Notice of Meeting:

I hereby give notice that an ordinary Meeting of the Economic Development Committee will be held on:

Date:	**Thursday 9 May 2024**
Time:	**9:30 am**
Meeting Room:	**Council Chamber and Audio Visual Link**
Venue:	**Municipal Building, Garden Place, Hamilton**

Lance Vervoort
Chief Executive

Economic Development Committee
Komiti Oohanga Whakatupu
OPEN AGENDA

Membership

Chairperson *Heamana*	Cr Ewan Wilson	
Deputy Chairperson *Heamana Tuarua*	Cr Mark Donovan	
Members	Mayor Paula Southgate	Cr Kesh Naidoo-Rauf
	Deputy Mayor Angela O'Leary	Cr Andrew Bydder
	Cr Anna Casey-Cox	Cr Geoff Taylor
	Cr Maxine van Oosten	Cr Sarah Thomson
	Cr Moko Tauariki	Cr Emma Pike
	Cr Melaina Huaki	Cr Tim Macindoe
	Cr Louise Hutt	
Quorum:	**A majority of members (including vacancies)**	
Meeting Frequency:	**Two monthly**	

Amy Viggers
Mana Whakahaere
Governance Lead

1 May 2024

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Purpose

The Economic Development Committee is responsible for:

1. Governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians.

In addition to the common delegations on page 10, the Economic Development Committee is delegated the following Terms of Reference and powers:

Terms of Reference:

2. To drive and enhance Hamilton's economic position by actively promoting Hamilton.
3. To promote investment and business attraction opportunities for Hamilton and the greater Waikato region.
4. To provide advice on strategic initiatives, plans, projects and potential property developments that have a material impact upon the Hamilton economy.
5. To develop, review and monitor the implementation of the Economic Development Agenda.
6. To recommend funding levels for service contracts with Business Improvement District(s), Hamilton and Waikato Tourism and Te Waka, and any others subject to funding approval by Council through the Councils long-term plan process, and approve said contracts with relevant third parties.
7. To monitor the performance and provide guidance on Council's relationship with key stakeholders including, but not limited to Te Waka, Hamilton Waikato Tourism and the Hamilton Central Business Association.
8. To monitor the performance of Council's major event venues operation (H3).
9. To review and monitor the implementation of Council's Event Sponsorship Policy.
10. To approve annual Event Sponsorship funding applications and monitor any grants made to external organisations under the terms of the Event Sponsorship Policy.
11. To support and assist with efforts for external partnerships on Council projects that will provide economic development opportunities for Hamilton and the region.
12. To develop and monitor policy related to the appointment and remuneration of directors of CCOs, CCTOs, and COs.
13. To provide clear direction to Council's CCOs, CCTOs, and COs on Council's expectations, including feedback on draft statements of intent.
14. To receive six-monthly reports of Council's CCOs, CCTOs, and COs, including on board performance.
15. To undertake any reviews of CCOs and CCTOs and agree CCO/CCTO-proposed changes to their governance arrangements
16. To develop policy, approve and monitor implementation of plans and strategies in relation to the performance of Council's investments in the Municipal Endowment Fund and strategic property.

The Committee is delegated the following powers to act:

- Approval of event sponsorship applications annually in accordance with the Event Sponsorship Policy.
- Approval of letters of expectation for each CCO, CCTO, and CO.

- To provide feedback on draft statements of intent for each CCO, CCTO, and CO.
- Appointments to, and removals from, CCO, CCTO, and CO boards
- Approval of proposed major transactions or constitutional adjustments of CCOs, CCTOs, and COs.
- Approval of acquisition or sale or lease of properties owned by the Council or owned by the Municipal Endowment Fund consistent with the Municipal Endowment Fund Investment Policy, for any endowment properties. Note that if the Mayor and Chair consider that a final decision is more appropriately made by Council due to it's significance, they may direct that and decision remains recommendatory, requiring ratification by Council.

The Committee is delegated the following recommendatory powers:

- Approval or otherwise of any proposal to establish, wind-up or dispose of any holding in, a CCO, CCTO, or CO.
- The Committee may make recommendations to Council.
- The Committee may make recommendations to other Committees.

Recommendatory Oversight of Strategies:

- Economic Development Agenda
- Tourism, Events and Visitation Strategy

Recommendatory Oversight of Policies and Bylaws:

- *Appointment and Remuneration of Board Members of COs, CCOs, and CCTOs Policy*
- *Event Sponsorship Policy*
- *Freeholding of Council Endowment Land Policy*
- *Municipal Endowment Fund Policy*
- *Business Improvement District (BID) Policy*
- *International Relations Policy*

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1 Apologies – *Tono aroha*

2 Confirmation of Agenda – *Whakatau raarangi take*

The Committee to confirm the agenda.

3 Declaration of Interest – *Tauaakii whaipaanga*

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as an elected representative and any private or other external interest they might have.

4 Public Forum – *Aatea koorero*

As per Hamilton City Council's Standing Orders, a period of up to 30 minutes has been set aside for a public forum. Each speaker during the public forum section of this meeting may speak for five minutes or longer at the discretion of the Chair.

Please note that the public forum is to be confined to those items falling within the terms of the reference of this meeting.

Speakers will be put on a Public Forum speaking list on a first come first served basis in the Council Chamber prior to the start of the Meeting. A member of the Council Governance Team will be available to co-ordinate this. As many speakers as possible will be heard within the allocated time.

If you have any questions regarding Public Forum please contact Governance by telephoning 07 838 6699.

Item 5

Council Report

Committee: Economic Development Committee

Date: 09 May 2024

Author: James Winston II

Authoriser: Michelle Hawthorne

Position: Governance Advisor

Position: Governance and Assurance Manager

Report Name: Confirmation of the Economic Development Open Minutes 12 March 2024

Report Status	*Open*

Staff Recommendation - *Tuutohu-aa-kaimahi*

That the Economic Development Committee confirm the Open Minutes of the Economic Development Meeting held on 12 March 2024 as a true and correct record.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Economic Development Open Unconfirmed Minutes 12 March 2024

Hamilton City Council
Te kaunihera o Kirikiriroa

Economic Development Committee
Te Komiti Oohanga Whakatupu
OPEN MINUTES

Minutes of a meeting of the Economic Development Committee held in Council Chamber and via Audio-Visual Link, Municipal Building, Garden Place, Hamilton on Tuesday 12 March 2024 at 9:30 am.

PRESENT

Chairperson	Cr Ewan Wilson
Heamana	
Deputy Chairperson	Cr Mark Donovan
Heamana Tuarua	
Members:	Mayor Paula Southgate Deputy Mayor Angela O'Leary Cr Anna Casey-Cox Cr Maxine van Oosten Cr Moko Tauariki Cr Melaina Huaki Cr Louise Hutt (via audio-visual) Cr Kesh Naidoo-Rauf Cr Andrew Bydder Cr Geoff Taylor Cr Sarah Thomson Cr Emma Pike (via audio-visual) Cr Tim Macindoe
In Attendance:	Lance Vervoort – Chief Executive Blair Bowcott – General Manager Strategy, Growth and Planning Sean Murray – General Manager Venues, Tourism and Events (via audio-visual) Tracey Musty – Finance Director Greg Carstens – Growth Funding & Analytics Unit Manager Mike Bennett – Economic Development Programme Manager Nicolas Wells – Strategic Property Manager Lehi Duncan – Central City Transformation Manager Growth Programmes Margaret Devlin – Waikato Regional Airport Limited and Hamilton and Waikato Tourism representative Scott Kendall and Ben Langley - Waikato Regional Airport Limited representatives Nicola Greenwell – Hamilton and Waikato Tourism representative Kelvin French – Co-Lab Chief Executive
Governance:	Amy Viggers - Governance Lead Arnold Andrews, Keryn Phillips and James Winston II - Governance Advisors

1. Apologies – *Tono aroha*

Resolved: (Cr Wilson/Mayor Southgate)
That the apologies for absence from Deputy Mayor O'Leary, Cr Tauariki and Cr van Oosten, and partial attendance from Mayor Southgate and Cr Pike are accepted.

2. Confirmation of Agenda – *Whakatau raarangi take*

Resolved: (Cr Wilson/Cr Donovan)
That that the agenda is confirmed noting that Item 7 (Chair's Report) will be taken before Item 6 (External Agencies and CCO Reporting) at the request of the Chair.

3. Declarations of Interest – *Tauaakii whaipaanga*

Prior to the discussion of Item C2 (Strategic Property Update – March 2024) Cr Naidoo-Rauf declared an interest in the matter. She noted that she was not conflicted and would take part in the discussion and vote on the matter. During the discussion of the matter Cr Taylor declared a conflict. He did not take part on the discussion or vote on the matter.

4. Public Forum – *Aatea koorero*

No members of the public wished to speak in the Public Forum.

5. Confirmation of the Economic Development Open Minutes 14 November 2023

Resolved: (Cr Donovan/Cr Huaki)
That the Economic Development Committee confirm the Open Minutes of the Economic Development Meeting held on 14 November 2023 as a true and correct record.

Item 7 (Chair's Report) was taken after Item 5 (Confirmation of the Economic Development Open Minutes 14 November 2023) as resolved in Item 2 (Confirmation of the Agenda).

6. Chair's Report

The Chair took his report as read.

Resolved: (Cr Wilson/Cr Donovan)
That the Economic Development Committee receives the report.

7. External Agencies and CCO Reporting

Waikato Regional Airport Limited

Waikato Regional Airport Limited representatives (Margaret Devlin, Scott Kendall and Ben Langley) spoke to their six-monthly update. They responded to questions from Members concerning opportunities for international travel, dividend policy, letters of expectation, priority projects, financial statements and future-proofing the airport.

Resolved: (Cr Taylor/Mayor Southgate)

That the Economic Development Committee:

a) receives the Statement of Intent for Waikato Regional Airport Limited 2024-2025 (**Attachment 4** to the staff report);

b) delegates the CE and Mayor Southgate to work with other shareholding Councils to request Waikato Regional Airport Limited amend their 2024-2025 Statement of Intent to strengthen the following matters that were outlined in Hamilton City Council Letter of Expectation:

i. Payment of dividends;

ii. International air services capability;

c) requests staff report back to the 9 May Economic Development Committee meeting concerning a) and b) above.

Hamilton and Waikato Tourism

Hamilton and Waikato Tourism representatives (Nicola Greenwell and Margaret Devlin) provided an update on recent activities. They responded to questions from Members concerning visitor statistics, impact of emergency housing on tourism and the Hamilton to Christchurch campaign learnings.

Co-Lab

Co-Lab Chief Executive (Kelvin French) presented the Co-Lab report and highlighted the role of Co-Lab and the benefits of collaboration. He responded to questions from Members concerning efficiencies achieved for procurement of large infrastructure projects, response rate of survey referred to in the report and collaboration of councils on digital platforms.

Resolved: (Cr Wilson/Cr Thomson)

That the Economic Development Committee:

a) receives the report;

b) endorses the Statement of Intent for Civic Financial Services for the year to 31 December 2024 (**Attachment 7** to the staff report).

Cr Pike left the meeting (9.59am) during the discussion of the above item. She was not present when the matter was voted on.

Mayor Southgate left the meeting (11.15am) during the discussion of the above item. She was not present when the matter was voted on.

The meeting was adjourned from 11.38am to 11.53am.

Cr Taylor left the meeting during the above adjournment.

8. General Manager's Report

The General Manager Strategy, Growth and Planning took his report as read. Staff responded to questions from Members concerning the economic mindset across all committees of the Council and the Regional Theatre taking business from events at Claudelands.

Resolved: (Cr Wilson/Cr Donovan)

That the Economic Development Committee receives the report.

Cr Pike re-joined the meeting (11.53am) during the above item. She was present when the matter was voted on.

9. Business Improvement District (BID) Policy Review *(Recommendation to the Council)*

The Central City Transformation Manager Growth Programmes took the report as read.

Resolved: (Cr Donovan/Cr Thomson)

That the Economic Development Committee:

a) receives the report;

b) recommends that the Council approves the amended Business Improvement District Policy (**Attachment 1** of this staff report) effective from **5 April 2024**; and

c) recommends that the Council approves the subsequent proposed amendment to the Business Improvement District Policy in **Attachment 3** of this staff report to be effective from **1 July 2024**, subject to the final 2024-34 Long-Term Plan deliberations; and

d) notes that if the Economic Development Committee recommends approval of the revised Business Improvement District Policy, a subsequent Business Improvement District Poll will be undertaken to inform a 2024-34 Long-Term Plan decision regarding the extension of the Business Improvement District boundary to include a portion of Hamilton East.

10. Strategic and General Update

The Economic Development Programme Manager highlighted results of the meaningful engagement that occurred last year with employers and promotion of Tech in the Tron project. Staff responded to questions from Members concerning job growth, availability of quality office space, consenting trends, data analytics on job demand, engagement with employers within the scope of council business, population structure, residential consents, industrial land supply and timing of the airport developments.

Resolved: (Cr Wilson/Cr Macindoe)
That the Economic Development Committee receives the report.

Cr Taylor re-joined the meeting (12.11pm) during the discussion of the above Item. He was present when the matter was voted on.

11. Strategic Property Update - March 2024

The Strategic Property Manager took the report as read.

Resolved: (Cr Wilson/Cr Donovan)
That the Economic Development Committee

a) receives the report;
b) notes the Members' congratulations to Nicolas Wells and those that worked to secure the Templeton hotel development.

12. Resolution to Exclude the Public

Resolved: (Wilson/Donovan)
Section 48, Local Government Official Information and Meetings Act 1987

That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Confirmation of the Economic Development Public Excluded Minutes 14 November 2023 C2. Strategic Property Update - March 2024 C3. Strategic Issues Update - Public Excluded Matters	) Good reason to withhold) information exists under) Section 7 Local Government) Official Information and) Meetings Act 1987	Section 48(1)(a)

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6

or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to enable Council to carry out commercial activities without disadvantage to enable Council to carry out negotiations	Section 7 (2) (h) Section 7 (2) (i)
Item C3.	to enable Council to carry out commercial activities without disadvantage to enable Council to carry out negotiations	Section 7 (2) (h) Section 7 (2) (i)

The meeting moved into Public Excluded at 12.39pm.

The meeting was declared closed at 3.06pm.

Item 6

Council Report

Committee: Economic Development Committee

Date: 09 May 2024

Author: James Winston II

Authoriser: Michelle Hawthorne

Position: Governance Advisor

Position: Governance and Assurance Manager

Report Name: Chair's Report

Report Status	*Open*

Recommendation - *Tuutohu*

That the Economic Development Committee

a. receives the report; and
b. approves the establishment of the 'Sister City relationships Working Group' with the membership of Cr Wilson, Cr Donovan, Cr Taylor, Cr Macindoe, and Cr Hutt Cr van Oosten to make a recommendation to the Council concerning Hamilton City Council's current Sister City relationships.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Chair's Report

Chair's Report

9 May 2024

In my Chair's Report for our March meeting, I made note of the challenging economic conditions facing many businesses. I referred to a slowdown in demand for services and products combined with inflationary pressures that, despite some improvement, persist. These challenges well and truly remain with any near-term respite appearing unlikely.

Although sobering economic news can dominate political discourse, I am reminded that committees such as this are positioned to receive a balance of macro-economic, quantitative data with localised, qualitative perspectives directly from Hamilton employers. This provides us with insights into how, even in challenging times, our partners in the business community are adjusting, innovating, refocusing, and investing in new opportunities.

Reflecting on the time since my last report, I'm particularly encouraged by investments from Refrigafreighters and Sime Darby Transport at the Ruakura Superhub. For Refrigafreighters, the Hamilton location will be their first depot in the Waikato and Bay of Plenty regions, while Sime Darby's project will be their largest truck service centre in the North Island. These projects are the latest in an impressive run of announcements from Waikato-Tainui and Tainui Group Holdings as they lead the way on a reimagination of their whenua to enable growth, prosperity, and sustainable development.

The successes are a result of investment decisions made years ago. It has been twenty years since the vision for Waikato Innovation Park began – a story captured this month by the Tech in the Tron project. Similarly, significant planning and partnerships are behind cornerstone developments taking shape in the central city, including the Waikato Regional Theatre and the new 4-star hotel announced in early March for a site purchased by Council six years ago.

I'm also thrilled with the opening of the new and independent supermarket FIFO in Nawton. New Zealand is home to a strong duopoly in the supermarket sector. The new owners Manish Thakkar and Rajesh Patel must be congratulated for their vision and courage, I call for all Hamilton ratepayers to support the new supermarket.

The title of "fastest growing" has garnered great attention for the city and led to a feature on the Seven Sharp programme in early April, with staff from Council's Communications & Engagement team partnering with our Economic Development team to support the TVNZ producers. This resulted in a story showcasing that our city's economic growth has been powered by innovative businesses and the ability to attract and retain talented people drawn here for employment opportunities. This all within in a city and region that provides the opportunity to enjoy the best parts of Kiwi life.

In particular, the Seven Sharp feature mentioned Hamilton's technology and innovation sector which includes Gallagher, Company-X, IT Partners, Dynamo6, the Instillery and others. These industry-leading businesses started in Hamilton and have grown over the last decade. In the case of Gallagher 85 years. We should be incredibly proud of this past success, but also maintaining the ability to be proactive and purposeful in our work to support key growth sectors, such as this moving forward.

Being bold about decisions that we make now, the Council can enable quality growth in the future and continue to be a location of choice for business investment, career advancement, and quality of life. Thoughtful work to partner and support initiatives, including a city or regional deal with the Government for the metro Hamilton area; the proposed medical school at the University of Waikato; changes to how we deliver and fund critical waters services; reform of the Resource Management Act (RMA) and an embrace of innovative funding and financing tools for critical infrastructure.

Sister City relationships

As a steward for Council's Intl relationships, I am creating a working group to help review our current Sister City relationships. The working group will exist for only 4 weeks, and it will meet twice before putting a draft recommendation back to the Council. I would like to suggest the members of this group consist of; Cr Donovan, Cr Taylor, Cr Macindoe, Cr Hutt Cr van Oosten, and myself. Staff have completed some work and the documentation will be circulated once finalized, and I will call for a meeting as soon as possible to commence this review. Upon completion of the review will be circulated to Mayor Southgate to be put it the next Council agenda.

Te Huia

The Te Huia train service between Hamilton and Auckland is in year 2 of a five-year trial. In my view it plays a critical component as an economic enabler between the two biggest cities in the Golden-Triangle. When the Council thinks about future growth, most projections have identified that 60% of that growth is likely to occur in the golden triangle It is my opinion that it must continue for the entire five-year trial ahead of any final decision being made. Hamilton City Council has actively supported Te Huia. The council has invested millions of dollars in fixed assets particularly at the Rotokauri Station.

If the trial ends prematurely this will leave significant assets unutilized. I believe it is crucial that Hamilton city Council actively communicates our concerns to the government.

Recommendation:

That the Economic Development Committee

a. receives the report; and
b. approves the establishment of the 'Sister City relationships Working Group' with the membership of Cr Wilson, Cr Donovan, Cr Taylor, Cr Macindoe, and Cr Hutt Cr van Oosten to make a recommendation to the Council concerning Hamilton City Council's current Sister City relationships.

Regards,

Cr Ewan Wilson

Chair Economic Development Committee

Council Report

Committee: Economic Development Committee
Date: 09 May 2024

Author: Justin Wittstock
Authoriser: Blair Bowcott

Position: Financial Accountant
Position: General Manager Strategy, Growth and Planning

Report Name: External Agencies and CCO Reporting

Report Status	*Open*

Purpose - *Take*

1. To inform the Economic Development Committee on matters relating to External Agencies and Council-controlled organisations (CCOs), including specifically:

    i. Committee's receipt of the amended Statement of Intent for Waikato Regional Airport Limited for the year ending 30 June 2025 and the Co-Lab Statement of Intent 2025-2027;

    ii. to seek the Committee's approval of the Hamilton Central Business Association (HCBA) Central City Activation Plan and Annual Budget for 1 July 2024 – 30 June 2025 (**Attachment 9**); and

    iii. to seek delegated authority for the General Manager Strategy, Growth and Planning Group to renew the Service Level Agreement between HCBA and Hamilton City Council for the delivery of the Central City Activation Fund 2024-26.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee:

    a) receives the report;

    b) receives the amended Statement of Intent for Waikato Regional Airport Limited 2024-2025 (to be tabled at the Committee meeting);

    c) endorses the 2025-2027 Statement of Intent for Co-Lab (**Attachment 2**)t;

    d) approves the HCBA Central City Activation Plan and Annual Budget for 1 July 2024 – 30 June 2025 (**Attachment 8**) subject to funding being confirmed in the 2024-34 Long Term Plan (LTP); and

    e) delegates authority to the General Manager of Strategy, Growth and Planning Group to renew the Service Level Agreement between Hamilton Central Business Association and Hamilton City Council for the delivery of the Central City Activation Plan and release of the annual Central City Activation Fund payment to Hamilton Central Business Association, effective from 1 July 2024, subject to the 2024-34 Long-Term Plan.

Executive Summary - *Whakaraapopototanga matua*

3. The Terms of Reference, for the Economic Development Committee states that it is responsible for receiving performance reports and providing clear direction to Council's CCOs, including providing feedback on draft statements of intent. It is also responsible for monitoring the performance and providing guidance on Council's relationship with external agencies.

4. This report provides the following information:

External Partner/CCO	Topic
Waikato Regional Airport Limited (WRAL)	Amended Statement of Intent 2024-2025
Co-Lab	• Half Year Report to 31 December 2023 • Statement of Intent 2025-2027

Hamilton Central Business Association (HCBA)	• HCBA 6 monthly update
	• HCBA Plans
	  ○ HCBA Action Plan 2024-2025
	  ○ HCBA Strategic Plan 2025-2027
	• HCBA Central City Activation
	  ○ HCBA Annual Central City Activation Plan 2024-2025 and associated Annual Budget
	  ○ HCBA Strategic Central City Activation Plan 2025-2027
	  ○ HCBA Central City Activation Fund Service Level Agreement
	• HCBA Hamilton East Business Improvement District (BID) boundary extension proposal update

5. Staff note that the Appointment and Remuneration of board members of CCOs policy is currently under review and will be brought to the 13 August 2024 meeting.

6. Staff consider the decisions in the report have low significance and that the recommendations comply with Council's legal requirements.

Discussion – *Matapaki*

Waikato Regional Airport Limited

Background

7. The Waikato Regional Airport Limited Group (WRAL) , comprises of the Hamilton Airport, Hamilton and Waikato Tourism, Titanium Park Limited and Waikato Regional Airport Hotel Limited. It operates as a limited liability company, with the following shareholders:

Council	Shareholding
Hamilton City Council	50.00%
Matamata-Piako District Council	15.63%
Waikato District Council	15.63%
Waipaa District Council	15.63%
Ootorohanga District Council	3.13%

8. Council's main objective in the ownership of WRAL (and its subsidiaries) is to support and provide economic growth to our community.

Draft Statement of Intent 2024-25

9. Waikato Regional Airport Limited (WRAL) presented its Draft Statement of Intent 2024-25 to the 12 March Committee meeting.

