts Festival. The Body Global has a primary focus on participation with workshops and performances by various cultural groups while the larger 'The Body' festival also includes a significant international component.

As 'The Body' Festival 2004 is scheduled for September the timing of initial core funding is an issue as core funding cannot be confirmed until after the final Annual Plan is adopted in mid July 2004. In order to continue with festival planning the Trust would require funding prior to this. To address this the Subcommittee has requested staff to identify any available funds within the festival and events cap in 2003/04. This will be further considered at the Subcommittee's next meeting.

The Subcommittee will make a funding recommendation for the festival as part of its funding decisions for the overall festival programme for 2004/05.

### THE CHRISTCHURCH ARTS FESTIVAL

Sid Aston (Chairperson) and Guy Boyce (Director) of The Christchurch Arts Festival presented their request for an increase in festival funding and highlighted the successes and achievements of the 2003 festival.

The Trust incurred a loss from its 2001 festival. The Trust requested \$20,000 from the Council to cover the loss which was granted in May 2002 as a loan. A condition of the loan was that it was to be repaid to the Council should the Trust make a surplus of \$90,000 or more from the 2003 festival.

The Trust has confirmed a year-end operating surplus of \$191,072 of which \$150,000 has been committed towards re-establishing a capital reserves fund. This surplus enabled the Trust to repay the \$20,000 loan from the Council on 23 December 2003.

The Trust has experienced the inability to retain key staff for the whole two-year festival cycle. This has resulted in a loss of skills essential for the success of the festival. The Trust is keen to ensure that the festival retains experience and knowledge as it considers that this was a key contributor to the success of the 2003 Festival. The Trust is making a financial commitment to staff to ensure that appropriate remuneration is offered where succession is required. One of the key aims and objectives of the Christchurch Arts Festival Trust is:

*"To ensure key staff stay a minimum of two festivals, maintaining in-house knowledge of all aspects of running the festival, and managing position crossover and training for all staff."*

The current core funding of \$83,000 each year for two years for a biennial festival would if allocated again in 2004/05 contribute just over 50% of core administration costs for the festival (based on current budgets).

The festival has requested that the repaid loan amount of \$20,000 be reallocated back to the festival.

If allocated this funding would be used by the Trust to retain key festival staff for the whole two-year period therefore meeting its staffing objectives.

This funding request is part of a longer-term increase in funding proposed by the festival. The Festival and Events Subcommittee recommends that the \$20,000 be reallocated back to the festival. However, this recommendation would not represent an ongoing commitment. Any longer term funding recommendation would be considered as part of the overall programme funding recommendations 2004/05.

#### **THE FESTIVAL OF JAPAN**

The Subcommittee received a request from the Festival of Japan for \$90,000 for their 2004 event. After a presentation from the festival organiser and the Trust the Subcommittee recommends the allocation of the \$40,000 it had from the 2003/04 budget for cultural festivals to the Festival of Japan 2004 under the condition that the funding allocation is a one-off payment which could not be guaranteed in future years. The Subcommittee is currently looking at a bigger picture of a long-term strategy for addressing cultural festivals funding requests. (Festival of Japan 2004 Programme attached.)

#### **FESTIVAL DATE CHANGES**

The Subcommittee has received notification of festival date changes for the Adam International Cello Festival, The Christchurch Jazz Festival and the Christchurch Book Festival - 'Books & Beyond'.

The Adam International Cello Festival is now scheduled for July 2006 as the festival organiser and Trust perceived there to be a difficulty in maintaining audience numbers at the same time as the Christchurch Arts Festival.

The Christchurch Jazz Festival has requested an increase in funding for an annual festival rather than the current biennial festival that is held on the opposite year to the Christchurch Arts Festival. An annual festival would be held in April 2004 to maximise the benefits of sharing costs and access to performers from other Jazz festivals in New Zealand and Australia. The festival has found that with the increasing popularity of jazz festivals globally it is increasingly difficult and expensive to attract top performers to the Southern hemisphere when they are in demand to tour the American and European summer jazz festivals.

The Christchurch Book Festival - 'Books & Beyond' will be held in September 2004 rather than the usual Queen's Birthday weekend. This is so that the festival can link in with the Melbourne Book festival. After 2004 the festival will be held biennially.

The festival date changes successfully contribute to achieving the overall desired balance of the festival calendar. The increase in funding required as a result of festival date changes will be considered as part of overall funding recommendations.

#### **FESTIVAL RESEARCH PROGRAMME**

The planned schedule of festival and event research has continued in 2003/04.

Questions about the suitability of the location for the New Brighton Fireworks were included in the Opinions Market Research Omnibus in November 2003. Regular audience profile research has been conducted at Coca Cola Christmas in the Park, KidsPlay, and Summer Theatre. Event audits were carried out on the Christchurch Montana Winter Carnival and The Festival of Flowers and Romance. An event audit continues on the Christchurch International Jazz Festival 2005. An event-mentoring pilot is progressing with FA Pacific Arts. An Economic Impact Report was conducted on the Christchurch Arts 2003. Audience profile research will be conducted at Classical Sparks, Young Inventionz and KidsFest in 2004 to complete the 2003/04 research programme.

The Festival and Events Subcommittee is considering the results of the research as part of its funding recommendations process for 2004/05.

**Festival and Events  
Subcommittee**

- Recommendations:**
1. That the Christchurch Arts festival be reallocated the repaid loan of \$20,000 as increased funding in order to retain the necessary staff skills to produce successful festivals.
  2. That the Festival of Japan be allocated \$40,000 towards its 2004 festival.

**Chairman's**

**Recommendation:** That the Subcommittee's recommendations be approved.