10. At the meeting, the Committee received the draft but resolved for the Chief Executive and Mayor Southgate to work with the other shareholding councils to request WRAL amend the document to reinforce two matters – payment of dividends to shareholding councils and international air services capability.

11. An online meeting of the shareholding council's, Mayors and Chief executives (or representative) was held on 16 April 2024 for discussion. Based on the conversation it was clear that there is a high degree of respect and trust in the capability of the WRAL Board and the management team.

12. On the question of dividend payments to shareholders the consensus view across the meeting was that that WRAL's Dividend Policy was clear and appropriate. It was also considered to not be in the best interests of the company and shareholders (with a medium to longer-term view) to force any dividend payments at this time, noting that while the company benefits from a healthy and growing balance sheet, WRAL's cash position is constrained.

13. With regards international air services capability, once again shareholders generally agreed with the earlier draft statement of intent. However, there was agreement the statement would benefit from a stronger emphasis as it relates to preparedness and push to generate international air services to and from Hamilton Airport.

14. As such WRAL will provide an amended Draft Statement of Intent (SOI) 2024-25. At the time of finalising this report, the amended SOI was being drafted and subject to approved by the WRAL Board. The amended SOI will be tabled at the 9 May Committee meeting.

Options

15. There are two reasonable and viable options for the Committee to consider:

    Option 1: receives the amended WRAL Statement of Intent 2024-2025 with no changes or feedback; and

    Option 2: Provide feedback on the amended WRAL Statement of Intent 2024-2025.

16. Staff recommend **Option 1**, that the Committee receives the amended WRAL Statement of Intent 2024-2025 with no changes or feedback.

Co-Lab

Background

17. The purpose of this report is for Co-Lab to present its six-monthly update for period 1 July to 31 December 2023 and its draft Statement of Intent, which sets out the Board's intentions for Co-Lab for 2025, 2026 and 2027.

18. Co-Lab, previously known as Waikato Local Authority Shared Services (WLASS), was established in 2005 to provide local authorities in the Waikato Region with a vehicle to procure shared services. Co-Lab drives collaboration between councils and aims to improve customer service and performance, and to reduce costs.

19. Co-Lab is owned, in equal portion, by the 12 Waikato local authorities.

Six-monthly reporting to 31 December 2023

20. Co-Lab's six-monthly report is **Attachment 1** to this staff report. Co-Lab has a net loss before tax of $320,000. This is favourable to budget by $110,000. This is due to some projects progressing more slowly than planned, meaning less expenditure during the period. This is expected to trend closer to budget over the second half of the financial year. The cash position was $2.2 million at 31 December 2023.

21. Some of the six-month highlights are summarised below.

Opportunity development highlights

i. Right People, Right Place (RPRP). The project considers what councils can do to address the need to meet workforce requirements. The research undertaken identified a range of initiatives to help bolster the local government workforce.

ii. Waikato Regional Transport Model (WRTM). During the period, the new management and governance structure was implemented, and we commenced the build phase of the Hamilton Transport Model (HTM). The WRTM Strategic Model (WRTM-S) will be the parent model to the HTM.

iii. A Light detection and Ranging (LiDAR) survey collects precise laser measurement of the earth surface in our region to enable more accurate modelling of natural hazards and climate change, design better infrastructure, support better land use planning, and improve environmental outcomes for the regional community.

Service delivery highlights

iv. Co-Lab water services. During the period, the Trade Waste team presented at the Trade and Industrial Waters Conference in August where they gave an update on the service provided across the Waikato region, the benefits of collaboration and shared key technical knowledge about how to set up the Trade Waste function under water reforms.

v. RATA. During the period there was progression on 56 Asset Management related projects and services on behalf of 10 councils. With uncertainty around water reform and resource shortages, the focus for the first half of this financial year was on the delivery of core roading related services.

vi. Co-Lab Learning. The new learning and development service is gaining momentum as seven out of ten councils launched it to their council people.

vii. Regional Infrastructure Technical Specification (RITS) v2 has taken some time to review and compile input from councils, however it will be ready for consultation early in 2024. It delivers better quality drawings, editable forms, and improved search functionality.

Draft Statement of Intent 2025-2027

22. The Statement of Intent (SOI), see **Attachment 2**, sets out the Board's intentions for Co-Lab for years 2025, 2026 and 2027. The draft is available for shareholder feedback.

23. Co-Lab's Chief Executive, Kelvin French, will attend the meeting to make a brief presentation and be available for questions. The presentation on the draft Statement of Intent is **Attachment 3**.

24. Co-Lab Management has created a 3-year strategy. The strategy will see the company:

i. Improve the way that it communicates the value it provides to shareholders, and increase that value;

ii. Focus on growing shared services, which may include providing services to councils who are not shareholders, but never at the expense of value to shareholders; and

iii. Employ great people with diversity of thought so shareholders receive high-quality services.

25. Performance measures to be used to ensure delivery of 3-year strategic goals:
    i. Shareholding councils understand we provide them value;
    ii. Deliver value by growing scale of our shared service function.; and
    iii. Diverse, talented, and motivated people work for us.
26. Performance framework outcomes of the company to note in the draft Statement of Intent:
    i. Reduce costs – Achieve efficiency gains and economies of scale. Reduce duplication of effort and eliminate waste through repetition. Help councils achieve an appropriate balance in risk and return;
    ii. Create value for councils by improving levels of quality & service, compliance, decision making and increase skills and experience; and
    iii. Enable innovation and change through research and development, promoting and contributing to the development of best practice and the coordinated and consistent approach to provision of services.
27. A financial overview shows revenue from services decreases in the 2024/25 financial year, as Co-Lab intends to utilise cash surpluses across workstreams wherever possible to minimise the cost to councils.
28. In the past few years, member charges have been held relatively constant for core operating costs (company management and support). Co-Lab intends to use current cash surpluses to reduce member charges in FY25 which results in markedly lower member charges to help shareholding councils.
29. Co-Lab's targets are for a three-year forecast period and form the baseline from which they will continually seek to improve.

Options

30. There are two reasonable and viable options for the Committee to consider:

    Option 1: Endorse the draft Co-Lab Statement of Intent 2025-2027 with no changes or feedback;

    Option 2: Provide feedback on the draft Co-Lab Statement of Intent 2025-2027.

31. Staff recommend **Option 1**, that the Committee endorse the draft Co-Lab Statement of Intent 2025-2027 with no changes.

Hamilton Central Business Association (HCBA)

32. The purpose of this report is for HCBA to present a six-monthly progress update and to present the HCBA annual and three-year plans for core HCBA business and use of the Central City Activation Fund.
33. This report also seeks approval to renew the Service Level Agreement for the Central City Activation Fund, subject to the adopted 2024-34 LTP.
34. Vanessa Williams, General Manager of Hamilton Central Business Association, and Mike Neale, Managing Director of NAI Harcourts Hamilton, and a member of the HCBA Executive Board, will be present and speak to the report.

Background

35. HCBA is a key partner to enable the central city to be 'a place where people love to be', with effective outcomes to:

    i. represent the central city business voice on issues and projects of strategic importance to the central city;

    ii. contribute and collaborate on projects that support the central city business economy; and

    iii. promote the central city as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.

36. The core HCBA activities are funded through the BID Targeted Rate.

HCBA six monthly update to December 2023

37. HCBA has provided a regular six-monthly update for the period June – December 2023 (**Attachment 4**).

38. The previous six-monthly update was reported to the Economic Development Committee on 14 September 2023.

HCBA Plans

39. Under the BID Policy, HCBA is required to produce annual and three-year plans. The HCBA Executive Committee is responsible for approving these plans. The following plans are presented to the Committee for information:

    i. HCBA Action Plan for the period 1 July 2024 – 30 June 2025 (**Attachment 5**)
    ii. Strategic Plan for 2025 – 2027 (**Attachment 6**).

Central City Activation Fund – Plans, Budget, and Service Level Agreement

40. The Central City Activation Fund provided to HCBA from Council provides financial support for events and activations that support vibrancy and local businesses by bringing more people into the central city.

41. A Service Level Agreement (SLA) is in place between HCBA and Council in relation to the Central City Activation Fund for $100,000 per annum for the period 1 July 2021-30 June 2024 (**Attachment 9**). This is now due for renewal, subject to 2024-34 LTP funding, which proposes to reduce this funding to $80,000 per annum. Further details of the SLA renewal are outlined below.

Central City Activation Fund Plans and Budget

42. The SLA requires HCBA to produce a three-year strategic activation plan (for **information only**) and an annual activation plan and budget (for **approval**) in order to support the release of the Central City Activation funds. The following reports are subject to the Central City Activation Fund being approved in the 2024-34 LTP:

    i. Three-year Strategic Activation Plan (for 1 July 2024-30 June 2026) (**Attachment 7**) (for **information**)
    ii. Annual Central City Activation Plan and Budget (for 1 July 2024 – 30 June 2025) (**Attachment 8**) (**approval** required).

43. Staff recommend the Committee approve the Annual Central City Activation Plan and Budget 1 July 2024 – 30 June 2025 (**Attachment 8**) subject to funding being confirmed in the 2024-34 LTP. This is because it includes a cohesive programme of activity that will provide vibrancy, experiences, and economic benefits in the central city.

HCBA Central City Activation Fund Service Level Agreement 2024-26

44. The current SLA between Council and HCBA was approved by Council at the Economic Development Committee Meeting on 11 August 2021 to deliver the Central City Activation Plan for the period 2021 – 2024 (**Attachment 9**).

45. A renewal of the current SLA is required to support the release of the Central City Activation fund to HCBA (subject to the adopted 2024-34 LTP). The fund is paid to HCBA in annual instalments to enable HCBA to leverage the fund in the most efficient manner.

46. As the next Committee meeting is not until 13 August 2024, staff seek delegation to renew the SLA so that if the funding is approved in the 2024-34 LTP, HCBA will be able to access the funds in July 2024.

47. Staff have reviewed the SLA and anticipate no significant changes. Key changes include updating dates and the Central City Activation Annual fund amount from $100,000 to the final approved funding amount in the adopted 2024-34 LTP (currently the draft 2024-34 LTP has proposed $80,000 per annum for this fund).

48. Staff recommend the Committee approve delegating to the General Manager Strategy, Growth and Planning Group to renew and sign the 2024-2027 SLA between Council and HCBA for the Central City Activation Fund, subject to the fund being confirmed in the adopted 2024-34 LTP.

HCBA Hamilton East BID boundary extension proposal

49. As first reported to the 14 September 2023 Economic Development Committee, HCBA developed a proposal to extend the BID boundaries to include a portion of Hamilton East.

50. In line with the BID Policy, HCBA undertook a BID Poll with the affected Hamilton East businesses in late 2023. HCBA was unsuccessful in securing the required response rate to meet the 35% threshold to consider a BID boundary extension to Hamilton East.

51. Following a revision of the BID Policy in March 2024 to allow for electronic voting, HCBA intended to undertake a second BID Poll with Hamilton East businesses prior to the end of the financial year to inform a 2024-34 LTP decision.

52. However, the HCBA Executive Committee has since decided to pause this initiative for the foreseeable future. HCBA intends to review the proposal in the future and – as per the BID Policy – can propose a BID boundary extension at any time, subject to a subsequent BID Poll and decision by Council.

53. Staff are working with HCBA to formally withdraw the HCBA BID boundary extension change request from the 2024-34 Long Term Plan. This will be reported to the 2024-34 LTP Deliberations meeting in June 2024.

Financial Considerations - *Whaiwhakaaro Puutea*

54. Co-Lab's financial performance measures are listed under the Statement of Intent.

55. Funding to HCBA is provided through the BID Targeted Rate, which is collected by Council and passed directly to HCBA.

56. At the 28 November 2023 Council meeting, HCBA proposed to increase BID revenue through changing the BID Targeted Rate calculation. This was approved to be included in the draft 2024-34 LTP.

57. Subject to the final LTP, the BID Targeted Rate would be adjusted each year by the same amount as the approved general rate increase, capped at five percent.

58. HCBA has received a $100,000 per annum Central City Activation Fund since 2018. It has been proposed in the 2024-34 LTP to reduce this funding to $80,000 per year.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

59. Staff confirm that the matters covered in this report comply with the Council's legal and policy requirements.

Climate Change Impact Statement

60. There are no known climate risks or adaption opportunities associated with this option.

61. There is no change in greenhouse gas emissions associated with this option.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

62. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

63. The subject matter of this report has been evaluated in terms of 'the 4 wellbeings' during the process of developing this report as outlined below.

64. The recommendations set out in this report are consistent with that purpose.

Social

65. HCBA supports people to be healthy and happy through their activities in the central city, helping to make Hamilton a great place to play and be active.

Economic

66. The vision of Co-Lab is: *"Our Councils are maximising the value they provide to their communities"*, thereby contributing to economic wellbeing.

67. Activities undertaken by HCBA to help Hamilton have a thriving, sustainable business sector include networking events, central city promotion and social media marketing to support economic activity.

Environmental

68. HCBA actively pursue river activations through the Central City Activation Priorities and activities supporting environmental initiatives.

Cultural

69. HCBA promotes vibrant and attractive public spaces through their support of cultural initiatives and a diverse range of activations through the Central City Activation Priorities, as well as the implementation of arts and events in the central city.

Risks - *Tuuraru*

70. There are no known risks associated with the decisions required for this matter.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

71. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the matter(s) in this report has/have a low level of significance.

72. Given the low level of significance determined, the engagement level is low. No engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Co-Lab Half yearly report to 31 December 2023

Attachment 2 - Co-Lab 2025-2027 Statement of Intent

Attachment 3 - Co-Lab Draft Statement of Intent - presentation

Attachment 4 - HCBA 6 Monthly Update to December 2023

Attachment 5 - HCBA Action Plan 2024-2025

Attachment 6 - HCBA Strategic Plan 2025-2027

Attachment 7 - HCBA Strategic Activation Plan 2025-2027

Attachment 8 - HCBA Central City Activation Plan 2024-2025

Attachment 9 - HCBA Central City Activation Plan - Service Level Agreement 2021-2024

Attachment 10 - The Central City in Photos Presentation



Half-yearly report
(un-audited)

1 July 2023 to 31 December 2023

Supporting councils to maximise the value they provide to their communities by helping them identify and realise shared opportunities

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Statement of service performance

Co-Lab[1] works with councils to:

- Make councils more effective and efficient; and
- Improve the experience communities have when engaging with councils.

It achieves these outcomes by:

- Acting as an ideas laboratory for developing opportunities that create value to councils;
- Providing shared services to councils; and
- Entering joint procurement arrangements for the benefit of councils.

This report includes projects and shared services that have substantial activity to report on over the first half of the financial year.

Opportunity development highlights

As directed by The Board, Opportunity Development projects were anchored in industry and field research which meant less reliance on council peoples' time. In some cases, the projects will become a pilot so lessons from building and testing a solution can be realised faster. Pilot projects being planned include a project management shared service and a car parking management shared service.

We completed the business case and delivered the inaugural RATA Spaces & Places Community Asset Forum and are pleased to be moving RATA Spaces and Places forward with five interested councils.

Right People, Right Place (RPRP)

The RPRP project considers what councils can do (collectively and individually) to address their pressing need to meet current and future workforce requirements.



We undertook an extensive research project which included an international literature review, qualitative interviews, and workshops with councils' subject matter experts. This work helped to diagnose the problem and the primary causes of this problem. A key finding was that the close geographical proximity of councils will be an advantage for many collaborative initiatives that will help redress the current situation.

The research assisted us in identifying a range of initiatives that will help bolster the local government workforce. Some of these initiatives will result in incremental change while others are more strategic or transformational. The initiatives were categorised and prioritised and will be presented to chief executives for consideration early in 2024 as to what Co-Lab can progress.

[1] Co-Lab is the trading name of Waikato Local Authority Shared Services Ltd

Waikato Regional Transport Model (WRTM) restructure & governance



To ensure the ongoing success of the WRTM programme, we worked with council stakeholders and Waka Kotahi to implement a new governance and management arrangement. There were three foundational activities progressed during the period;

- updated partnership agreements;
- establishment of a new WRTM Governance Committee; and
- recruitment of a full time WRTM Programme Manager.

During the period, the new management and governance structure has been implemented and we commenced the build phase of the Hamilton Transport Model (HTM). The WRTM Strategic Model (WRTM-S) will be the parent model to the HTM.

We also focused on the delivery of the WRTM-S. The new model scenarios for future years were released, including medium and high growth scenarios for 2025, 2035, 2045 and 2055, providing quality information and data to assist councils in making informed decisions.

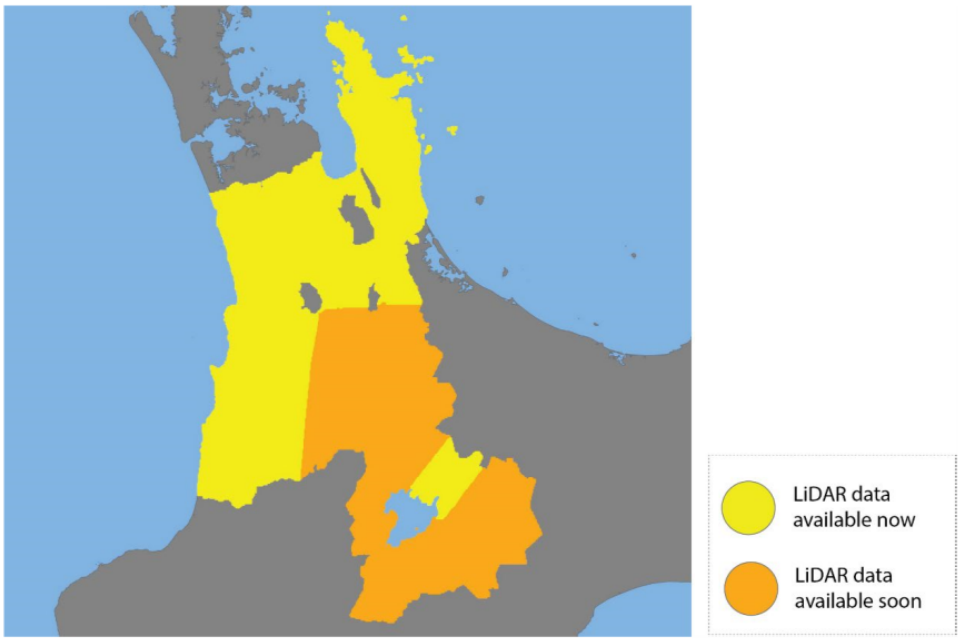
LiDAR

A LiDAR (Light detection and Ranging) survey collects precise laser measurement of the earth surface in our region to enable more accurate modelling of natural hazards and climate change, design better infrastructure, support better land use planning, and improve environmental outcomes for the regional community.

Co-Lab, on behalf of 10 councils and 5 other (non-council) funders, entered into an agreement with Ocean Infinity in 2020 to supply the first ever region-wide LiDAR data set. The project was supported by $1.4 million from the Provincial Growth fund and is nearing completion.

Although there have been challenges for the supplier to meet the data specifications, the quality control team at LINZ and Waikato Regional Council have worked hard to ensure that these standards were met. During the period, over 60% of the data met our specifications and therefore was accepted. This data is publicly available and has rapidly provided tangible benefits including being used in the planning of the new State Highway 25A bridge built under urgency following cyclone Lola in early 2023.

The remainder of the data is going through quality control and will be publicly available in the first six months of 2024.



Service Delivery highlights

Co-Lab Water Services

During the period, we raised the region's profile and knowledge sharing at industry events. The Trade Waste team presented at the Trade and Industrial Waters Conference in August where they gave an update on the service provided across the Waikato region, the benefits of collaboration and Anna Coman, Trade Waste Team Leader, shared key technical knowledge about how to set up the Trade Waste function under water reforms.



Michelle Templeton, Smart Water Coordinator, was the Hamilton host for the "Insights from the Smart Water Metering Journey" held in Auckland, Wellington, Christchurch, and online as part of the Water Efficiency and Conservation Network. Michelle is a committee member.

During the period, the Smart Water team focused on schools and community engagement. School visits in terms three and four occurred across Hamilton, Waipā and Waitomo. For the first time since the pandemic, the team attended six community events in November and December also across Hamilton, Waipā and Waitomo, interacting with approximately 700 people and approximately 50 people taking a public pledge to do one thing to save water over the summer.

A successful showerhead exchange programme was completed in Hamilton and Waipā, which saw 31 and 20 (respectively) old showerheads exchanged for new ones. Based on a household of four people, this sees annual water savings in Hamilton and Waipā of 64,240 litres and 68,620 litres respectively.

RATA



During the period we progressed 56 Asset Management related projects and services on behalf of 10 councils. With uncertainty around water reform and resource shortages, the focus for the first half of this financial year was on the delivery of core roading related services.

We completed the re-negotiation and 12-month extension of the three data collection contracts (for traffic counting, road condition assessment, and high-speed data collection across 9820km of Waikato council roads). We also completed improved delivery and performance tracking of the traffic counting suppliers' contracts (delivering approximately 1200 counts per year).

We finished the first year of the nine Structures Asset Management Services (SAMS) contracts, delivering specialist structural inspections of over 3500 structures (1500 bridges), and asset management advice to Waikato councils. Each council provided positive performance assessments of the suppliers, with each achieving an "exceeding requirement" rating as part of the Annual performance review process.

We saw excellent results for the Waikato Councils' National Road Asset Data Quality Scores, which in part was due to Cameron Senior and Debbie Flynn's technical skill, diligence, and drive for continuous improvement. Waikato councils filled the top 3 spots across all 67 Councils in NZ, and all Waikato councils ranked in the top 17 across NZ.

"the GM … found it valuable to inform him of the options and background to some of their important roading network investment decisions. He was delighted about the "added bonus" of the cost savings they shared in as part of taking a Waikato councils-wide approach to delivery of this project" – dTiMs report

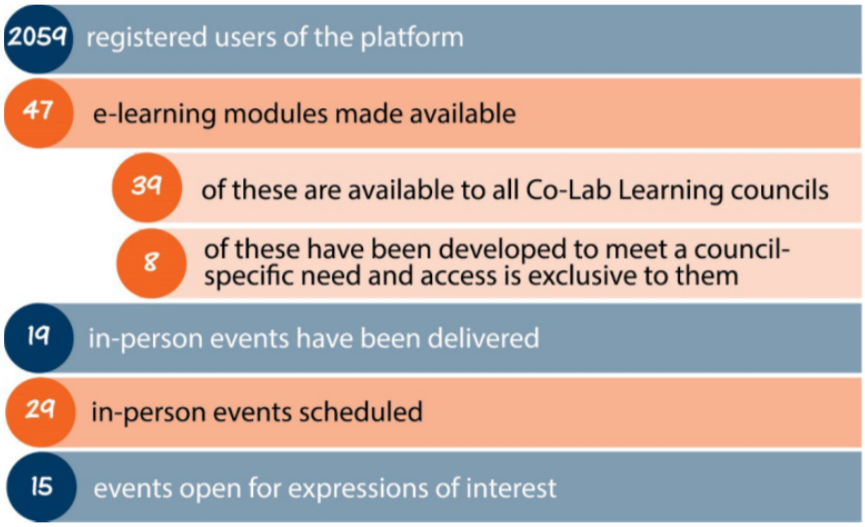
The work of Cameron Senior and his team over the years has really lifted Council's capability, and they are now comfortable they have credible, accurate roading asset data they can use to make better asset investment decisions. They really do appreciate having Cameron's presence in their office. We think that the (roading) RATA asset management partnership is a great example of the benefits to the Waikato councils, and other asset classes should adopt.

Recruitment is in progress for the RATA team to get the team back to full capacity. The current level of resourcing has limited the pace at which the team has progressed some new initiatives. This has meant we've been asked to identify and prioritise the "must do", "should do" and "could wait" projects, until we're able to deliver the full programme.

Co-Lab Learning

The new learning & development service is gaining momentum as seven out of ten councils launched it to their council people.

In numbers



However, overall uptake of the service remains low with just 16% of registered users having completed one or more eLearning modules. Only five councils have utilised the service to arrange and administer the 19 in-person courses. Of these courses, seven were instigated by other Co-Lab services (WBCG, RATA, Procurement) who worked with Co-Lab Learning to arrange them.

There was some interest expressed in jointly procuring a Learning Management System. A paper to assess the level of support has been presented to councils.

Work is nearing completion on the development of a shared competency framework for line managers/team leaders, alongside the development of a Management Essentials programme of learning. Waikato Regional Council is working closely with us on this.

A report was released to councils about Co-Lab Learning's progress against its strategic plan. Feedback about the report was positive.

Relationships with MBIE, Taituarā and LGNZ have progressed well. MBIE will return to the Waikato region in March and September 2024 to deliver two-weeks (in total) of procurement training.

Regional Infrastructure Technical Specification (RITS)

The Regional Infrastructure Technical Specification v2 has taken some time to review and compile input from councils, however it will be ready for consultation early in 2024. It delivers better quality drawings, editable forms, and improved search functionality.



Company support highlights

During the period, the Senior Leadership Team (SLT) focused on finalising the organisation's first three-year strategy. The wider team was involved in creating a Benefits of Collaboration framework to better articulate and measure the value of collaboration. These were socialised with the Co-Lab Board and Council Executive Leadership Teams and will be included in the FY2024/25 Statement of Intent.

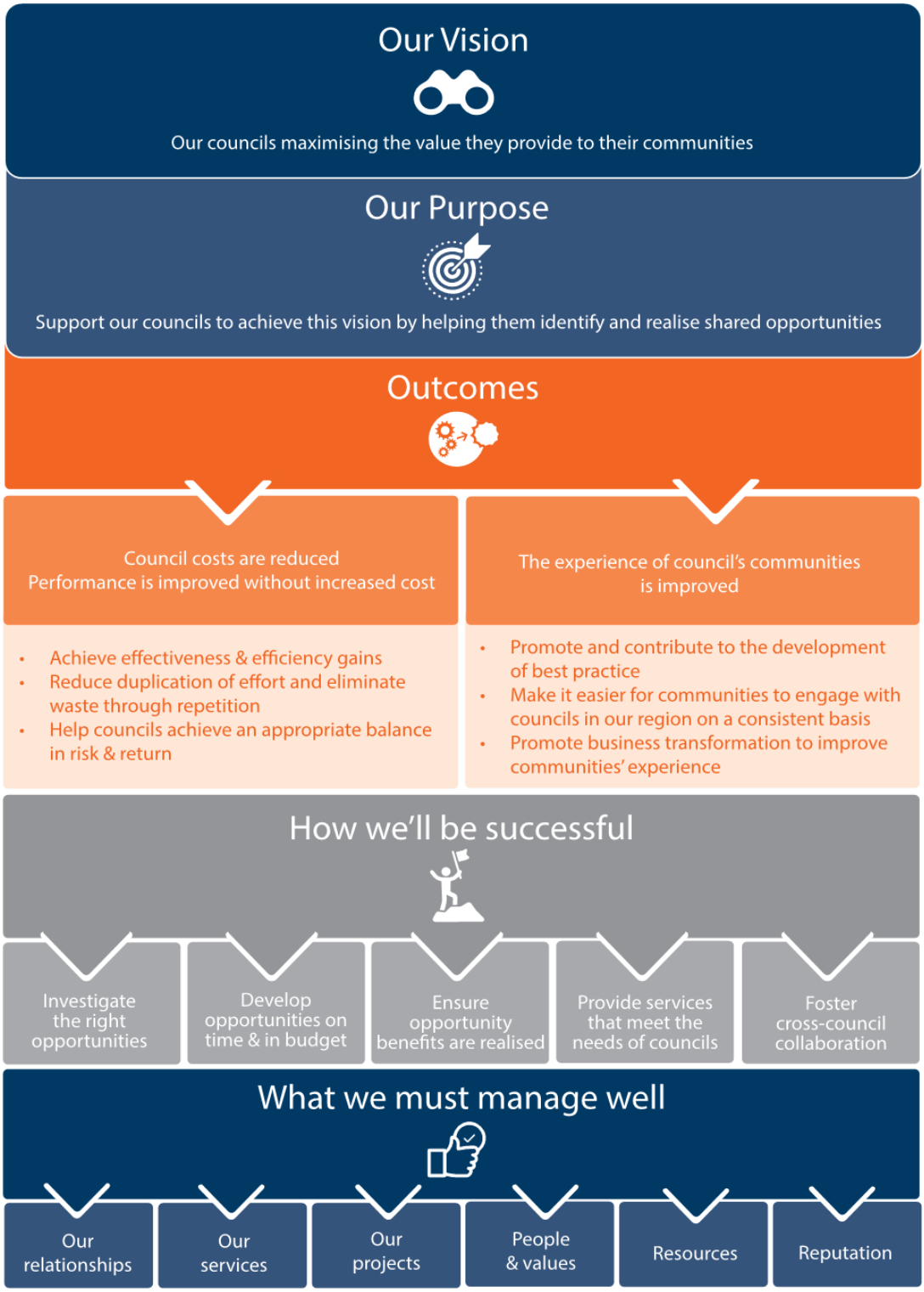
During the period, several new people were appointed. The existing full-time procurement support role was split into two part-time roles; one to support councils who don't have in-house procurement expertise and the other to support us with the joint procurement arrangements we enter for the benefit of councils and to administer the Professional Services Panel (PSP). We welcomed Jayne Signal and Zoe Perkins, respectively. We welcomed Mary Hobby to maintain and improve the quality of RAMM databases, and finally we established a new part-time communications role which is a shared resource with Waitomo District Council and welcomed Jessica Judge.

Our visits to council ELTs were very useful to inform our strategic direction and engagement with councils. We also continued engagement to on-board our newest shareholder, Western Bay of Plenty District Council.

We've taken on administrative support for the Waikato Mayoral Forum and the Joint Mayors and Chairs Forum and continued administrative support for our working parties.

Internal highlights included a focus on professional development with some colleagues completing a Te Ao Māori course, and 40% of Co-Lab people completing one or more Co-Lab Learning modules.

Performance framework



Assessment of performance against targets

An update on performance against the targets set in our Statement of Intent, as at 31 December 2023, is shown in the table below.

Priority	Performance measure	Target	Outcome (progress toward target)
Prioritise and develop business cases for opportunities that, if implemented, add value to councils by achieving one or more of our objectives	Business cases will include measurable benefits linked to one or more of the outcomes sought	Projected savings/increased revenue to councils of at least $300k	During the first six months of the financial year, Co-Lab advanced various opportunities that will ultimately add value. These are: • Right People Right Place • RATA Spaces & Places • Project Management shared service • Restructure of the WRTM service • Parking enforcement shared service Co-Lab's new benefits framework highlights that some of our opportunities will deliver value that is not specifically aligned with 'projected savings/increased revenue'. The Right People, Right Place project has the potential to deliver significant savings to councils by improving staff retention. However, because the report is at a strategic level, and because no decisions have been made on how the initiative will continue, the benefits have not been quantified in any detail. Project Management Shared Service and the Parking enforcement Shared Service both have the potential to deliver savings. These will be estimated as each opportunity is developed.
	Businesses cases are supported by councils (evidenced by take up of the opportunity)	75% of councils	Average (across 2 initiatives) is 60% The RATA Spaces & Places opportunity was supported by 5 (45%) councils (out of a possible 11) Building Consent Cadetship opportunity was supported by 6 (75%) councils (out of a possible 8). The Cadetship was not established because it was decided that it needed 100% participation.

Develop opportunities and deliver projects within agreed budgets and timelines	Opportunities / projects are developed / delivered within agreed timelines	80%	60% (3/5) for the 6 months to 31/12/2023 Within timeline: 1. Future Proof Data Analytics 2. Right People, Right Place 3. Project Ohu Round 1 Not completed as per plan were: 1. AMCE (Now RATA Spaces & Places) Opportunity Assessment (slow council response) 2. Project Wakanda Round 1 (delayed to allocate effort to another project)
	Opportunities / projects are developed / delivered, within approved budget	90%	83% (6/7) for the 6 months to 31/12/2023 Within Budget: 1. AMCE (Now RATA Spaces & Places) 2. WRTM restructure 3. Right People, Right Place 4. Project Wakanda Round 1 5. Project Ohu Round 1 The Future Proof Data Analysis project was the exception. This was completed 8% over budget.
	Overall, Company Management / Support functions will be undertaken within budget, unless additional expenditure has board pre-approval		Our latest forecast shows that Company Management & Support will be undertaken under budget by $38k for the full 2024 financial year.

Ensure projects realise their expected benefits	Measurable benefits are actively monitored and reported against	Six-monthly	Management presented one “Project Benefit Assessment” to the Audit & Risk Committee (ARC). The assessment covered Waikato OneView.
	Audit & Risk Committee undertake an assessment of projects following implementation (which will include an assessment of whether projected benefits have been realised)	For $200k+ Projects (based on cost of opportunity development and ongoing investment) Assessment within 15 months 90% of projected quantifiable benefits are realised	No “Project Benefit Assessments” for $200k Projects were undertaken in the 6 months to 31/12/23.

Ensure existing services are meeting the needs of councils	The services we provide (below) are considered by councils who use that service to meet or exceed their expectations (evidenced by an annual survey): • RATA – roading & waters • Waikato Building Cluster • Regional Infrastructure Technical Specifications • Energy & Carbon Management • Professional Services Panel • Health & Safety pre-qualification	80% of councils	Not currently measurable: As in the prior year we will be undertaking a survey of council staff in the first half of 2024 to ensure each service offering is continuing to meet the needs of councils.
Foster and promote cross-council collaboration and networking to share ideas on improving efficiencies and best practice	Across these groups, ideas for future consideration and/or initiatives are identified each year	Four per annum	No ideas were received through our website in the 6 months to 31/12/23. Ideas continue to arrive from other sources. Notably, 'Parking Enforcement Shared Service' and the 'EV charging' opportunity came to us from council staff and are already being escalated. Project Wakanda is a board directive to search for ideas by looking for shared-service success stories (internationally and in other sectors).

Co-Lab's financial position

Summary

The financial results for the six months to 31 December 2023 are favourable to budget. This is largely due to the LiDAR project progressing slower than anticipated meaning less expenditure arose during the period, and because of a change to the sequencing of invoicing. For the full year we are currently forecast to be behind budget due to utilising RATA's surplus cash reserves (that is, we are actively managing down our cash reserves as signalled to councils in December).

The cash position as at 31 December 2023 is made up as follows:

	Cash balance @ 1/07/2023	Cash surplus / (deficit)	Cash balance @ 31/12/2023
Company Management & Support	444,498	87,108	531,606
RITS	69,543	15,031	84,574
Working Parties | Projects	275,332	(92,572)	182,760
Information Technology	23,822	0	23,822
Energy Management	50,503	41,749	92,251
Shared Valuation Data Service (SVDS)	439,128	24,767	463,896
Road Asset Technical Accord (RATA) & Waters Collaboration	466,021	(258,370)	207,651
Waikato Regional Transport Model (WRTM)	290,945	(203,670)	87,274
Waikato Building Consent Group (WBCG)	261,825	(2,550)	259,275
Mayoral Forum	(13,155)	(5,206)	(18,361)
Co-Lab Water Services	0	162,806	162,806
Co-Lab Learning	72,675	8,578	81,253
Procurement	(56,914)	(71,101)	(128,016)
Geospatial Services	71,829	10,347	82,175
Communications Shared Resource	(150)	(38,269)	(38,419)
Accounts Receivables	(3,186,195)	809,560	(2,376,635)
Accounts Payables	3,103,408	(637,899)	2,465,509
Total	**2,313,115**	**(149,693)**	**2,163,422**

Note: Cash balances for each workstream vary from the actual cash position as a result of accounts receivable / payable which are not tracked on an activity by activity basis.

We will be reforecasting in March and will reassess the likely year-end cash position for each workstream at that time and take this into account in the company's finalised Statement of Intent issued in June 2024.

Statement of financial performance

Co-Lab
Statement of Financial Performance
For the six months ending 31 December 2023

	Financial year 2024 YTD Actuals	Financial year 2024 YTD Budget	Financial year 2023 YTD Actuals
Revenue			
SVDS Data & Software Sales	167,272	213,880	166,810
Interest	1,191	1,002	121
Other Revenue			
User Charges	4,299,678	5,863,064	4,757,252
Total Other Revenue	**4,299,678**	**5,863,064**	**4,757,252**
Total Revenue	**4,468,141**	**6,077,946**	**4,924,183**
Expenditure			
Depreciation and amortisation expense	16,443	35,412	21,183
Personnel costs	754,360	856,770	717,025
Other expenses	4,016,988	5,617,005	3,054,470
Total Expenditure	**4,787,791**	**6,509,187**	**3,792,678**
Net Profit	**(319,650)**	**(431,241)**	**1,131,505**

Statement of financial position

Co-Lab
Statement of Financial Position
As at 31 December 2023

	Financial year 2024 Actual at 31/12/2023	Financial year 2023 Actual at 31/12/2022
Assets		
Current Assets		
Bank		
Transaction Account	482,800	1,909,021
Call Account	29,837	29,123
Rapid Save Account	700,785	0
Term Deposit	950,000	0
Total Bank	**2,163,422**	**1,938,145**
Accounts Receivable		
Accounts Receivable	1,098,465	659,483
Accounts Receivable Accruals	1,159,051	1,952,105
GST Receivable	116,761	0
Total Accounts Receivable	**2,374,277**	**2,611,588**
Prepayments	0	0
Deferred Tax Asset	2,358	2,358
Total Current Assets	**4,540,057**	**4,552,091**
Non-current Assets		
SVDS - Original Cost	0	0
WRTM - Original Cost	2,296,855	2,296,855
MoneyWorks Software	1,195	1,195
IT equipment	110,101	79,240
Accumulated Depreciation	(2,372,700)	(2,333,889)
Office Furniture	66,751	66,169
Total Non-current Assets	**102,202**	**109,570**
Total Assets	**4,642,259**	**4,661,661**
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	1,077,418	451,819
Accounts Payable Accrual	533,030	25,409
Total Accounts Payable	**1,610,448**	**477,228**
RWT on Payments	0	11,413
Credit Card Balance	2,296	3,633
Revenue in Advance	828,695	880,462
Employee Entitlements	24,070	75,298
GST Payable	0	90,887
Total Current Liabilities	**2,465,509**	**1,538,922**
Total Liabilities	**2,465,509**	**1,538,922**
Net Assets	**2,176,750**	**3,122,739**
Equity		
Contributed Capital	2,957,001	2,957,001
Retained Earnings	(780,251)	165,738
Total Equity	**2,176,750**	**3,122,739**

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Statement of cashflows

Co-Lab
As at 31 December 2023
For the six months ending 31 December 2023

	Finanical year 2024 YTD Actuals	Financial year 2023 YTD Actuals
Cashflows from Operating Activities		
Interest Received	1,071	121
Receipts from Other Revenue	4,748,701	3,482,790
Payments to Suppliers and Employees	(4,464,435)	(4,184,530)
Taxes Paid	0	9,900
Goods & Services tax (net)	(416,883)	96,339
Net cash from operating activities	(131,546)	(595,380)
Cashflows from Investing Activities		
Capital enhancements	0	0
Purchase of PPE	(18,147)	(36,112)
Purchase of investments	0	0
Net cash from investing activities	(18,147)	(36,112)
Net increase in cash, cash equivalents and bank accounts	(149,693)	(631,493)
Opening cash and cash equivalents and bank overdrafts	2,313,115	2,569,637
Closing cash, cash equivalents and bank accounts	**2,163,422**	**1,938,145**
Summary of Bank Accounts		
BNZ - Transaction Account	482,800	1,909,021
BNZ - Call Account	29,837	29,123
BNZ - Rapid Save Account	700,785	0
BNZ - Term Deposit	950,000	0
Closing Balance of Bank	**2,163,422**	**1,938,145**

Policies

The accounting policies on which the preceding financial statements have been prepared are consistent with those used in preparing the Financial Statements for the year ended 30 June 2023, included in the company's Annual Report.

Financial forecasts

Latest financial forecasts are contained in the company's 2024 Statement of Intent issued for shareholder comment in February 2024.

Governance

Co-Lab is owned in equal portion by 12 Local Authorities:

- Hamilton City
- Hauraki District
- Matamata-Piako District
- Ōtorohanga District
- Rotorua Lakes
- South Waikato District
- Thames-Coromandel District
- Waikato District
- Waikato Regional
- Waipā District
- Waitomo District
- Western Bay of Plenty District

During the period, the Directors of Co-Lab were:

Director	Representing
Peter Stubbs	Independent Chair
Chris McLay	Waikato Regional Council
Lance Vervoort	Hamilton City Council
Ben Smit	Ōtorohanga, Rotorua Lakes, South Waikato and Waitomo District Councils
Gavin Ion	Waikato and Waipa District Councils
Don McLeod	Hauraki, Matamata-Piako, Thames-Coromandel and Western Bay of Plenty District Councils

The independent Chair of Co-Lab receives director fees and reimbursed expenses. Directors representing the councils will not receive any fees or reimbursed expenses for work undertaken on behalf of the company.

Nature & scope of activities

The principal initiatives operating under the Co-Lab umbrella are:

Services

- Co-Lab Water Services
- Co-Lab RATA
- Co-Lab Learning
- Energy & Carbon management
- Co-Lab Procurement Services
- Co-Lab Geospatial Services: Waikato Data Portal and Waikato One View
- Waikato Building Consent Group (WBCG)
- Waikato Regional Transportation Model (WRTM)
- Regional Infrastructure Technical Specification (RITS)

Other

- Waikato Regional Infrastructure Procurement (WRIP)
- Health & safety pre-qualification
- LiDAR (Light Detection and Ranging) technology
- Shared Valuation Data Services (SVDS)
- Waikato Regional Aerial Photography Service (WRAPS)

Information on these activities is included in the company's Statement of Intent.

2024 DRAFT Statement of intent

For the year ended 30 June 2025

Council collaboration through Co-Lab maximises community wellbeing.

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This SOI is a public declaration of the activities and intentions of the Council Controlled Organisation, Waikato Local Authority Shared Services Ltd trading as Co-Lab (Co-Lab). It outlines the nature and scope of the work it will undertake, the Directors' accountabilities to the shareholders for corporate performance and financial forecasts, as required by Schedule 8 of the Local Government Act 2002. This information is provided in relation to the financial years ended 30 June 2025 to 30 June 2027.

Message from the Chair



"If you make your business about helping others, you'll always have plenty of work" – Blogger Chris Guillebeau.

When I read this quote, I felt it summed up the role Co-Lab plays for councils, and equally summed up councils' role in helping communities. Co-Lab is a non-profit owned by councils. Co-Lab exists to help its shareholding councils maximise community wellbeing. It does this by identifying and realising shared opportunities through collaboration.

It's clear that there is plenty of work ahead for councils and Co-Lab. The next year will likely be made more complex by legislative reform and rates increases, and other change that will undoubtedly come from a new government.

To ensure we are focused on the right tasks, allowing our council shareholders to assist their communities, for the first time Co-Lab Management has created a 3-year strategy. The strategy will see the company:

- Improve the way that it communicates the value it provides to shareholders, and increase that value;
- Focus on growing shared services, which may include providing services to councils who are not shareholders, but never at the expense of value to shareholders; and
- Employ great people with diversity of thought so shareholders receive high-quality services.

This strategy builds on our Benefits of Collaboration Framework, which clarifies the value and measures of regional collaboration through Co-Lab into three main outcomes: reducing costs, creating value and enabling innovation and collaboration.

In this Statement of Intent, we are signalling our intention to adopt the three-year strategy and new related performance measures, although work towards these goals began as soon as The Board and council ELTs validated it during 2023.

We are committed to playing our part in helping councils reduce costs. We will be reducing council member charges for FY2024/25, from what they otherwise would have been, by ~$900k across our various workstreams, using cash-on-hand. This manifests itself as a significant operating loss in that year but reflects a one-off adjustment, so the company remains in a sustainable financial position longer term.

On the back of the Government's repeal of the water reform legislation and the proposed "Local Water Done Well" approach, our financial forecasts now assume that Co-Lab Waters will remain with Co-Lab throughout the forecast period[1].

Yours Sincerely,
Peter Stubbs
Chair

[1] Financial forecasting is based on the information we have at the time of writing this draft. This will be updated if new information comes to light after the draft is published and before the final SoI is published.

Statement of Intent at a glance - our 3-year strategy



Commentary

While Co-Lab has had a performance framework in place for some time, it did not include long-term goals and did not provide a clear line of sight for Co-Lab people to understand how their individual KPIs related to it. And while the previous vision and purpose were adequate, the vision needed to more strongly indicate what Co-Lab is about – collaboration.

In creating the three-year strategy, we considered the operating environment for the next three to five years and what is important to shareholders in the success of their council-controlled organisation (CCO). With this in mind, we still have work to do for our shareholders to perceive value from Co-Lab, and improve that value, for our existing services to be better utilised, and to grow the suite of services on offer. To achieve strategic goals one and two, we need to invest in our people.

The evolution of the company's strategic goals has necessitated a corresponding evolution in the company's performance measures. At the same time, we have reviewed the previous measures. In most cases, while these previous measures may continue to be monitored internally at an operational level, they have been superseded by the new objectives.

Performance measures

To ensure we deliver against our 3-year strategy, we will be using the following annual Key Performance Indicators (KPI).

Strategic goal	3-year Objective	Annual KPI
Shareholding councils understand we provide them value	• We know the value we provide shareholders has improved by 15%, by 30 June 2027* *(baseline y/e 30 June 23).* • By 30 June 2027, 80% of shareholders agree they get value from Co-Lab. • All shareholders take up at least one additional shared service. **Based on the regional benefits of collaboration (not an individual councils' benefits from collaboration).*	• Year-on-year increase in the value we provide to councils. • 80%+ of council survey respondents believe those Co-Lab services they received meet or exceed their expectations (evidenced by an annual survey). • Year-on-year increase in the utilisation of services we provide to councils.
Deliver value by growing the scale of our shared service function	• Expand the utilisation of Co-Lab's shared services by a minimum of 24 customers, by June 2027 *(baseline y/e 30 June 23)*	• Year-on-year increase in the utilisation of services we provide to councils. • Year on Year increase in the number of services available to councils.
Diverse, talented and motivated people work for us	• Staff engagement increases by 5% by 30 June 2027. • Staff turnover is less than 15%. • Our vacancies are filled by suitable candidates within 3 months. *All baselined y/e 30 June 23)*	• Year-on-year increase in staff engagement. • Staff turnover is less than 15%. • Vacancies are filled by suitable candidates within 3 months.

Nature & Scope of services

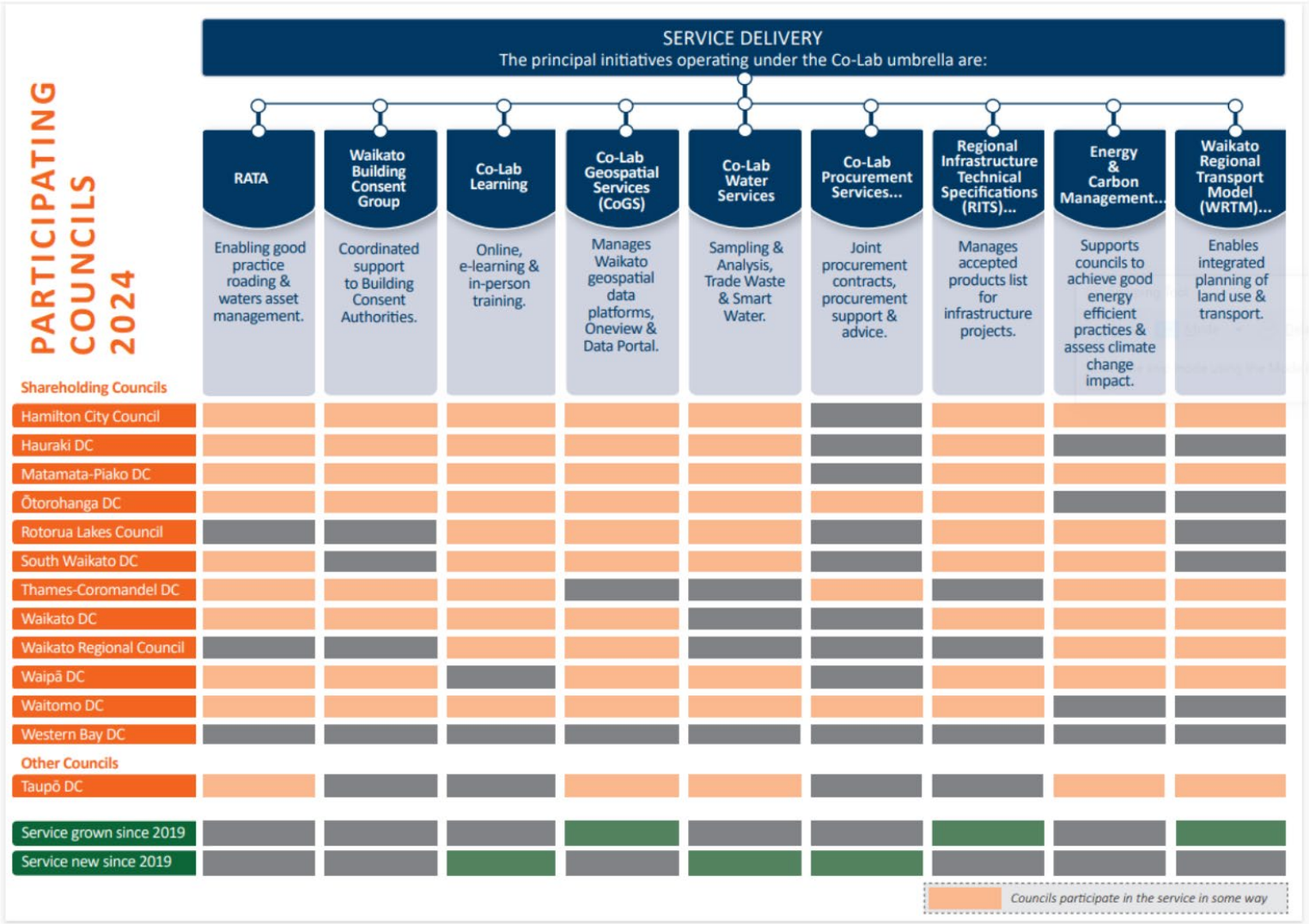
Opportunity Development

Co-Lab also acts as an ideas laboratory by developing opportunities that will reduce costs, create value for councils, or enable innovation and change.

If you'd like more information on the Opportunity Development Projects we are currently investigating, please get in touch.

Shared Services

A list of our shared services follows on page 7. For more information on our services, please visit our website www.colabsolutions.govt.nz


SERVICE DELIVERY
The principal initiatives operating under the Co-Lab umbrella are:
PARTICIPATING COUNCILS 2024
RATA
Enabling good practice roading & waters asset management.
Waikato Building Consent Group
Coordinated support to Building Consent Authorities.
Co-Lab Learning
Online, e-learning & in-person training.
Co-Lab Geospatial Services (CoGS)
Manages Waikato geospatial data platforms, Oneview & Data Portal.
Co-Lab Water Services
Sampling & Analysis, Trade Waste & Smart Water.
Co-Lab Procurement Services...
Joint procurement contracts, procurement support & advice.
Regional Infrastructure Technical Specifications (RITS)...
Manages accepted products list for infrastructure projects.
Energy & Carbon Management...
Supports councils to achieve good energy efficient practices & assess climate change impact.
Waikato Regional Transport Model (WRTM)...
Enables integrated planning of land use & transport.
Shareholding Councils
Hamilton City Council
Hauraki DC
Matamata-Piako DC
Ōtorohanga DC
Rotorua Lakes Council
South Waikato DC
Thames-Coromandel DC
Waikato DC
Waikato Regional Council
Waipā DC
Waitomo DC
Western Bay DC
Other Councils
Taupō DC
Service grown since 2019
Service new since 2019
Councils participate in the service in some way

Financials

Overview

Services

Revenue from services decreases in the 2024/25 financial year (FY), as we intend to utilise cash surpluses across the workstreams wherever possible to minimise the cost to councils.

Member charges

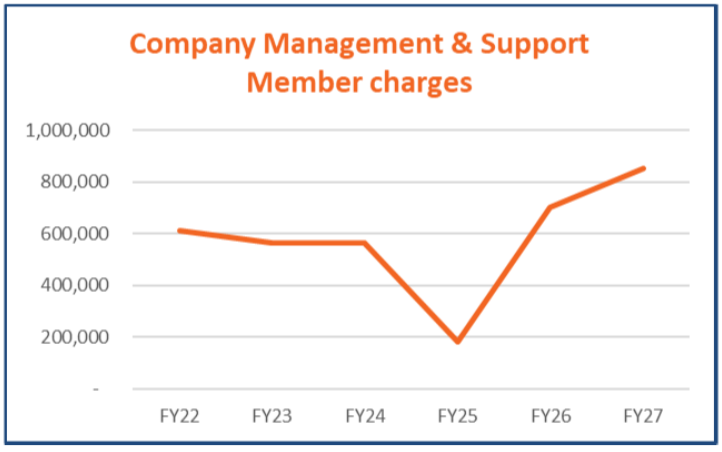
In the past few years, we have held member charges for core operating costs (company management and support) relatively constant. We intend to use current cash surpluses to reduce member charges in FY25 which results in markedly lower member charges to help our shareholding councils.

In this SOI we are also signalling our intention to change the way we ask councils to fund cross-council infrastructure procurement resource. The financial forecasts reflect the resource being included under Company Management & Support, and accordingly funded through member charges, as opposed to what has to date been a user pays model. By doing so this removes what we believe has been a key barrier to councils using the resource.

The change will take effect with an 18-month trial to assess its success or otherwise.

Considering the above, there is a 'one-off' reduction in member charges for FY25, with member charges returning to 'normal levels' from FY26 (taking into account the change in approach for funding cross-council infrastructure).

We will be considering where there are opportunities to reduce costs without undermining our ability to deliver value to you, and how we might otherwise increase revenue streams. Our goal remains to minimise the increase in member charges.



Cashflow

We intend to draw on cash reserves to fund the operating losses that are forecast in the out-years. While doing so our financial position remains robust.

Statement of Financial Performance

Co-Lab
Company Summary
for the forecast financial years ended 30 June 2025-2027

	Budget 2023/24	Forecast 2023/24	Budget 2024/25	Budget 2025/26	Budget 2026/27
Income					
Company Management / Support	1,209,916	970,286	589,962	1,121,340	1,285,407
Working parties | projects	724,929	713,349	628,741	576,178	604,987
RITS	27,000	27,000	-	-	11,977
Information Technology	766,177	772,835	-	-	-
Energy Management	137,838	144,824	94,421	151,642	159,224
Shared Valuation Data Service (SVDS)	447,506	368,825	392,892	409,638	425,251
Road Asset Technical Accord (RATA)	1,504,614	2,280,627	2,082,874	2,573,383	2,362,527
Waikato Regional Transport Model (WRTM)	1,751,775	643,615	823,990	1,644,615	512,904
Waikato Building Consent Group	381,350	357,924	157,194	338,600	399,299
Waikato Mayoral Forum	5,000	5,005	10,130	10,637	11,168
Water Collaboration	493,988	-	-	-	-
Co-Lab Water Services	3,474,554	3,684,498	4,260,948	4,473,995	4,697,695
Co-Lab Learning	423,368	440,615	445,907	556,831	564,214
Procurement	325,000	250,286	193,442	203,114	213,270
Geospatial	69,170	70,770	18,000	57,006	91,356
Communications Resource	224,400	65,773	62,484	65,608	68,889
Total Income	**11,966,585**	**10,796,232**	**9,760,984**	**12,182,587**	**11,408,168**
Operating Expenditure					
Company Management / Support	1,507,208	1,243,455	1,473,305	1,561,094	1,632,202
Working parties | projects	724,929	740,637	628,741	576,178	604,987
RITS	15,600	24,157	24,469	25,693	26,977
Information Technology	666,474	749,815	-	-	-
Energy Management	137,838	140,731	144,421	151,642	159,224
Shared Valuation Data Service (SVDS)	309,151	282,920	302,063	311,574	321,394
Road Asset Technical Accord (RATA)	1,500,183	2,577,990	2,078,443	2,568,819	2,357,735
Waikato Regional Transport Model (WRTM)	1,722,615	643,615	823,990	1,644,615	512,904
Waikato Building Consent Group	381,350	370,161	357,194	378,600	399,299
Waikato Mayoral Forum	5,000	5,000	10,130	10,637	11,168
Water Collaboration	491,474	-	-	-	-
Co-Lab Water Services	3,236,070	3,331,138	4,021,258	4,222,320	4,433,437
Co-Lab Learning	473,159	491,176	519,666	556,831	564,214
Procurement	329,696	324,629	193,442	203,089	213,218
Geospatial	69,170	70,783	82,863	87,006	91,356
Communications Resource	224,400	64,817	64,001	67,189	70,536
Total operating expenditure	**11,794,318**	**11,061,025**	**10,723,985**	**12,365,287**	**11,398,651**
Earnings before interest, tax and depreciation/ amortisation (EBITDA)	**172,267**	**(264,793)**	**(963,002)**	**(182,701)**	**9,516**
Depreciation / amortisation					
Company Management / Support	41,665	27,419	44,087	46,292	48,606
WBCG	0	3,076	3,072	3,072	3,072
Co-Lab Learning	0	867	864	864	864
Procurement	0	1,791	1,872	1,872	1,872
Communications	0	770	840	840	840
WRTM	29,160	-	-	-	-
Total Depreciation / amortisation	70,825	**33,923**	**50,735**	**52,940**	**55,254**
Earnings before interest and tax (EBIT)	**101,442**	**- 298,715**	**(1,013,737)**	**- 235,640**	**- 45,738**
Net Surplus (Deficit) before tax	**101,442**	**(298,715)**	**(1,013,737)**	**(235,640)**	**(45,738)**

We are budgeting losses in all the forecasted years to utilise cash surplus on hand and future surplus from SVDS and Co-Lab Waters.

Statement of Financial Position

Co-Lab
Financial Position
for the forecast financial years ended 30 June 2025-2027

	Budget 2023/24	Forecasted 2023/24	Budget 2024/25	Budget 2025/26	Budget 2026/27
CAPITAL					
Shares - SVDS	1,607,001	1,607,001	1,607,001	1,607,001	1,607,001
Shares - WRTM	1,350,000	1,350,000	1,350,000	1,350,000	1,350,000
Retained Earnings	(1,467,033)	(460,604)	(759,319)	(1,773,057)	(2,008,697)
Plus Current Year Operating Surplus/(Deficit)	2,466	(298,715)	(1,013,737)	(235,640)	(45,738)
TOTAL CAPITAL FUNDS	**1,492,434**	**2,197,682**	**1,183,944**	**948,304**	**902,566**
ASSETS					
CURRENT ASSETS					
Prepayments	134,000	4,128	3,300	3,465	3,638
Accounts Receivable	580,998	598,329	488,049	609,129	570,408
Bank	2,164,346	2,397,159	1,843,139	1,594,807	1,576,145
GST Receivable / (Payable)	5,097	(28,145)	(30,643)	65,030	67,989
TOTAL CURRENT ASSETS	2,884,442	2,971,471	2,303,845	2,272,432	2,218,180
NON-CURRENT ASSETS					
WRTM - Intangible Asset	2,296,855	2,296,855	2,296,855	2,296,855	2,296,855
MoneyWorks Software	1,195	1,195	1,195	1,195	1,195
Accumulated Depreciation	(2,298,050)	(2,298,050)	(2,298,050)	(2,298,050)	(2,298,050)
IT Equipment & Office Furniture	150,132	185,000	197,500	197,500	197,500
Accumulated Depreciation - IT equipment & Office Furniture	(41,546)	(33,923)	(92,281)	(139,440)	(188,804)
TOTAL NON-CURRENT ASSETS	108,587	151,077	105,219	58,060	8,696
TOTAL ASSETS	**2,993,028**	**3,122,549**	**2,409,063**	**2,330,491**	**2,226,876**
LESS CURRENT LIABILITIES					
Accounts Payable	1,415,383	785,965	1,073,624	1,218,874	1,148,200
Accounts Payable Accrual	32,173	33,782	37,244	39,106	41,062
Employee Benefits	53,038	105,120	114,251	124,207	135,049
TOTAL CURRENT LIABILITIES	1,500,594	924,866	1,225,119	1,382,187	1,324,310
NET ASSETS	**1,492,434**	**2,197,682**	**1,183,944**	**948,304**	**902,566**

Statement of Cashflows

Co-Lab
Statement of Cashflows
for the forecast financial years ended 30 June 2025-2027

	Budget 2023/24	Forecasted 2023/24	Budget 2024/25	Budget 2025/26	Budget 2026/27
Cashflows from Operating Activities					
Interest Received / (Paid)	80,625	60,594	70,282	70,272	70,261
Receipts from Other Revenue	11,868,628	11,850,047	9,798,424	11,991,025	11,376,407
Payments to Suppliers	(11,879,652)	(11,470,117)	(10,422,705)	(12,208,174)	(11,456,481)
Taxes Paid	0	0	0	0	0
Goods & Services tax (net)	30,937	(271,978)	2,498	(95,674)	(2,959)
Net cash from operating activities	100,538	168,546	(551,501)	(242,551)	(12,772)
Cashflows from Investing Activities					
Capital enhancements	0	0	0	0	0
Purchase of PPE	(30,334)	(84,502)	(4,877)	(5,780)	(5,891)
Purchase of investments	0	0	2,358	0	0
Net cash from investing activities	(30,334)	(84,502)	(2,519)	(5,780)	(5,891)
Net increase in cash, cash equivalents and bank accounts	70,205	84,044	(554,020)	(248,332)	(18,662)
Opening cash and cash equivalents and bank overdrafts	2,164,346	2,313,115	2,397,159	1,843,139	1,594,807
Closing cash, cash equivalents and bank accounts	**2,234,551**	**2,397,159**	**1,843,139**	**1,594,807**	**1,576,145**
Summary of Bank Accounts					
BNZ - Call a/c	2,234,551	2,397,159	1,843,139	1,594,807	1,576,145
Closing Balance of Bank	**2,234,551**	**2,397,159**	**1,843,139**	**1,594,807**	**1,576,145**

Appendix I: Governance

Co-Lab[2] is owned in equal portion by the 12 Waikato Local Authorities[3]:

- Hamilton City
- Waipa District
- Waikato Regional
- South Waikato District
- Waitomo District
- Thames-Coromandel District
- Matamata-Piako District
- Hauraki District
- Rotorua Lakes District
- Western Bay of Plenty District
- Waikato District
- Ōtorohanga District

Co-Lab's[4] vision is that council collaboration through Co-Lab maximises community wellbeing. The company's purpose is to achieve this vision by helping councils identify and realise shared opportunities.

It achieves these outcomes by:

- Acting as an ideas laboratory for developing opportunities that create value to councils;
- Providing shared services to councils; and
- Entering joint procurement arrangements for the benefit of councils.

Co-Lab conducts itself in accordance with its constitution, its annual Statement of Intent, the provisions of the LGA and Co-Lab policies.

The Board is made up five council representative directors and an independent Chair. There is also a standing Audit & Risk Committee.

The current Directors of Co-Lab are:

Director	Representing
Peter Stubbs	Independent Chair
Chris McLay	Waikato Regional Council
Lance Vervoort	Hamilton City Council
Ben Smit	Ōtorohanga, Rotorua, South Waikato and Waitomo District Councils
Gavin Ion	Waikato and Waipa District Councils
Vacant	Hauraki, Matamata-Piako, Thames-Coromandel District and Western Bay of Plenty District Council

[4] Co-Lab is the trading name of Waikato Local Authority Shared Services Ltd

Peter Stubbs' appointment as Independent Chair has been renewed for a further three years from 1 July 2022.

The independent Chair of Co-Lab receives director fees and reimbursed expenses. Directors representing the councils will not receive any fees or reimbursed expenses for work undertaken on behalf of the company.

Appendix II: Policy Statements

Statement of accounting policies

Reporting entity

Waikato Local Authority Shared Services Limited ("the Company") is a Company incorporated in New Zealand under the Companies Act 1993 and is domiciled in New Zealand. The company is a Council Controlled Organisation as defined under section 6 of the Local Government Act 2002 (LGA), by virtue of the shareholding councils' right to appoint the Board of Directors.

The primary objectives of the Company are to:

- Develop opportunities that benefit the Waikato region's local authorities; and
- Act as a vehicle to deliver value-added services to those local authorities.

The Company has designated itself as a public benefit entity (PBE) for financial reporting purposes.

Summary of significant accounting policies

Basis of preparation

Financial statements are prepared on the going concern basis, and the accounting policies are applied consistently throughout the period.

Statement of Compliance

Financial statements are prepared in accordance with the requirements of the LGA, which include the requirement to comply with generally accepted accounting practice in New Zealand (NZ GAAP).

Financial statements are prepared in accordance with and comply with Tier 2 PBE Standards reduced disclosure regime (RDR). WLASS is eligible to report under the RDR as it:

- is not publicly accountable; and
- has expenses more than $2 million, but less than $30 million.

The accounting policies set out below are consistent with the prior year, other than the inclusion of policy:

- on operating leases, related to the lease of commercial premises;
- employees; and
- property, plant and equipment.

Measurement base

The financial statements are prepared on a historical cost basis.

Presentation currency and rounding

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest dollar unless otherwise stated. The functional currency of the Company is New Zealand dollars.

Goods and services tax

All items in the financial statements are stated exclusive of goods and services tax (GST), except for receivables and payables, which are presented on a GST-inclusive basis. Where GST is not recoverable as input tax, it is recognised as part of the related asset or expense.

The net amount of GST recoverable from, or payable to, the Inland Revenue (IR) is included as part of receivables or payables in the statement of financial position.

The net GST paid to, or received from the IRD, including the GST relating to investing and financing activities, is classified as an operating cash flow in the cash flow statement.

Commitments and contingencies are disclosed exclusive of GST.

Critical accounting estimates and assumptions

In preparing the financial statements the Company makes estimates and assumptions concerning the future. These estimates and assumptions may differ from the subsequent actual results. Estimates and assumptions are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. There are no areas requiring estimate or assumptions made that are considered to carry a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next financial year.

Intangible assets

Useful lives and residual values

At each balance date the Company reviews the useful lives and residual values of its intangible assets. Assessing the appropriateness of useful life and residual value estimates of intangible assets requires the Company to consider a number of factors such as the expected period of use of the asset by the Company and expected disposal proceeds from the future sale of the future sale of the asset.

An incorrect estimate of the useful life of residual value will impact the amortisation expense recognised in the income statement and carrying amount of the asset in the balance sheet. The Company minimises the risk of this estimation uncertainty by reviewing that the asset technology is still relevant and there is no alternative options to recreate the asset at a lower price.

Impairment of intangible assets

Intangible assets measure at cost that have a finite useful life are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable.

An impairment loss is recognised for the amount by which the assets carrying amount exceeds its recoverable amount. The recoverable amount is higher of an assets fair value less costs to sell and value in use.

If an asset's carrying amount exceeds its recoverable amount, the asset is regarded as impaired and the carrying amount is written-down to the recoverable amount. The total impairment loss is recognised in the surplus or deficit. The reversal of an impairment loss is recognised in the surplus deficit.

Revenue

Revenue

Revenue comprises the fair value of the considerations received or receivable for the sale of goods and services, excluding GST, rebates and discounts and after eliminating sales within the Company. No provisions have been recorded as all revenue and trade receivables are expected to be received.

Other Revenue

Member charges for all activities are recognised when invoiced to the user (i.e. councils). The recorded revenue is the net amount of the member charges payable for the transaction.
Contributions received for projects that were not completed in a financial year are recognised when the Company provides, or is able to provide, the service for which the contribution was charged. Until such time, contributions are recognised as liabilities.

Operating expenses

An operating lease is a lease that does not transfer substantially all the risks and rewards incidental to ownership of an asset to the lessee. Lease payments under an operating lease are recognised as an expense on a straight-line basis over the lease term.

Personnel costs

Defined contribution schemes

Employer contributions to KiwiSaver, the Government Superannuation Fund, and other defined contribution superannuation schemes are accounted for as defined contribution schemes and are recognised as an expense in the surplus or deficit when incurred.

Receivables

Short-term receivables are recorded at the amount due, less any provision for amounts not considered collectable.

Receivables are initially measured at nominal or face value. Receivables are subsequently adjusted for penalties and interest as they are charged and impairment losses. Non-current receivables are measured at the present value of the expected future cash inflows.

Debtors are amounts due from customers. If collection is expected in one year or less, they are classified as current assets. If not, they are presented as non-current assets.

Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, with original maturities of three months or less, and bank overdrafts.

Income tax

Income tax expense includes components relating to both current tax and deferred tax.

Current tax is the amount of income tax payable based on the taxable surplus for the current year, plus any adjustments to income tax payable in respect of prior years. Current tax is calculated using tax rates (and tax laws) that have been enacted or substantively enacted at balance date.

Deferred tax is the amount of income tax payable or recoverable in future periods in respect of temporary differences and unused tax losses. Temporary differences are differences between the carrying amount of assets and liabilities in the statement of financial position and the corresponding tax bases used in the computation of taxable profit.

Deferred tax is measured at the tax rates that are expected to apply when the asset is realised or the liability is settled, based on tax rates (and tax laws) that have been enacted or substantively enacted at balance date. The measurement of deferred tax reflects the tax consequences that would follow from the manner in which the entity expects to recover or settle the carrying amount of its assets and liabilities.

Deferred tax liabilities are generally recognised for all taxable temporary differences. Deferred tax assets are recognised to the extent that it is probable that taxable surpluses will be available against which the deductible temporary differences or tax losses can be utilised.

Deferred tax is not recognised if the temporary difference arises from the initial recognition of goodwill or from the initial recognition of an asset or liability in a transaction that is not a business combination, and at the time of the transaction, affects neither accounting profit nor taxable profit.

Current and deferred tax is recognised against the surplus or deficit for the period, except to the extent that it relates to a business combination, or to transactions recognised in other comprehensive income or directly in equity.

Intangible assets Other financial assets

Investments in bank deposits are measured at fair value plus transaction costs.

At each balance date the Company assesses whether there is any objective evidence that an investment is impaired. Any impairment losses are recognised in the income statement.

Payables and deferred revenue

Short-term creditors and other payables are recorded at their face value.

Trade and other payables are non-interest bearing and are normally settled on 30-day terms, therefore the carrying value of trade and other payable approximates their fair value.

Contributions received for projects that were not completed in a financial year are recognised as deferred revenue until the Company provides, or is able to provide, the service for which the contribution was charged.

Employee benefits liabilities

Short-term employee entitlements

Employee benefits expected to be settled within 12 months after the end of the period in which the employee renders the related service are measured based on accrued entitlements at current rates of pay.

These includes salaries and wages accrued up to balance date, annual leave earned to, but not yet taken at balance date, and sick leave.

A liability for sick leave is recognised to the extent that absences in the coming year are expected to be greater than the sick leave entitlements earned in the coming year. The amount is calculated based on the unused sick leave entitlement that can be carried forward at balance date, to the extend it will be used by staff to cover those future absences.

A liability and an expense are recognised for bonuses where there is a contractual obligation or where there is a past practice that has created a constructive obligation.

A liability and an expense are recognised for bonuses where there is a contractual obligation or where there is a past practice that has created a constructive obligation.

Presentation of employee entitlements

Sick leave, annual leave, vested long service leave, and non-vested long service leave and retirement gratuities expected to be settled within 12 months of balance date, are classified as a current liability. All other employee entitlements are classified as a non-current liability.

Reconciliation of equity

Equity is the shareholders interest in WLASS and is measured as the difference between total assets and total liabilities. Equity is disaggregated and classified into the following components:

Contributed equity

Contributed equity is the net asset and liability position at the time the company was formed. The allocation of capital amongst shareholders is explained in this note.

Retained earnings

Retained earnings is the company's accumulated surplus or deficit since formation.

Draft SoI

FY 2024/2025





CO-LAB
BETTER TOGETHER


OUR VISION
Council collaboration through Co-Lab maximises community wellbeing
OUR PURPOSE
Support our councils to achieve this vision by helping them identify and realise shared opportunities
PERFORMANCE FRAMEWORK OUTCOMES
Reduce Costs
Achieve efficiency gains & economies of scale
Reduce duplication of effort & eiliminate waste through repetition
Help councils achieve an appropriate balance in risk & return
Create Value for Councils
Improved levels of quality & service
Increased skills & expertise
Improved compliance
Improved decision making
Enable Innovation & Change
Research & development
Promote & contribute to the development of best practice
Coordinated & consistent approach to provision of services
Communities engage with councils in our region on a consistent basis
3-YEAR S.M.A.R.T. GOALS
Strategic Goals (3-Year)
1. Shareholding Councils understand we provide them value
2. Deliver value by growing the scale of our shared service function
3. Diverse, talented and motivated people work for us
Objectives
We know the value we provide shareholders has improved by 15%, by 30 June 2027
By 30 June 2027, 80% of shareholders agree they get value from Co-Lab
Expand the utilisation of Co-Lab's shared services by a minimum of 24 customers, by 30 June 2027
All shareholders take up at least one additional shared service.
Staff engagement increases by 5% by 30 June 2027
Staff turnover is less than 15% per annum
Our vacancies are filled by suitable candidates within 3 months
Baseline y/e 30 June 2023

The Financials

- We will be reducing council member charges for FY25 by ~$900k for the group across our various workstreams, using cash-on-hand.
- The reduction is a one-off.
- Remain in a financially robust position.



Questions?

COLAB
BETTER TOGETHER

Hamilton Central Business Association (HCBA)

Six Monthly Report Year Ending December 2023

Love the Centre

Hamilton was consistently identified as one of the better performing city economies during 2023, however it was in the second half of 2023, when consumer spending fell below inflation, that the predicted impact of the past three years challenging trading conditions, has come to be fully realised.

For Hamilton's central city businesses, particularly those in the hospitality and retails sectors, the tough economic conditions have had the biggest impact. A stagnant economy, high interest rates, high inflation, reduced consumer spending, increased business expenses and high costs of living, has had the following impact in the CBD:

- Increasing costs across all aspects of businesses and significant cashflow concerns.
- Rising retail vacancy rates.
- Business restructuring and a reduction in worker numbers.
- Retail spend increases below the rate of inflation.
- Unpredictability of consumer buyer patterns.
- Reduction in the number of businesses in operation.
- Postponed and/or abandoned development projects.

With the Long-Term Plan (LTP) deliberations scheduled for early 2024, it is essential for Hamilton City Council (HCC) to look at the local business community and recognise their resilience, as well as their invaluable contribution to the economic, social, and cultural fabric of the central city. There is no denying these are challenging times and therefore imperative that businesses feel supported and listened to in the development of the city's 10-year plan.

Hamilton Central Business Association

EFFECTIVE OUTCOME 1 - ADVOCACY

To represent the central city business voice on issues and projects of strategic importance to the central city.

1. Central City

   HCBA recognised the business development happening in Hamilton East and saw the opportunity this could provide for promotion of the central city, if HCBA expanded into the area. With a walkable distance of 800m and having the Waikato River at the heart of business operations, HCBA proposed to expand the BID area to incorporate approximately 80 businesses on Grey Street, Hamilton East. In addition to Hamilton East, HCBA identified another potential area of expansion to the West of the current boundary, beyond Tristram Street toward Lake Road.

   After an informal Poll was conducted by HCBA of the two business areas, the CBD West expansion was not at that stage considered viable, however good support was received from the Hamilton East business community, to look at conducting a formal BID Poll.

   In consultation with HCC, HCBA contracted an official polling company to survey Hamilton East businesses during November 2023. HCBA hosted a drop-in evening during at The Cook to answer any questions and provided public notification via local media HCBA's intention to expand in Hamilton East, if supported by the business community.

   To assess existing member support, HCBA conducted a straw poll of many existing hospitality businesses based in the southend of town, as well as asking for feedback via the monthly newsletter from the network. Of the businesses spoken with, 96% were in favour of including Hamilton East in the Hamilton Central BID boundary.

   The BID poll required a 35% response rate of the 83 SUIP's identified in Hamilton East and of those respondents a minimum of 51% in favour.

   HCBA was unsuccessful in securing the required response rate to meet the 35% threshold to consider a BID expansion in Hamilton East. Of the 20% response rate received 78% were in favour of the expansion. In speaking with the Hamilton East business community, many did not have the time or the inclination to participate in a postal vote and this has been shown in both low polling numbers from local election postal votes and in the failure of other BIDs in New Zealand to meet the response rate threshold.

   HCBA is awaiting a HCC process change to allow a BID expansion to be voted online, rather than by postal vote. This will be considered in March 2024 and if approved HCBA will look to re-engage with Hamilton East businesses for a re-vote, prior to the end of the financial year 30 June 2024.

   At September's Economic Development Committee, it was highlighted that some central city initiatives may be under threat as HCC starts the LTP process, including the two hour free parking, the CBD development contribution remission and the 5% CBD targeted rate reduction. The Central City Activation Programme is also proposed to reduce by 20% to $80,000.

2. Submissions

   - HCBA has provided submissions on transportation projects around the central city to include in-lane bus stops and raised platforms with the following position: "HCBA supports a connected, walkable central city, however not at the expense of being a moveable city to ensure the economic viability of the business community, its customers, and the commuting workforce."

   - HCBA supported commuter All Day Charging areas on under-utilised central city streets, however this support does not extend to the proposals to charge commuters to park outside of the central city due to the barriers it creates for workers to get into town and the extra expense incurred for often lower wage employees, in these challenging times.

   - HCBA does recognise the need for changes to parking management, particularly for commuters, and would support areas being looked at to provide Park & Ride opportunities and the better utilisation of parks for daytime and evening workers.

3. Commercial and residential development

As expected, there has been a recent rise in vacant tenancies with the closure of some businesses, however enquiry continues to come through, with 26 businesses opening in the six months ending December 2023 (Appendix 1).

Hamilton CBD Retail Occupancy Survey

- CBRE Research and NAI Harcourts conducted the Hamilton CBD Retail Occupancy Survey in December 2023, which is based on a store-by-store analysis of the Hamilton CBD area and reports on stock levels, vacancy rates, net uptake and tenancy mix.
- There are currently 28 occupancies that are under refurbishment or fitout and have been removed from the survey.
- The impact of rising inflation, rising interest rates and a difficult trading environment saw the Hamilton CBD retail vacancy rate increase by 1%, moving from 7.9% in June 2023 to 8.9% in December 2023.
- One of the largest impacts was the departure of JB HiFi who tenanted a large retail footprint in a prime retail area.

Hamilton CBD Office Occupancy Survey

- CBRE Research and NAI Harcourts conducted the Hamilton CBD Office Occupancy Survey in December 2023 which is based on comprehensive building by building analysis of the Hamilton CBD area and reports on stock volume, vacancy rates, absorption rates and floor space by business type.
- Hamilton's CBD office stock has increased by 1.6% attributed to the completion of Building E of Union Square and the Basecorp Finance building on Anglesea Street.
- There are several high-quality office projects that could commence in 2024 including Building B at Union Square.
- Over the six months to December 2023, overall office vacancy decreased from 10.1% to 9.5%. Vacancy was stable in some grades with the decrease mainly seen in Grade C and D stock.

4. CBD trends

CBD Spend data for Q3 and Q4 shows a marginal increase, however the impact of inflation significantly impacts the real spend. The retail sector is continuing to come under significant pressure as consumers become more wary of discretionary spending.

Third Quarter Summary July-September 2024

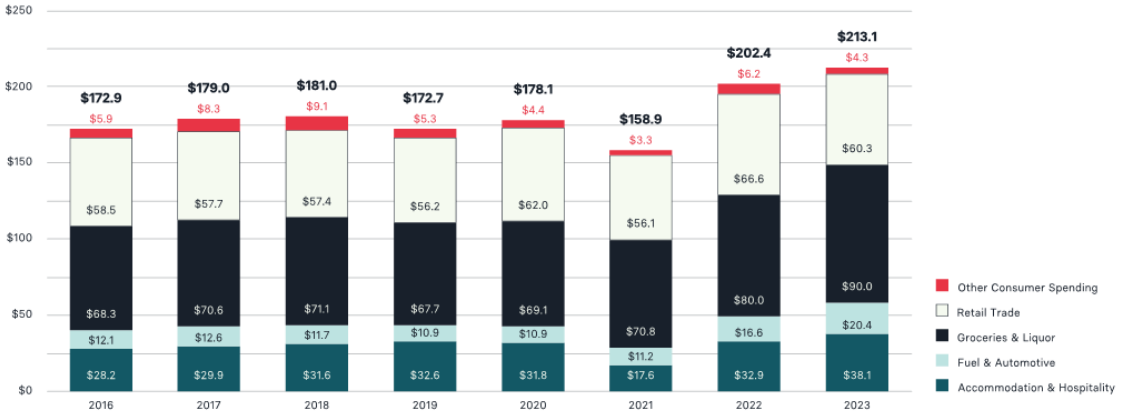
- Spending in the central city was up 9.8% compared to same quarter last year, reaching a nominal figure of $196 million.
- General inflation was 5.6% for the 12 months to the September quarter, this implies that spending in the central city has increased in real terms.
- This was driven by a notable increase in spending in groceries and liquor sector, up 18.2% compared to the same quarter of the previous year.
- Retail trade saw a contraction compared to the same quarter last year, down 4.7%.
- The number of transactions increased by 5.3% compared to the same quarter last year but is still yet to match pre COVID transaction figures.
- Hamiltonian's make up 62% of the spending in the central city, with 30% being made up by those residing in the rest of the Waikato or Auckland.
- The remaining 8% is made up from international travellers and those from the rest of New Zealand.

Fourth Quarter Summary July-September 2024

- Although spending was up in Q4 by 5.3% in real terms, spending only increased marginally by 0.6%.
- Retail trade saw a consecutive quarter of spend contraction of 9.5%, but fuel & automotive, accommodation & hospitality and groceries & liquor all saw growth, up 22.8%, 15.6% and 12.5% respectively.
- The number of businesses in the central city has declined for the fifth consecutive year, down to 450 businesses within the boundary.

Chart 1 - Value ($m) of Hamilton CBD Electronic Spending by Product and Service Category 2016 to December 2023

Electronic Spending ($m) for Q4 by Product & Service 2016 to 2023



5. Central city safety and wellbeing

- HCBA provided a list of retail businesses who may be eligible for the retail fund being implemented by the City Safe Team. The fund to support safety in businesses has so far identified 17 businesses eligible, of which three are in the CBD.
- HCBA attends the bi-monthly People's Project Governance Meeting.
- HCBA completed the central city safety survey. Of responses received, there showed an increase in perceived anti-social behaviour with specific examples provided. HCBA has discussed the results with the Police, City Safe and the Peoples Project.
- HCBA completed a survey by HCC for the Design Factory on the impact of crime in the central city.
- HCBA has meet with the police and discussed the increase in anti-social behaviour and the rise in car break-ins and theft. HCBA continues to ask for an increase of police patrols in the central city.
- HCBA received complaints over the Christmas period of anti-social behaviour happening in Garden Place and destructive behaviour at several hospitality businesses. These were referred to the Police.
- There has been a rise in the number of people rough sleeping in the central city, along with groups of people sitting in Garden Place with trolleys filled with bedding. HCBA has made both the People's Project and City Safe aware of the situation.

6. Buying local

- HCBA are continuing the Love the Centre brand with promotions, events, and merchandise.
  Visit lovethecentre.co.nz
- HCBA have invested in branded merchandise for use at summer events, including lip balm, sunscreen and mints.

EFFECTIVE OUTCOME 2 - COLLABORATION

To contribute and collaborate on projects that support the CBD business economy.

1. Economic development initiatives

    - Hamilton Business Leaders' Summit
      HCBA attended the Hamilton Regional Business Partners summit convened by the University of Waikato Management School, to discuss new degree pathways based on employer feedback. Significant developments in this space include the launch of the first Climate Change degree in NZ. HCBA was able to provide intern connections with local businesses.

    - Embassy Park Development
      HCBA is continuing discussions with RDT Pacific as a member of the Embassy Park Working Group. This collaboration is to continue the theme of Riff Raff and Rocky Horror as part of the new Waikato Regional Theatre grounds.

    - Neat Places
      The seventh edition of Neat Places is completed, with significant promotion of featured businesses throughout Neat Places social media.

    - Sustainability
      HCBA met with Impact Hub about the Again & Again coffee cup initiative being trialled around the CBD. Five cafes have been funded to implement the 'keep cup' initiative which HCBA has promoted on social media.

    - HCBA supported the promotion of World Car Free activity provided by Council.

    - CBD Awards
      HCBA commissioned Moving Media to complete a range of videos of the winning businesses in the 2023 CBD Awards. 18 individual videos have been completed and used for promotion through HCBA, Hamilton Waikato Tourism, Te Waka, and the individual business channels.

2. Partnership and networking opportunities

    - HCBA attended 'Boss Ladies' morning tea.
    - HCBA attended Rebecca O 1st birthday celebration.
    - HCBA attended the annual Christmas Trust breakfast.
    - HCBA met with Business Connect to provide ongoing support with CBD based events and businesses.
    - HCBA is arranging the launch event for Building E of Union Square in collaboration with Waikato Chamber of Commerce and the Property Council of NZ.
    - HCBA met with DV Bryant Trust to discuss future strategies and developments.
    - HCBA attended Hanrad Rugs new exhibition launch.
    - HCBA met with the Soda Inc team to discuss the development of the Regional Business Partner programme.
    - HCBA met with Waikato Museum to discuss collaboration strategies.
    - HCBA attended the Boon Street Art Festival Launch at Hayes Common.
    - HCBA participated in the Boon Street Art Tour in Hamilton East.
    - HCBA attended the official MADE opening evening.
    - HCBA attended Brainchild's 3-year anniversary at The Crate.
    - HCBA attended the Hamilton Waikato Tourism symposium at Red Barn.

- HCBA was taken through a presentation of the plans for the Westpac building.
- HCBA presented to Rotary at the Workingmen's Club, regarding the CBD and its ongoing development.
- HCBA met with Hamilton Waikato Tourism to discuss collaboration strategies.
- HCBA attended the NZ Mentors end of year function at the Ibis.
- HCBA met with Hamilton Waikato Tourism on the Ambassador Programme development. Bookings are confirmed until the end of 2023 with the potential for a programme change to relaunch in 2024.
- HCBA attended the private launch of the Sculpture Trail opening in the central city for February and March 2024. HCBA is working with the team on providing volunteer support and event organisation & promotion during the festival.
- HCBA met with Hamilton Waikato Tourism to discuss sustainability activity and how to make this a priority with the hospitality sector.
- HCBA has continued to mentor young professionals on networking opportunities.
- HCBA attended the Waikato Film Hub AGM and celebration held at Madam Woo.
- HCBA met with the Waikato Business News to discuss their change of ownership.
- HCBA attended the NZ Chambers National Conference opening session held at The Pa at the University of Waikato.
- HCBA attended the Waikato Chamber awards finalist meeting held at The Pa.
- HCBA attended the Waikato Hospitality awards with central city businesses winning an impressive number of awards.
- HCBA attended a tour of MADE and are excited to hear about the number of CBD businesses who are opening an additional premises at the site, including Found Store, On A Roll, Precious Metals and Wonder Horse.
- HCBA is working with The Breeze on launching the Hamilton to Hamilton Islands promotion to run throughout October.
- HCBA met with Hanrad Rugs, Madam Woo, The Breeze restaurant, and McKenzie Willis to help with marketing initiatives.
- HCBA collaborated with the Chamber of Commerce and NZ Blood to provide a breakfast and launch a Best at Donating (BAD) business initiative. The Best BAD Blood business will receive acknowledgement and a prize provided by HCBA.
- HCBA provided a Progressive Social Business evening with nine businesses showcased over two hours. This was an enormously successful event with positive feedback from both contributing businesses and attendees. The evening proved a good formula for this style of event going forward. HCBA will look to recreate this for Barton Street businesses in the new year.
- HCBA held a very successful AGM at NAI Harcourts, with Mike Neale providing an informative presentation on commercial development in the central city.
- HCBA attended the new Dress for Success launch event of their new premises on London Street.
- HCBA met with the Gin Distillery, now based on Hood Street, called Piko Piko Gin. HCBA provided some networking contacts and promotional opportunities.
- HCBA met with French Alliance on Alexandra Street to assist with ways to promote their French Language courses.
- HCBA collaborated with the Property Council to provide members with a tour of the new ACC Development on Tristram Street.
- HCBA attended the National Contemporary Art Awards at Waikato Museum.

Social Business 2023 Calendar of Events

Date	Venue
1 March	TGH Port Bus Tour COMPLETE
3 March	North-end Development Tour COMPLETE
10 March	Business Warrant of Fitness – Panama Square COMPLETE
27 April	Union Square carpark event – Alexandra Street COMPLETE
4 May	Confinement – Sapper Moore Jones COMPLETE
19 July	ACC Tour - COMPLETE
2 August	Matariki Ki Waikato Festival event – HCBA - COMPLETE
10 August	NZ Blood - COMPLETE
23 August	AGM – NAI Harcourts COMPLETE
20 September	Blood Donor Breakfast with Chamber of Commerce COMPLETE
20 September	Business on the Street - Alexandra Street COMPLETE
1 November	CBD Awards – Riverside Grantham Street COMPLETE
13 December	Christmas drinks – The Crate (shared space) COMPLETE

3. CBD accessibility initiatives

   HCBA attends the accessibility group monthly meetings and in November committed to looking to ways the business community can support accessibility and inclusivity for all people visiting the central city via the Hamilton City Council Accessibility Action Plan.

4. Executive Committee

   HCBA Executive Committee members

   - Dwight Egelhof – Craigs Investment Partners (Chair)
   - Mike Neale – NAI Harcourts
   - Connie Chittick – Waikato Regional Council
   - Julie Ashby – Wintec
   - Alicia Platje – Precious Metals Hamilton
   - Niraj Kumar – IBIS Tainui Hamilton
   - Vanessa Parker – SkyCity Hamilton
   - Chelsea Fleetwood – PKF Accountants
   - James McIlvar – Tainui Group Holdings
   - Rory McKenzie – Maisey Harris & Co

5. Governance roles and responsibilities

HCBA Governance:

- People's Project
- Aged/Accessibility Friendly City Group
- Embassy Park Working Group

Contributor to:

- Waikato Film Office
- Boon Street Art Festival
- NZ Mentors

EFFECTIVE OUTCOME 3 – PROMOTION

To promote the CBD as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.

1. Social Media Engagement
Facebook followers: 44,816 | Instagram followers: 3,592 | TikTok Followers 516

December Highlights
Facebook
17,787 Reach – New Business - Boofs Diner
8,196 Reach – Waikato see economic growth in downturn. Waikato Times article.

Instagram
2,648 Account Reach
2,037 Views - Lab Brow + Body awards video

TikTok
3,638 Video Views | 3,647 Page Likes | 512 Page Followers

November Highlights
Facebook
13,251 Reach – Congratulations CBD Award winners
12,192 Reach – The Crate $2 Coffee Tuesdays
11,946 Reach – New business opening – Cloris
13,865 Reach – TikTok video shared – Summer Walk
15,775 Reach – Event - Christmas Tree Lighting Concert
12,717 Reach – Event – Stories in the Garden

Instagram
2,439 Views – TikTok video shared – Summer Walk
2,369 Views – Progressive Dinner video
77 Stories Shared

TikTok
4,994 Views | 20 Saves | 237 Likes - Summer Walk

October Highlights
Facebook
21,769 reach – Bridge to Bridge Show and Shine post
18,067 reach – Fat Brother Burgers post
17,749 reach – Hamilton to Hamilton Competition post
10,488 reach – Win tickets to A & P show post

Instagram
2,589 views – Fitness in the CBD (TikTok video shared)
2,525 views – Bridge to Bridge reel
2,236 views – Ernest Cocktail Making
47 Stories Shared

TikTok
1,676 views - Fitness in the CBD reel

September Highlights
Facebook
Giveaway - House Bar new bottomless brunch
Reach 13,500 | Post Engagement 2,300 | Comments 941

New Business – Renting with SB
Reach 17,000 | Post Engagement 4,500

New Business – The Race Corner
Reach 36,200 | Post Engagement 7,200

Monthly TikTok videos
Increase in LinkedIn posts

August Highlights
Facebook
Followers – 44,703
Page Likes – 43,617
Reach – 37,930

Top Posts
Win a $100 Madam Woo Voucher – 13,000 Reach
CBD award nominations are open – 11,500 Reach
Congratulations & Good Luck to Hospitality Award Finalists – 9,600 Reach
Fathers Day Giveaway – 9,300 Reach

Instagram
Followers – 3,420
Reach – 2,749

Top Posts
Locals favourite spots – 1,947 Reach
Central city views – 2,210 Impressions

TikTok
Followers – 470
Likes – 2,815

Top Post
Win a $50 Voucher – 1,684 Reach

July Highlights

Facebook
Followers – 44,720 | Facebook Reach 53,203

Top-performing posts
Busit Flex Service
– 24,244 Reach and 212 Link Clicks
Banh Mi Caphe Gin-Wag Dinner for Two Giveaway
– 1,201 Entries & 16,900 Reach
Setting Up Shop Kapadokya Article
– 12,900 Reach & 136 Link Clicks
Nominations Open for CBD Awards
– 12,200 Reach & 302 Link Clicks

Instagram Followers 3,393 | Instagram Reach 3,126
Likes on Instagram Stories have increased in July

TikTok - $50 Love the Centre Giveaway created for CBD Awards.

HCBA has finalised the TikTok strategy going forward which will include a combination of HCBA content and HMC curated content.

HCBA were guests on the HMC Podcast about the decision to go onto the TikTok platform.

2. Profile raising activities:

December

- HBCA provided information and introduction to TVNZ and Stories in the Garden.
- HCBA interview by TVNZ on retail spend leading into Christmas.
- HCBA interviewed by Stuff on Boxing Day sales.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

November

- HCBA interviewed by Stuff on the Pacific Championship League event at Waikato Stadium.
- HCBA interviewed by The Breeze about the Hamilton to Hamilton Island promotion.
- HCBA interviewed by The Breeze on the CBD Awards.
- HCBA interviewed by the Waikato Times on the CBD Awards.
- HCBA interviewed by the Waikato Herald on the CBD Awards.
- HCBA interviewed by the Waikato Business News on the CBD Awards.
- HCBA interviewed by Stuff on the deterioration and impact on the CBD of the former IRD building.
- HCBA interviewed by The Dominion on CBD activity.
- HCBA interviewed by the Waikato Times on parking in the CBD.
- HCBA interviewed by Stuff on the Night Markets held on Victoria Street.
- HCBA interviewed by the Waikato Times on the removal of 2 hours free parking.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

October

- HCBA interviewed by Waikato Times on Fonterra staying in the CBD.
- HCBA interviewed by Waikato Times on the Hamilton to Hamilton promo.
- HCBA interviewed by Radio NZ on Fonterra staying in the CBD.
- HCBA interviewed by Waikato Times on the CBD Awards.
- Waikato Herald published a short article about the CBD Awards.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

September

- HCBA interviewed by Stuff on positive CBD stats related to CBD Spend.
- HCBA arranged Stuff interview with Steve McLennan and Max Kumar to talk about their corners of Garden Place developments.
- HCBA provided input on a Stuff story about cashless businesses in the CBD.
- HCBA interviewed by Stuff on the use of Hamilton Hotel bricks for Award trophies.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

August

- HCBA interviewed by Stuff on potential Hamilton East expansion.
- HCBA interviewed by Stuff about NZ Blood Donor Centre opening.
- HCBA interviewed by Radio NZ on major events activity and the benefits to the central city.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

July

- HCBA is collaborating with Waikato Times to provide new business openings each month that they can profile. This month Rudi's Bakery going into the CBD has been profiled. Next month MacKenzie & Willis and Rembrandt Menswear will be profiled.
- HCBA interviewed by Radio NZ on FIFA activity.
- HCBA interviewed by Stuff on FIFA activity.
- HCBA interviewed by Waikato Business News for CBD Awards.
- HCBA interviewed by The Herald for Things to do in Hamilton Central.
- HCBA interviewed about National's proposal to implement the medical school at Waikato University.
- HCBA interviewed by TVNZ on the benefits to business of the Waikato Expressway.
- HCBA interviewed by Stuff on the Q3 Economic Report.
- HCBA interviewed by North & South Magazine on development and economic recovery in the city.
- HCBA interviewed on Free FM every month to discuss happenings in the CBD.

3. Public Space Activation

HCBA receives a $100,000 budget for supporting activations in public spaces in the CBD.

HCBA have successfully supported a number of events (Appendix 2), activities and activation in the central city and will be applying for the three-year grant from 1 July 2024.

From mid-2023 HCBA has provided eye-catching window displays into Garden Place that support events and activity happening in the city, including significant days in the calendar, major events, and business themes. These have quickly become a local attraction for the passing public, with a significant amount of anecdotal support received.

July

WINDOW DISPLAY - MATARIKI KI WAIKATO

The Festival ran during June and July, with the public holiday on 14 July. For the duration of Matariki (16 June – 26 July) HCBA had a window installation on the Stories of Matariki and a social media campaign profiling 'Rising Stars' in the CBD.

FIFA

A 4m x 4m sculpture installation of the colourful football was installed in Garden Place during July, supported by a range of decals, flags, walking trails and other promotion around the CBD for the duration of the tournament.

WINDOW DISPLAY – CBD AWARDS

The second half of July featured a celebratory style of window to promote the CBD Awards and include a QR code nomination display for the public to enter businesses.

August

WINDOW DISPLAY – REMBRANDT

Rembrandt Men's Clothing featured a display of their clothing range across the two windows as part of a Fathers Day activation and to highlight their recent move in the CBD.

September

WINDOW DISPLAY – CBD AWARDS

HAMILTON TO HAMILTON

HCBA worked in collaboration with The Breeze radio station and House of Travel on a Hamilton to Hamilton central city activation that included a prize of six nights in Hamilton Island. The competition featuring a tagline of This is Hamilton had members of the public submitting pictures of where they were in the central city to enter. Launched in September, the promotion ran during October with hundreds of entries and the prize draw live on The Breeze in November.
This was the biggest prize The Breeze have given away and with the station contributing over $10k of radio time to promote. Lucky resident Natalie Gardiner won the prize and celebrated Summer in both Hamilton and the Hamilton Islands.

GARDEN PLACE MOVIE NIGHTS

HCBA supported two outdoor movie nights with Disney characters in September in Garden Place, in conjunction with CBD business Atticus American Treats.

TOI MAAORI KI KIRIKIRIROA

HCBA supported Toi Maaori ki Kirirkiriroa community day held in Garden Place on Sunday 10 September, providing a family day of entertainment including music and activities.

October

WINDOW DISPLAY – FESTIVAL OF WEIRD & HALLOWEEN

FESTIVAL OF WEIRD

The Festival of Weird happened in the last week of October with a variety of performances and activations considered 'weird'. There were some wet weather impacts that saw some activity postponed and cancelled, but overall the festival organisers were happy with the event and will look to do the same again in 2024.

BRIDGE TO BRIDGE

HCBA partnered with the Bridge-to-Bridge boat show organisers and confirmed sponsorship for the annual event held on 27 October – Love the Centre Show & Shine on Hood Street. HCBA judged the 'best presented boat'.

In supporting the Bridge-to-Bridge event, HCBA explored the potential of closing the Claudelands Bridge to create a viewing platform for spectators of the race-day. Although there was significant support for the event, timings with HCC were unable to work. HCBA will consider this again in 2024.

HCBA attended the corporate hospitality event for the Bridge-to-Bridge race held at the Ferrybank to support this significant event held in the central city.

November

WINDOW DISPLAY – MELBOURNE CUP

CBD PROGRESSIVE DINNER

Dine with Jules in conjunction with Love the Centre, held the annual Progressive Dinner taking 60 people across five eateries in town over an evening. Featuring Cucina, Ernest, The Bank, Mr Pickles and Palate, attendees were taken on an unforgettable evening of dining with an added highlight of being led across town by the Hamilton Brass Band playing showtunes.

GUMBOOT FRIDAY

HCBA working with Beca, Craigs Investment Partners and NAI Harcourts on Gumboot Friday activations. Approximately 50 people from around the CBD braved the wet weather to participate in the walk, with a number of local businesses represented. Over $1,000 was donated by participants for the Gumboot Friday charity. Attendees were challenged to the gumboot toss, the gumboot putt and the gumboot throw at three outdoor locations, with winners of each event receiving a Gumboot Friday branded gumboot filled with lollies. It has provided a great foundation for getting people involved and could be an event that gets bigger and better each year.

BOON STREET WALKING TOURS

The weekly Boon tours commenced throughout November with great attendance rates and included both public and corporate tours being held. HCBA has committed to funding the tours in February, March next year.

BOON STREET ART FESTIVAL

The annual Boon Street Art Festival was held with large building walls becoming artists canvases throughout the central city and Hamilton East. An extremely successful event, with the Hamilton East walls providing great street appeal around the new MADE development.

ROUND THE BRIDGES

HCBA sponsor the annual Round The Bridges event in the central city, which received record number of entries and the new Love the Centre branded recovery zone was implemented at the finish of the race.

December

WINDOW DISPLAY – CHRISTMAS

SUMMER IN THE CITY

November and December had the return of lunchtime live music and Stories in the Garden, providing entertainment for workers and families in Garden Place.

CHRISTMAS IN THE CITY

Christmas is well celebrated in the city with the annual Christmas tree lighting taking place on 26 November, with over 2,000 people in attendance. HCBA had their office windows themed for Christmas with inspiration provided by the world-renowned Harrods Christmas displays. This has provided a hit with families and commuters walking around town with many pictures taken!

In December the Christmas festivities continued with:

- Christmas Parade Sunday 3 December.
- Columbian Christmas celebrated Saturday 9 December.
- Pasko sa Nayon Filipino Christmas in the City Sunday 10 December.
- Trees at the Meteor 13 – 21 December.
- Christmas Festive Fun Day for all the family to enjoy including Pops Games, Enchanted Characters, face painting and balloon twisting Saturday 16 December.

4. Advantage Club

HCBA produce a fortnightly update to Advantage Club subscribers that includes CBD events, news, special deals and the latest business openings with two lucky subscribers each month winning a $50 voucher from a central city business.

- July winners received a voucher for new hospo Mekong Delta Vietnamese Restaurant and Kapadokya Turkish Restaurant.
- August winners received a voucher for new retailer Rembrandt.
- September winners received a voucher for new hospo Rudi's Bakehouse and Madam Woo.
- October winners received a voucher for the recently rebranded Alchemist and Lido Cinema.
- November winners received a voucher for new retailer Flo & Frankie.
- December winners received a voucher for new hospo La Promesse and new retailer Cloris.

5. CBD Celebration awards

The CBD Awards opened for nominations during July and August. Close to 100 businesses entered the awards, with a fantastic cross section of entries across 12 main categories.

HCBA worked with Cloudland on developing a judging system that can be incorporated into the CRM, able to be used each year with entrants completing a number of videos to be judged, along with criteria developed for two mystery shoppers. 16 judges assessed the entries throughout September.

The celebration evening was held on 1 November 2023 in a Hampton three pitch tent on the riverbank beside the waka shed at the bottom of Grantham Street. After satisfying a number of requirements to receive a permit for the event, approximately 250 people were in attendance with Stu & Camille from The Breeze as the MCs for the night.

The venue looked fantastic and thanks to the weather, attendees were able to spill out into the park area. A highlight of the evening was the entertainment, the Crooner Steve Carlin and the brick award trophies that received good press exposure from the Waikato Times, the Waikato Herald and the Waikato Business News.

The event was a great success and people enjoyed the opportunity to utilise a novel set up on the Waikato River.

Pre and post event coverage of the awards was fantastic, and entries received were close to 100, the highest number received to date.

6. GOING FORWARD

HCBA is keenly aware of the challenges facing the business community. Inflation continues to impact customer spending, business costs are continuing to rise, business confidence is under pressure and restructuring to create efficiencies is the norm for many.

HCBA will continue to work across the various sectors in the CBD to create opportunities for business through collaboration, advocacy and promotion. HCBA will continue to support development and infrastructure investment into the central city and raise business confidence during these challenging times.

HCBA Executive

31 December 2023

APPENDIX 1

New Businesses: July 2023 – December 2023

- McKenzie and Willis – 52 Alexandra Street
- Rembrandt – Centre Place
- Monocle – Panama Square
- Cothu – Panama Square
- Emergency Consult – 678 Victoria Street
- Wyre Frame – 11 Garden Place
- Rudis Bakery – Riverbank Lane
- NZBJJ Brazilian Jiu-Jitsu – 572 Victoria Street
- Fossick – Racquet Lane off Barton Street
- Mr.Yu Master Acupuncture and Healthcare/Anglesea Traditional Chinese Medicine – Anglesea Pharmacy
- Catherine Smith Photography – 1/592 Victoria Street
- Renting with SB – Casabella Lane
- Clark Lane Distillery – Hood Street
- Relaunch of Bull & Bear – Alchemist
- The Racing Corner – 266 Victoria Street
- Cloris – 33 Ward Street
- Beeji Dhaba Pure Vegetarian – 587 Victoria Street
- Flo & Frankie – Centre Place
- Reform Fitness Pilates- Union Square, Ground Floor (Building E), 204 Anglesea Street
- Caffeine Nation –313 Barton Street
- La Promesse Bakery – 1 Ward Street
- L.Eyes & Co – 5 Collingwood Street
- Sound Wave Audiology – Redicare, Corner Tristram & Rostrevor Streets
- Wooden Spoon Café – 169 London Street
- Connect Therapies – 108b Rostrevor Street
- Mitra – 71 London Street (Ground Floor)

APPENDIX 2

CBD Activations 2023



Lunchtime Live Music



Matariki - Window Display



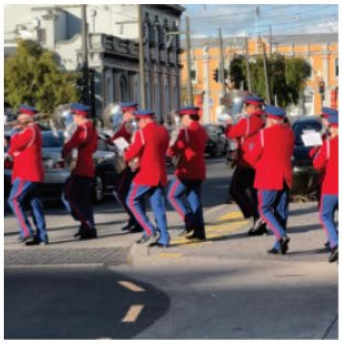
Bridge to Bridge



Round the Bridges



Melbourne Cup - Window Display



Progressive Dinner



Christmas Activites



Christmas Tree



Christmas Parade



Garden Place Movies



Hamilton to Hamilton Giveaway



Festival of Weird - Cyclopedia

Action plan 2024-2025

Hamilton Central
Business Association

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hamiltoncentral.co.nz

Advocacy

To represent the central city business voice on issues and projects of strategic importance in Hamilton's central city.

1. Advocate for the business community in HCC's Long Term Plan 2024-2034.
2. Advocate and support better parking options for shoppers and commuters.
3. Support investment in central city infrastructure to grow residential living and commercial development.
4. Utilise central city trends, statistics and stories with local media.
5. Create opportunities to encourage workers back into the central city.
6. Support a safer central city environment with local Police, City Safe, elected members and central Government for the business community.
7. Reregister and implement requirements as an Incorporated Society under the new Government legislation.

Collaboration

To contribute and collaborate on projects that support Hamilton's central city business economy.

1. Investigate BID expansion opportunities with the Hamilton East business community.
2. Provide opportunities to support the retail and hospitality sectors.
3. Provide support on sector specific collaborations.
4. Grow networking and partnership opportunities.
5. Work alongside local businesses to support the central city as a destination.
6. Ensure representation as a Governor and contributor on relevant bodies including People's Project, Aged & Accessibility Group and Embassy Park.
7. Support an engaged Executive Committee that speaks for businesses in the central city.

Promotion

To promote Hamilton's central city as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.

1. Grow social media engagement across all platforms.
2. Build and promote the Love the Centre brand.
3. Grow profile raising activities of the business community.
4. Explore marketing initiatives to benefit the business community.
5. Develop the HCBA website and other branded materials to be a useful tool for businesses including ways to maximise their HCBA membership.
6. Engage with local media to share and celebrate stories of the central city.

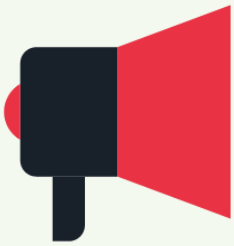
Hamilton Central
Business Association

Strategic plan 2025-2027

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Love the Centre

Hamilton Central Business Association



Advocacy

To represent the central city business voice on issues and projects of strategic importance in Hamilton's central city.

Measures of Success	Key Actions
• Timely and relevant communications with member responsiveness and engagement in excess of 30%. • Positive relationships with key stakeholders and/or organisations in support of the central city. • Executive Committee representation to speak on behalf of main sectors in the central city. • Positive central city statistics on retail spend, pedestrian counts, vacancy rates and business enquiry. • Survey and feedback opportunities for members on central city issues. • Advocacy on behalf of the business community through submission and public forum opportunities. • Pursue PR opportunities through local and social media.	• Support and promote the ongoing progress and revitalisation of the central city through commercial and residential development. • Actively encourage engagement from members on key projects of strategic importance to the central city. • Contribute to creating a safe and accessible environment in the central city. • Support the ongoing development of a thriving economy in the central city. • An effective Executive Committee to represent the central city.



"There is always something to do, see, eat, drink and love when you visit Hamilton's city centre."





Collaboration

To contribute and collaborate on projects that support Hamilton's central city business economy.

Measures of Success	Key Actions
• Regular engagement with key organisations that can impact in the central city. • Monthly networking activity providing opportunities for members to connect and engage with HCBA and members. • Ongoing attendance at events and functions to represent the central city business community. • Governance and contributor positions on central city business groups. • Initiatives and activities that support the central city business economy.	• Actively engage with key organisations to support initiatives and create positive outcomes for the central city. • Provide support to existing and new members to connect, collaborate and create central city activity. • Develop effective relationships and partnerships with key stakeholders and organisations to raise HCBA profile and relevance within the central city. • Pursue opportunities for economic development initiatives for the betterment of the central city.

"There is always something to do, see, eat, drink and love when you visit Hamilton's city centre."

Promotion

To promote Hamilton's central city as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.

Measures of Success	Key Actions
• Increasing social media engagement across multiple platforms: Facebook, Instagram, YouTube, LinkedIn and TikTok. • Marketing and promotion opportunities maximised for businesses based in the central city. • Creating media profile on businesses and activations in the central city. • Sharing and celebrating good news stories on the central city. • Creating collaborative opportunities for businesses in the central city to increase footfall. • A year-round calendar of activities and events in public spaces provided under the Love the Centre brand.	• Showcase and promote the local business community and its offerings. • Highlight the stories of business and people within the central city to the wider public. • Pursue opportunities to profile the central city for business and visitor audiences. • Provide opportunities for businesses to engage and collaborate in activities supporting central city. • Bring vibrancy to public spaces by supporting events and activities to encourage footfall into the central city for business and pleasure. • Promote business and opportunities that support inclusiveness and cultural diversity.

"There is always something to do, see, eat, drink and love when you visit Hamilton's city centre."

Vision

To be a premier central city business destination in New Zealand.

Mission

To be an effective representative body for businesses seeking advocacy, promotion and collaboration in the ongoing rejuvenation of Hamilton's central city.

Strategic Plan

To create a vibrant and bustling central city environment for Hamilton.

Stakeholders

To play a pivotal role in the development of Hamilton's central city, helping to build on internationally recognised attributes of location, density, connectivity and population.

Our why

To be a Business Association that creates:

- Business prosperity through partnership, recognition and sustainable success.
- Meaningful experience through connection, community and enjoyment.

Values

- **Energy & enjoyment**
- **Inspiration & activation**
- **Credibility & versatility**
- **Local & inviting**

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Love the Centre

Hamilton Central Business Association

Strategic Priorities

Advocacy

To represent the central city business voice on issues and projects of strategic importance in Hamilton's central city.

Collaboration

To contribute and collaborate on projects that support Hamilton's central city business economy.

Promotion

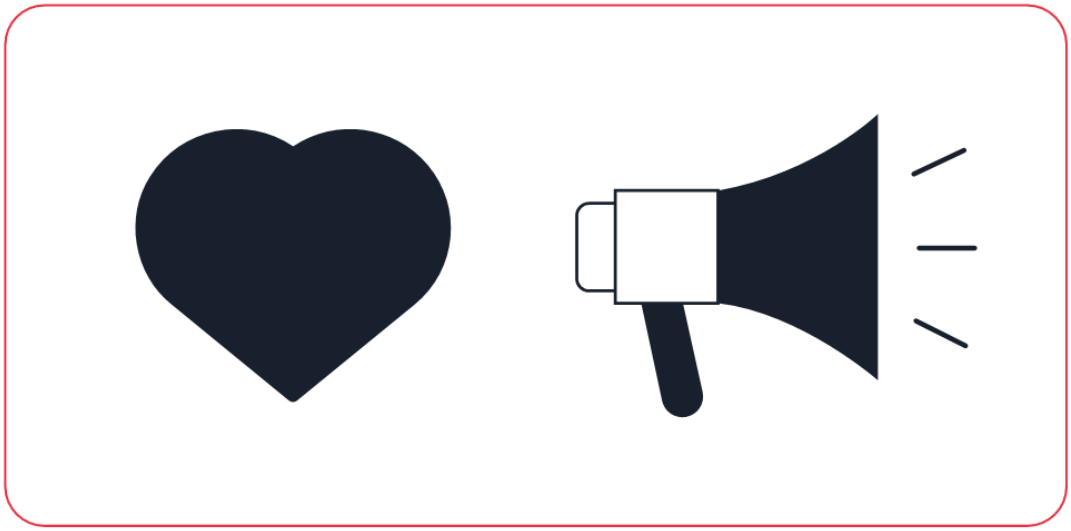
To promote Hamilton's central city as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.

Strategic Central City Activation Plan

2025-2027



Love the Centre



The creation and promotion of events has become a critical component of urban development strategies across the globe. Cities have become stages for continuous streams of events resulting in places actively hanging their identities on the events that they provide. Two great examples of this are Melbourne who now labels itself as "the worlds event city" and Seoul who claims to be "one of the most eventful cities in the world". The continuous theme of cities promoting themselves by utilising an event component shows the crucial need for events and activations to be factored into daily life in a modern city.

A strategic goal of the Hamilton Central Business Association (HCBA) is:

Promotion: To promote the CBD as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.

To support this goal HCBA creates a year-round calendar of events to be enjoyed by locals and visitors in the public spaces within the central city with two primary objectives:

1. Grow the number of people who experience the central city outside of traditional business needs and
2. Provide an activation programme that allows networking, collaboration and engagement within the business community.

By utilising Love the Centre (LTC), the collaboration brand initially set-up by HCBA and Hamilton City Council (HCC), HCBA is able to promote experiences and activities with a fun and friendly public facing brand that visitors to the city can enjoy.

LTC speaks to finding what an individual can love about the central city: whether it is a free family friendly event or an edgy music festival, the LTC brand covers the broad experience that a visitor can expect from a bustling central city.

Over the past three years HCBA has administered an event programme under three key areas of focus:

1. Arts & Culture
2. Sport & Leisure
3. Play & Celebration

By focusing on these three core areas, HCBA are able to support the following key priorities for Hamilton Kirikiriroa:

1. Shaping a city where our people thrive
2. Shaping a central city where people love to be
3. Shaping a fun city with lots to do

Hamilton Central Business Association

Love the Centre

ARTS & CULTURE

The thriving arts scene and cultural diversity that makes up Hamilton city, opens the door for a number of activities that contribute to this scene and provides opportunities for businesses to be involved. The interest created with these activities builds on the fantastic organisations that already draw visitors to the central city including Waikato Museum, Clarence Street Theatre, The Meteor, the soon to be completed Waikato Regional Theatre and the many local entertainment offerings as well as the multitude of cultural festivals that have become a mainstay on the event calendar.

SPORT & LEISURE

Sport and recreation events provide local audiences with the opportunity to support, recognise and attend events created locally, nationally and internationaly. As Hamilton city continues to work to attract major events for the key stadiums: Globox Claudelands Arena, FMG Stadium and Seddon Park, HCBA will continue to support their recognition in the central city, as well as support new and established events that fall under this banner.

PLAY & CELEBRATION

A favourite with families and individuals alike, the opportunity to support play and celebration events, provides local and visitors a great drawcard into the city. These events are widely enjoyed and provide an opportunity to create fun and playful spaces. These locally provided experiences compliment the increasing numbers of visitors to the region.

SUMMARY OF ACTIVITY 2022-2024

Over the past three years HCBA has administered a year-round calendar of events to be enjoyed by visitors to the central city. Even with the challenges of the Covid years, HCBA were able to promote a varied and exciting events calendar that proved to be a drawcard for people to come in and enjoy the central city.

Below are the number of events that HCBA has contributed to with budget and promotion over the past three years with the $100,000pa activation budget received from HCC and the specific events held are detailed in Appendix One.

- **2021 – 2022 - 66 events**
- **2022 – 2023 - 75 events**
- **2023 – 2024 - 123 events**

HCBA has enjoyed helping to create experiences in central city spaces that people want to spend time in, engage with and recognise as being key city entertainment areas. Central city activations have been newly created, expanded, better supported and widely promoted through the activation budget and HCBA seeks to continue this investment to grow the provision of events and activities to meet societal needs.

HCBA will continue to utilise the 50,000 followers across our social media channels to promote activations in the central city. Through collaboration with local business, leveraging of existing events and raising the profile of ways to experience the central city, the activation budget allows for continuing to provide a calendar of events which has proved integral to meeting the social and economic needs of locals and visitors from the greater Waikato and beyond.

BUDGET ALLOCATION

Arts & Culture	$25,000
Sport & Leisure	$25,000
Play & Celebrate	$25,000
Resources & Collateral	$5,000
TOTAL	**$80,000**

Hamilton Central Business Association

Love the Centre

APPENDIX ONE

July 2021 – June 2022

September

- 18 September – 29 October - Boon After Dark

October

- Outdoor movies - 2
- Zombie Walk

November

- CBD Walk Thru Balloon - 4
- 26 – 28 Nov Boon Street Art Festival Online
- Gumboot Friday Fundraiser
- Round the Bridges - Cancelled
- Movie in Garden Place
- Lime Scavenger Hunt
- Hamilton Christmas Tree

December

- Santa in the City - 19
- Stories in the Garden
- Lunchtime Live Music - 3

January

- Stories in the Garden
- Lunchtime Live Music - 3

February

- Stories in the Garden - 2
- Lunchtime Live Music - 4

March

- Stories in the Garden - 2
- CBD Walk Thru Balloon - 4
- Lunchtime Live Music - 4

April

- Garden Place Outdoor Movie
- Anzac Poppy Display

May

- Creatives Market
- Bridge City Street Art Battle
- Saw Waves Music Concert
- Progressive Dinner
- Garden Place Outdoor Movie

June

- Matariki 17 June – 17 July
- Boon After Dark 17 June – 31 July
- Downtown Sounds

July 2022 – June 2023

July

- 17 June 22 – 17 July 22 Matariki Star Walk Matariki in the City
- Matariki Hangi in Garden Place
- Matariki Walking Tours with Te Ahurei Maori Tourism - 5

August

- Re-O Week

September

- Garden Place Outdoor Movie - 2

October

- Garden Place Outdoor Movie - 2
- Zombie Walk
- Neighbourhood Day

November

- Halloween Movies
- Halloween in the City
- Lime Scavenger Hunt
- Boon Street Art Tours
- Lunchtime Live Music - 2
- Summer Fun Event
- Hamilton Christmas Tree
- Stories in the Garden
- 25 – 27 Nov - Boon Street Art Festival
- Dance Battle
- Progressive Dinner
- Round the Bridges

December

- Lunchtime Live Music - 6
- Artrageous Art Market
- Festive Fun - 6
- Hamilton Christmas Parade
- Stories in the Garden - 2
- Pakso sa Nayon

January

- Stories in the Garden - 2
- Lunchtime Live Music - 2

February

- Downtown Sounds - Arts Festival
- Stories in the Garden - 2
- Chinese Lantern Festival
- Lunchtime Live Music - 4

March

- The Great Kiwi Breakoff - Arts Festival
- CBD Walk Thru Balloon - 2
- Stories in the Garden - 2
- Children's Day
- Lunchtime Live Music - 5
- Progressive Dinner

April

- Anzac Display

May

- Garden Place Outdoor Movie

June

- 16th June – 26th July 2023 - Matariki Window Installation
- Matariki in the City
- Matariki Stories of the Stars
- Matariki Rising Stars
- Matariki Hangi & Storytelling

July 2023 – June 2024

July

- HCBA Window Display - Love the Centre
- September
- Garden Place Outdoor Movie
- 2nd Sept – 25th Nov - Boon Street Art Walking Tours - 13

October

- Movie in Garden Place - 3
- 27th – 29th Oct - Bridge to Bridge
- Bridge to Bridge - Show & Shine
- Boon Street Art Walking Tour
- HCBA Window Display - Halloween
- Festival of Weird
- Zombie Walk
- Loopy Lumens
- Social Distant - Light Sculpture Installation
- The Instrument of Mayhem
- Free Lunch Street Theatre Performance
- Puss'N'Grooves Street Performance
- Amun Ra and Glass Shards Lunchtime Gig

November

- Stories in the Garden
- Gumboot Friday
- Hamilton Christmas Tree
- Lunchtime Live Music - 3
- Boon Street Art Walking Tours - 4
- HCBA Window Display - Melbourne Cup
- Festival of Weird
- The Travelling Duo & Naranjarte - Acrobats & Pup
- Pechakucha - Festival of Weird Special
- Legend of Leslie - Immersive Theatre Experience
- Cyclopedia - Guided Tour of Fund and Weird
- Beats on Bikes - DJ Andi Verse

December

- Stories in the Garden - 2
- Christmas Festive Fun
- Breathwork at VOTR
- Candles Day
- Pakso sa Nayon
- Hamilton Christmas Parade
- Lunchtime Live Music - 6
- HCBA Window Display - Christmas

January

- Stories in the Garden - 2
- Lunchtime Live Music - 2

February

- Breathwork - 2
- Stories in the Garden - 2
- 3rd Feb – 31 March - Boon Sculpture Trail
- 3rd Feb – 27th April - Boon Street Walking Tours - 13
- Sculpture Meets Dance - Arts Festival - 3
- Lunchtime Live Music - 6
- HCBA Window Display - Chinese Lantern Festival

March

- Sculpture Meets Dance - Arts Festival - 3
- Boon Street Art Walking Tours - 3
- Chinese Lantern Festival
- Children's Day
- Breathwork - 2
- Stories in the Garden - 2
- Waikato Hispano Latino - Summer Fair
- Walk Thru Balloon - 2
- Lunchtime Live Music - 5
- Girls Rock Concert
- HCBA Window Display - Balloons Over Waikato

April

- Breathwork
- Anzac Poppies Display
- HCBA Window Display - Easter
- Boon Street Art Walking Tours - 4
- Garden Place Outdoor Movie - 2

June

- Matariki events



Annual Central City Activation Plan

2024-2025

The $80,000 activation fund provided to Hamilton Central Business Association (HCBA) from HCC provides financial support and opportunity for events and activations to come into the central city and contribute to Hamilton Kirikiriroa continuing to thrive.

The focus for the coming year will be on continuing to reinvigorate the city centre by encouraging visitation and spend for our local businesses while providing opportunities for people to enjoy the central city in different ways.

HCBA will continue to promote the central city as a destination to connect, have fun and support local business and will continue to create interest and excitement through new and established events providing a year round programme of activation.

Love the Centre

Proposed Activity Plan

JULY – SEPTEMBER 2024

- Boon After Dark
- NZ Masters Darts
- Festival of Weird
- Māori Language Week
- Progressive Dinner
- AMP Show

OCTOBER – DECEMBER 2024

- Live Music
- Stories in the Garden
- Festival of Weird
- Gumboot Friday
- Boon Street Art Festival
- Boon Tours
- Festival of Architecture
- Bridge to Bridge
- Round the Bridges
- Christmas Tree
- Christmas Parade
- Pasko sa Nayon and Family Day event run by the Waikato Filipino Association
- Candles Day run by the Hamilton Colombian Community Trust

JANUARY – MARCH 2025

- Live Music x 12
- Stories in the Garden x 6
- Childrens Day
- WSU Orientation Day
- Chinese Lantern Festival
- Movies in Garden Place
- Hamilton Live Music Trust x 4
- Bike Month

APRIL – JUNE 2025

- Movies in Garden Place x 3
- Balloons Over Waikato
- Matariki ki Waikato
- Hangi in Garden Place
- Riff Raff 21st Birthday

YEAR-ROUND ACTIVATIONS

- Window displays x 6
- Nourish Magazine Promotions

Hamilton Central Business Association

Love the Centre

BUDGET ALLOCATION

Arts & Culture	$25,000
Sport & Leisure	$25,000
Play & Celebrate	$25,000
Resources & Collateral	$5,000
TOTAL	**$80,000**

CENTRAL CITY ACTIVATION PLAN
SERVICE LEVEL AGREEMENT

BACKGROUND

A. Hamilton City Council (HCC) is committed to meeting the current and future needs of Hamilton including supporting any initiatives that help the central city of Hamilton to have a positive reputation that thrives.

B. Hamilton Central Business Association (HCBA) is the only business association for the central business district businesses in Hamilton City. HCBA strives, promotes, and collaborates with other organisations including the Hamilton City Council to implement their core purpose and priorities. The HCBA is a key partner to enable the central city to become a place where people love to be.

C. The HCBA represents the central city business voice on issues of strategic importance to the CBD, promotes the central city as a bustling, active, innovative, vibrant place that offers exceptional business and experiences, and contributes and collaborates on projects support the central city business economy.

D. HCBA have developed a CBD Activation Plan for various events and activities in the central city over a period of three years (2021-24). The CBD Activation Plan (2021-24) will focus on Arts & Culture, Sports & Leisure and Play & Celebration. Outcomes expected to be delivered will provide vibrancy, play spaces, experiences, economic benefits and create a safer environment in the central city; and a focused activation programme which will allow for business-to-business networking opportunities, business and organisation collaboration initiatives and increased business engagement.

E. HCC has provided funding to HCBA of $100,000 per annum since 2018 for the delivery of CBD Activation Plan. The renewal of the Service Level Agreement between HCC and HCBA was approved by Council at the Economic Development Committee Meeting on 11 August 2021 to deliver the CBD Activation Plan for the period 2021 – 2024.

F. The $100,000 activation fund provided to HCBA from Hamilton City Council provides financial support and opportunity to events and activations to come into the CBD which help the central city to thrive.

G. Both parties desire to record the terms of the provision of funding and the outcomes in this Agreement.

REFERENCE SCHEDULE

Parties	Hamilton City Council:	**HAMILTON CITY COUNCIL ("HCC")** At Council Building Garden Place Hamilton 3240 New Zealand
	The Recipient:	**HAMILTON CENTRAL BUSINESS ASSOCIATION ("HCBA")** At 10 Garden Place, Hamilton Central, Hamilton, 3244 New Zealand
Term of Agreement	Commencement Date: End Date:	1 July 2021 30 June 2024 The term of this Agreement will not be renewed or extended beyond the End Date unless both parties mutually agree in writing.
Outcomes	See Activation Plan andSchedule 1 and Schedule 2	
Funding Value	$100,000 per annum plus GST to be paid, in one lump sum by HCC to HCBA at the Commencement Date (subject to Agreement terms and conditions)	
Reporting	The HCBA will provide regular progress reports on the CBD Activation Plan progress and funding allocation as part of the regular six-monthly HCBA updates provided to HCC.	

SIGNED by **HAMILTON CITY COUNCIL** by its authorised signatory:	**SIGNED** by **HAMILTON CENTRAL BUSINESS ASSOCIATION** by its authorised signatory:
Date: Tilly Murcott 09/09/2021	VANESSA WILLIAMS GENERAL MANAGER Date: 9/9/21
Print Full Name & Title:	Print Full Name & Title:

The parties acknowledge that the Funding is to be provided pursuant to this Reference Schedule will be subject to the Service Level Agreement Terms.

KEY CONTACT INFORMATION

1. Hamilton City Council

Key Contact Person	Name: Tilly Murcott Title: Central City Programme Manager Phone: 027 180 01298 Email: tilly.murcott@hcc.govt.nz

2. Hamilton Central Business Association

Key Contact Person	Name: Vanessa Williams Title: General Manager Phone: 022 4140 780 Email: vanessa.williams@hamiltoncentral.co.nz

SERVICE LEVEL AGREEMENT TERMS

1. SCOPE OF THIS AGREEMENT

1.1. This Agreement including the Background and all Schedules constitute the entire contract between the parties relating to the provision of the funding and Outcomes of the services.

1.2. The parties acknowledge and agree that the commencement of this Agreement is 1 July 2021 notwithstanding that the parties may have signed this Agreement, at a later date.

2. FUNDING

2.1. HCC agrees to pay the Funding Value to HCBA at the Commencement Date but subject to the terms and conditions of this Agreement.

2.2. In consideration for HCC providing the Funding Value to HCBA, HCBA will perform, undertake and/or provide to HCC and any other parties, such as the Hamilton Community, the Outcomes and Reports as set out the Schedules by the due dates.

2.3. HCC must pay the Funding Value to HCBA on the 20th of the month following receipt of a valid tax invoice from HCBA.

2.4. If any Funding is not fully spent on the Outcomes by the End Date of this Agreement, all remaining funds must be immediately returned to HCC.

2.5. If HCBA fails to meet any of it's obligations in this Agreement, including but not limited to any Outcomes and Reports, upon notice from HCC, HCBA will immediately return the Funding Value equal to an amount which is proportionate to the incomplete Outcome, Report, Annual Budget or Activation Plan either as shown in Schedule 2 or reasonably calculated by HCC.

2.6. HCC makes no warranties or guarantees of any future funding and at its sole discretion may review any future contributions to the HCBA and any extensions of this Agreement.

2.7. Unless expressly stated in this Agreement, all Funding Values will exclude GST and are subject to HCC's approval of a valid tax invoice from HCBA (including any details required by HCC).

3. COVENANTS

3.1. HCBA must submit an Annual Budget and Activation Plan to HCC for approval by 20th March of each year during the Term of Agreement.

3.2. HCC will as soon as practicable at their sole discretion following receipt of the Annual Budget and Activation Plan from HCBA advise HCBA whether they approve of the terms of the Annual Budget and Activation Plan for the following year.

3.3. The parties will also mutually agree as a part of any new Annual Budget and Activation Plan further dates, budgets and reporting due dates in Schedule 2.

3.4. All changes to the Annual Budget, Activation Plan and due dates in Schedule 2 as agreed by HCC will form part of this Agreement and be binding on the parties including any new terms, outcomes, budget or covenants which will all replace the then current Schedule 1 and 2.

3.5. Reports are due on 30 June and 1 December of each year and are to include the following:

3.5.1. Progress update i.e.: activities and/or outcomes recognised in the Activation Plan, delivered thus far,

3.5.2. Breakdown of current expenditure relating specifically to the funding provided under this Agreement,

3.5.3. Achievement of key outcomes,

3.5.4. Any risks identified thus far, and

3.5.5. Any new opportunities raised.

3.6. Both parties agree to undertake and complete their obligations under this Agreement to a degree of skill, diligence, prudence, and foresight as would reasonably or ordinarily be expected from a skilled and experience person with the same skills and experience and at all times use good faith to co-operate with each other and act in the best interests of each party and their purpose.

3.7. HCBA will provide the Outcomes listed in the agreed Activation Plan on the agreed dates as summarised and set out in Schedule 2. If HCBA is unable to deliver the outcomes on the agreed dates, HCBA must immediately notify HCC and obtain HCC's approval to an amended date.

3.8. HCBA must immediately inform and obtain the approval of HCC of any funding it receives from any other source in relation to the Activation Plan and HCC withholds the right to approve any other funding HCBA receives that detrimentally impacts HCC.

3.9. HCBA will at all times comply with all applicable laws in carrying out the Activation Plan and will keep good records that comply with generally accepted accounting practice (GAAP) including providing HCC with copies of any records required upon request.

3.10. HCBA must only use the funding to support activations in the Hamilton central city as set out in the agreed Annual Budget and the Activation Plan; and must within fourteen (14) days of notice from HCC provide evidence of how the funding has been expended.

3.11. Where an event is initiated under the Activation Plan, HCBA must advise its external event holders to apply to HCC for the event permit. HCBA must ensure only one permit is applied for.

3.12. HCC will continue to maintain and support the existing infrastructure and equipment of the spaces in the central city and is not required, unless pre-approved at the sole discretion of HCC to provide any maintenance and support other than that being maintained prior to the Commencement Date of this Agreement.

4. HEALTH AND SAFETY

4.1. HCBA is responsible for health and safety issues relating to their services and Outcomes provided in the Activation Plan and as a result of this Agreement. This responsibility includes, but is not limited to, full compliance with the Health and Safety at Work Act 2015, and all relevant aspects covered by New Zealand Health and Safety Legislation and approved codes of practise.

4.2. HCBA shall ensure that all its employees, officers, contractors, agents and volunteers understand and comply with Health and Safety Legislation and are inducted into HCBA's health and safety policy and procedures.

4.3. HCBA will ensure every group, event and activation has their own Health and safety plan that HCBA will sight and send as part of HCC event permitting conditions which are to be approved prior to each event and/or outcome.

4.4. Without limiting HCBA's obligations in this clause 4, HCBA must when requested by HCC, provide copies of all health and safety documents required by HCC including but not limited to a health and safety management plan, completed risk and hazard identification and control register and any other documentation required to evident HCBA's health and safety compliance.

5. MARKETING AND PUBLIC RELATIONS

5.1. HCBA and HCC will act in good faith and use their best endeavours in cooperation with each other to:

5.1.1 maximise the positive public relations component of the arrangements provided for under this Agreement;

5.1.2 strengthen the reputation of HCC; and

5.1.3 generate goodwill and public support for, and awareness of, HCC.

5.2. With the exemption of any obligations at law, neither party will make any statement to the media, public or other third party without the consent of the other in writing with respect to this Agreement.

6. DATA, PRIVACY AND CONFIDENTIALITY

6.1. Both parties acknowledge that the contents of this Agreement are confidential and all information generated or required by the Agreement or shared with each party is commercially sensitive and will not be disclosed to any third party without the written consent of the other party, unless the information has been made available to the public by law or consent of the other party.

6.2. The parties agree, if any personal information is shared between the parties, both parties agree to adhere to their obligations under the Privacy Act 2020 and will enter into a further personal information sharing agreement to outline each parties' specific obligations relating to collecting, using, storing, sharing and correcting personal information and reporting of privacy breaches reportable under the Privacy Act 2020.

6.3. Each party agrees to establish and at all times maintain at their sole cost, adequate data protection safeguards and hold it against any unauthorised access and/or disclosure, modification, destruction, misuse, loss or alteration.

7. NO PARTNERSHIP OR AGENCY

7.1. Nothing in this Agreement will create or constitute or be deemed to create or constitute a partnership between the parties nor will it constitute or create an agency relationship for any purpose whatsoever.

7.2. Neither party will have any authority or power whatsoever to bind the other party, or to present or hold itself out as having authority to act as an agent of, or in any way bind or commit the other to any obligation.

8. FORCE MAJEURE

8.1. Neither party will be liable to the other for any failure to perform its obligations under this Agreement where the failure is due to a force majeure event.

8.2. Both parties agree to use good faith to agree to extend any due dates under this Agreement if a failure to meet an obligation is due to a force majeure event.

8.3. A force majeure event is any event that is beyond the reasonable control of the party including an act of God, a Covid-19 epidemic, a strike or lockout, an act of a public enemy, a declared or undeclared war or threat of war, a terrorist act, blockade, riot, civil commotion, government (including local or regional authority restraint), legislation or law.

9. LIMITATION OF LIABILITY & INDEMNTY

9.1. Exclusion of Liability: Notwithstanding anything in this Agreement to the contrary, neither party may have any claim against the other at law, contract, tort or otherwise, for indirect or

consequential loss or damage of any kind howsoever arising (including indirect or consequential damages arising under the Fair Trading Act 1986).

9.2. Limitation of Liability: In any event, any claim by HCBA against HCC in connection with this Agreement will be limited in the aggregate to the value of the funding actually provided or paid by HCC to HCBA under this Agreement and any claim by HCC against HBCA will be limited to the value to of the funding to be provided or paid by HCC to HCBA under this Agreement with the exclusion of:

9.2.1. any breach of data, privacy or confidentiality obligations;

9.2.2. any damage to HCC property or buildings caused by HCBA's negligence or breach of this Agreement;

9.2.3. fraudulent acts or omissions of HCBA; and

9.2.4. to the fullest extent permitted by law, for any death or personal injury cause by any negligent acts or omissions of HCBA.

9.3. Indemnity: HCBA agrees to indemnify HCC from any claims, actions, proceedings, loss or expense including any reasonable legal fees and liabilities arising out of any breach of any agreements, warranties, covenants, or representations by it herein contained or by reason of any conduct or omission of HCBA, its staff, employees, contractors or volunteers.

10. DISPUTE RESOLUTION

10.1. If a party considers that a dispute has arisen between the parties in relation to this Agreement, it must give a notice to the other party, setting out in reasonable detail the dispute ("Dispute Notice"). On receiving a Dispute Notice, each party must promptly commence discussions to attempt in good faith to resolve the dispute.

10.2. If the dispute has not been resolved within fourteen (14) days (or other period agreed in writing by the parties), after the receipt of the Dispute Notice, the parties will try to resolve the dispute by mediation conducted by a single mediator.

10.3. If the dispute cannot be resolved, both parties reserve the right to terminate this agreement pursuant to Section 7 of this agreement.

11. TERMINATION

11.1. This Agreement may only be amended by the written agreement of both parties.

11.2. The Agreement may be terminated by mutual agreement between the parties. Where termination by mutual agreement occurs, one month's written notice will be given.

11.3. HCC reserves the right to immediately terminate this Agreement if it reasonably considers and require HCBA to return any Funding Value in accordance with clause 2.5 above:

11.3.1. HCBA does not comply with this Agreement;

11.3.2. HCBA does not deliver the outcomes set out in Schedules 1 and/or 2 and any changes agreed in clauses 3.1 – 3.3;

11.3.3. HCBA becomes insolvent, is wound up, or ceases to exist;

11.3.4. There has been inappropriate use, in the view of HCC, of funds supplied to HCBA by HCC or any other party; or

11.3.5. HCC does not agree to the draft budget and Activation Plan in accordance with clause 3.3.

12. ASSIGNMENT

12.1. HCBA warrants and covenants not to assign or grant any assignment of their rights in this Agreement to any other party without the written consent of HCC.

13. EXECUTION OF COUNTERPARTS

13.1. This Agreement may be executed by the parties in one or more counterparts (including facsimile and PDF copies) which together are deemed to form one and the same document.

SCHEDULE 1 – ACTIVATION PLAN

(INSERT ACTIVATION PLAN)

SCHEDULE TWO – SUMMARY OF DUE DATES, PAYMENTS AND REPORTS

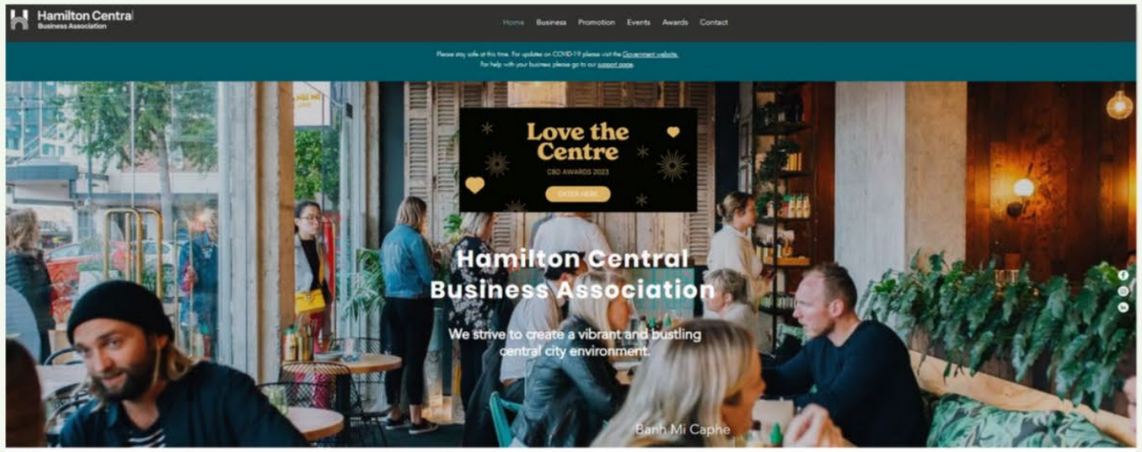
SERVICE	OUTCOME	DUE DATE	ASSIGNED BUDGET SPEND
ARTS & CULTURE	Storybox	May/June/July	$30,000.00
	Te Ruru	June	
	Pecha Kucha	June	
	Boon After Dark	August/September	
	Weave Festival	November	
	Chinese Lantern Festival	February	
	Maaori Cultural Tourism	March	
	Boon Festival	March	
	Festivals	Ongoing	
SPORT & LEISURE	Round the Bridges	November	$30,000
	7s	January	
	Womens Cricket World Cup 2022	December/January/February	
	2023 FIFA Womens World Cup	Undefined	
	Markets	Ongoing	
	Health & Wellness	Ongoing	
PLAY & CELEBRATE	Stories in the Garden	November/December/February	$30,000
	Christmas Activations	December	
	Rainbow Machine	February	
	Balloons Over Waikato	April	
	Feast Waikato	April	
	Movies and Music	Ongoing	
COLLATERAL & RESOURCES			$10,000

Attachment 10 **Item 7**

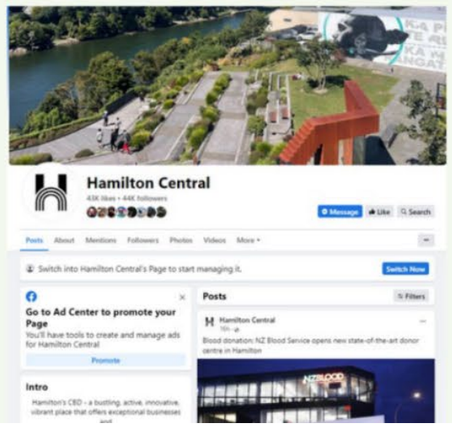
Hamilton Central Business Association

PROMOTION

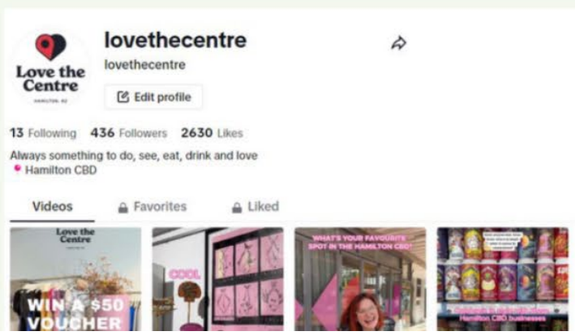
WEBSITE



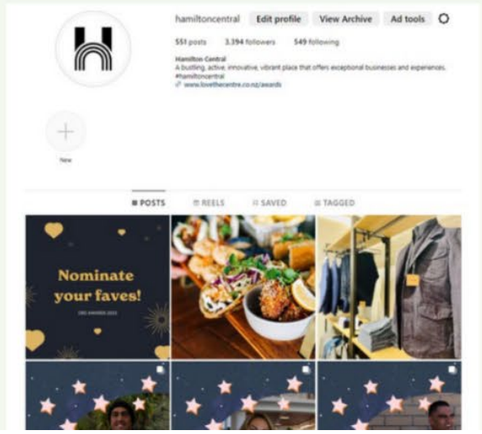
FACEBOOK



TIKTOK



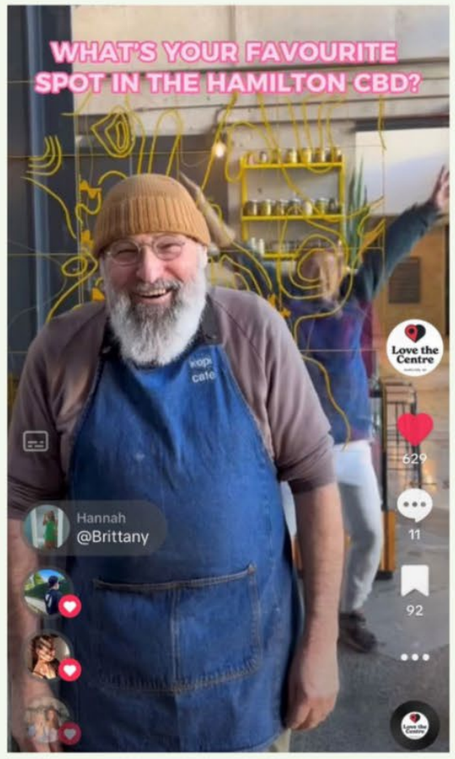
INSTAGRAM



PROMOTION

46,800 SOCIAL MEDIA FOLLOWERS

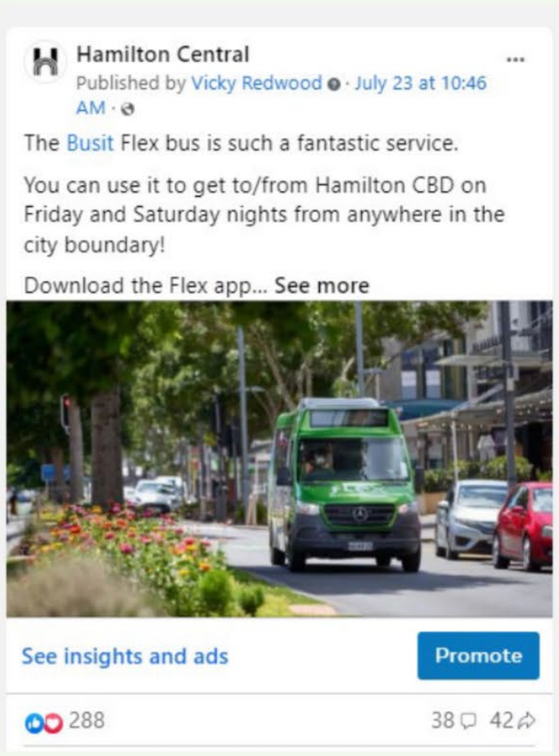
TIKTOK



INSTAGRAM



FACEBOOK

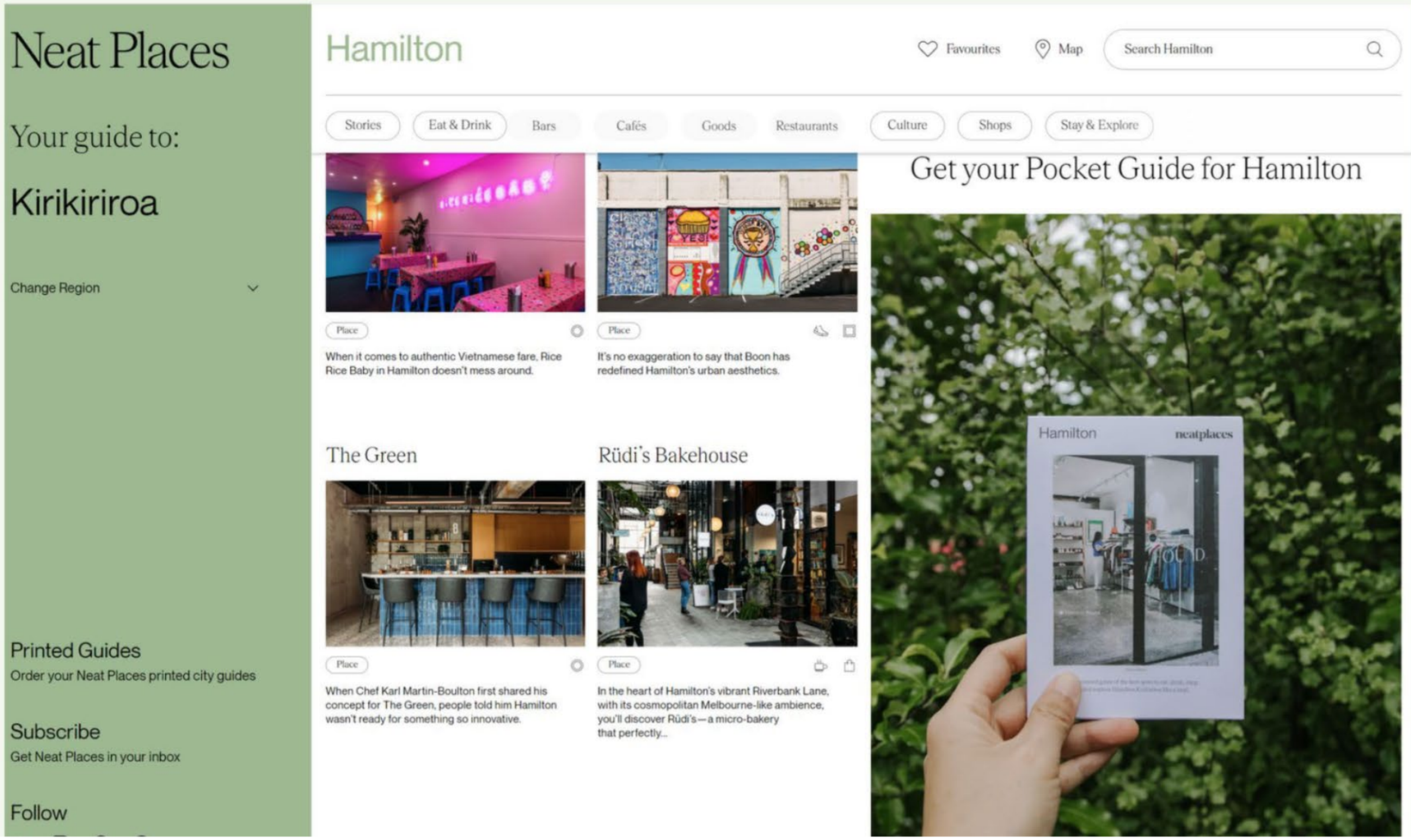


WEBSITE



PROMOTION

NEATPLACES



MEMBER EVENTS



Site Tours



Meet Your Neighbours



Progressive Street Tours



Business Updates

IN THE NEWS



vickyradwood
22 hours ago

New high-end retailers loving the buzz of central Hamilton

Central Hamilton is a "natural choice" for New Zealand retailers expanding through the country, according to two outfits that have set up...



vickyradwood
Jul 21

A vibrant nightlife - After-dark economy to get massive boost from shows

Hamilton's nightlife has long been centred on the consumption of alcohol. But when the Waikato Regional Theatre opens there will be...



vickyradwood
Jun 20

'Revenge spend' helps Hamilton retail figures hit new record in early 2023

Hamilton – and the central business district in particular – has seen a big retail spending bounce-back, reaching record levels in the...



vickyradwood
Aug 7

Take a walk on the wild side with the Boon Street Art Walking Tours!

Ever walked down a Hamilton street only to be stopped in your tracks by a stunning mural? Behold the work of Boon Arts, a charitable...



vickyradwood
Jul 21

Setting up shop: Big Kids sell 'Cool Shit'

Two 'Big kids' turned their passion into a business and out came one of a kind store in New Zealand - Cool Shit. Actor, comedian, and...



vickyradwood
Jun 12

Matariki 2023: Festival celebrates Maori New Year with community events in Waikato

The countdown to Matariki is on as this year's Matariki ki Waikato Festival launches on Friday. Matariki will this year officially be...



vickyradwood
Jul 27

Humming Hamilton faces 'slowdown' but optimism still strong

The latest city quarterly economic survey report warns of a slowdown ahead but pundits remain positive about Hamilton's prospects. "I...



vickyradwood
Jul 19

Hamilton City Council says new wave of office developments show CBD is thriving

Hamilton City Council reports the central city is thriving, with a 35 per cent rise in commercial development during the past 12 months....



vickyradwood
Jun 8

CBD South-End Looking Better Every Day

Union Square's carpark building is now open, adding another 300-plus private car parks to the CBD. And the third building in this...


Photo Credit : Moving Media
Love the Centre
CBD Awards 2023

Council Report

Committee: Economic Development Committee
Date: 09 May 2024
Author: Blair Bowcott
Authoriser: Blair Bowcott
Position: General Manager Strategy, Growth and Planning
Position: General Manager Strategy, Growth and Planning
Report Name: General Manager's Report

Report Status	*Open*

Purpose - *Take*

1. To inform the Economic Development Committee on progress on the targeted outcomes detailed in the economic development agenda for the current Triennium.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. At the 16 March 2023 Economic Development Committee, I outlined the outcomes and plans for our economic agenda this Triennium (see here, Item 6). The document outlined that the purpose of the Committee is:

   '*Governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians*'.

4. Subsequently, the Chair and Deputy Chair requested a tool that showed the various outcomes for the programmes that report into the committee, with related tasks targeted for completion during this triennium.

5. That tool was developed and trialled mid-year for this, after which the outcomes and plan had been established. As such, some of the tasks did not align well with a percentage of completion measurement.

6. I asked staff to develop a more fit-for-purpose version of this one page monitoring report, ensuring the accountability and measurement of tasks is clear. See **Attachment 1** for the revised report.

7. Staff consider the decisions in this report have low significance and that the recommendations comply with Council's legal requirements.

Discussion – *Matapaki*

Targeted outcomes

8. To date, progress towards outcomes for programmes that report into this committee include:

    i. Strategic Property have completed an open procurement process and secured a developer for a new 4+ star hotel.

    ii. The Municipal Endowment Fund (MEF) Advisory Group has continued to be actively involved with options to invest and deploy MEF capital.

    iii. From January through March this year, activity across H3 Venues (Claudelands, FMG Stadium Waikato and Seddon Park) has consisted of 220 events. Total attendance during that time was 115,340 people, split between Claudelands at 60,792 and our stadia at 54,548.

    iv. The first three months of the year is also typically the busiest season for Visitor Destinations (Hamilton Gardens, Te Kaaroro Nature Precinct and Waikato Museum) and the 285,056 guests recorded during this quarter was an 11.6 percent increase over the same period last year.

    v. Building E at Union Square was completed in late 2023 and has begun welcoming employees from Company-X, Bakertilly Staples Roadway, BBO and Kiwibank to the central city.

    vi. Positive news continues to come from the Ruakura Superhub with the April announcement of a 2.4 hectare truck service centre development by Sime Darby Motors, their largest in the North Island. The project will include a Volvo showroom, a 14 bay (2,600 square metre) truck service centre, office space, parts, storage, and a yard.

    vii. Economic development staff continue to proactively engage with employers, conducting over 20 in-depth meetings since January. The insights gained from these meetings will be included in a report to this committee at their August meeting.

    viii. The next phase of the Tech in the Tron project continues with economic development staff taking an increased role in developing the platform and showcasing Hamilton to tech talent and prospective businesses.

    ix. Economic development staff leveraged strong relationships with business leaders to coordinate the inclusion of Gallagher, Company-X and MADE in a feature for TVNZ's Seven Sharp programme about growth in Hamilton.

Financial Considerations - *Whaiwhakaaro Puutea*

9. There are no financial implications in relation to the information provided in this report.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

10. Staff confirm that recommendation complies with the Council's legal and policy requirements.

Climate Change Impact Statement

11. Staff have considered the key considerations under the Climate Change Policy and have determined that an adaptation assessment and emissions assessment is not required for the matter(s) in this report.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

12. The purpose of Local Government changed on 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

13. The subject matter of this report has been evaluated in terms of 'the 4 wellbeings' during the process of developing this report as outlined below.

14. The recommendations set out in this report are consistent with that purpose.

15. There are no specific social, environmental, or cultural wellbeings associated with this report.

Economic

16. The work of Council's Economic Development team directly supports the Economic Development Committee, which is responsible for Governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians.

17. Promoting Hamilton's value proposition forms the basis of efforts to promote new investment and job creation in the city.

Risks - *Tuuraru*

18. There are no known risks associated with this matter.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

19. Having considered the Significance and Engagement Policy, staff have assessed that the recommendation of this report has a low level of significance.

20. Given the low level of significance no engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - 9 May 2024 Economic Development Committee - Outcomes Tracker

2024 Targeted Outcomes – 9 May Update

Achieved | Ongoing | Delayed

Strategic Property

Commercial Accommodation — Progress

Secure a developer for a new 4+ star hotel ⊕
- Complete an open procurement process

Complete a development agreement to deliver a new 4+ star hotel ⊖
- Conditional development agreement currently in place

Municipal Endowment Fund (MEF)

Invest and deploy MEF capital ⊖
- Implemented investment strategy (term deposits, balanced funds)

Promote transformational development opportunities ⊖
- Affordable housing and hotel developments

Strategic Property

Manage Council-owned sites identified for development ⊖
- Opoia Paa Carpark, Heaphy/Brooklyn, Artpost, Victoria on the River

Asset evaluation ⊖
- Comprehensive review of property holdings

Growth Programmes

Central City Transformation — Progress

Work with key developers ahead of formal consent process ⊖
- Guide internal discussions about development intentions

Ensure internal and external investment efforts are aligned ⊖
- 2024-34 Long-Term Plan, Development Response Plan

Success of Hamilton Central Business Association outcomes ⊖
- Support with BID Policy review, Service Level Agreement renewal

Greenfield Growth

Increased investment and employment from industrial users ⊖
- Focus on Ruakura and Rotokauri Northwest

Support Waikato-Tainui aspirations at Ruakura Superhub ⊖
- Partner to achieve commercial, community, environmental outcomes

Tourism, Events and Visitation

H3 Venues — Progress

Generate visitation and social activation through our venues ⊕
- Deliver on "Meet, Compete and Perform" outcomes

Attract events based on venue performance and customer satisfaction ⊕
- Deliver on being best in business, dedicated hosts, and a tight team

Visitor Attractions

Enhance our position as an interesting, educational and inspiring city ⊕
- Appeal to local, regional, national and international visitors

Consistently deliver a balanced portfolio of programmes ⊕

Hamilton Airport

Operate an efficient and compliant airport ⊕
- Enhance the visitor experience

Maintain aeronautical operations and diversify revenue ⊕
- Explore non-aeronautical business opportunities to maximise revenue

Deliver environmentally sound and sustainable operating practices ⊕

Economic Development Programme

Proactive Employer Engagement — Progress

Engage with at least 75 business from key growth sectors ⊖
- Manufacturing; agritech, technology and innovation; logistics

Expand engagement to commercial real estate partners ⊖
- Share insights and identify opportunities to collaborate

Investment Promotion

Lead the Tech in the Tron project to attract tech sector growth ⊖
- Show measurable growth in project reach and tangible results

Deliver events to showcase the city to talent and businesses ⊖
- Partner with commercial developers, business leaders

Shaping Narratives

Promote Hamilton's economic development story ⊖
- Deliver media opportunities, create printed and digital content

Align with metro spatial plan partners on growth messaging ⊖
- Work with Strategic Planning & Advocacy group, neighbouring districts

Hamilton City Council
Te Kaunihera o Kirikiriroa

Council Report

Committee: Economic Development Committee
Date: 09 May 2024
Author: Mike Bennett
Authoriser: Blair Bowcott
Position: Economic Development Programme Manager
Position: General Manager Strategy, Growth and Planning
Report Name: Strategic and General Update

Report Status	*Open*

Purpose - *Take*

1. To inform the Economic Development Committee of both strategic matters and general updates that staff want to bring to Members' attention.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. This report informs the Economic Development Committee members on activities, actions, or projects for which the Committee and the relevant General Managers have responsibility.

4. Topics are grouped under the following themes:

Theme	**Topic**
Economic Development Programme	i. Proactive employer engagement ii. Investment promotion iii. Shaping Narratives
Growth Programmes	i. Central City Transformation ii. Greenfield – Ruakura and Rotokauri-northwest
Tourism, Events and Visitation	Q3 update on H3 (Claudelands, FMG Stadium Waikato and Seddon Park) and Visitor Destinations (Hamilton Gardens, Te Kaaroro and Waikato Museum)
Data Analytics, Economics and Policy	Economic update

5. Staff consider the matters in this report to have low significance and that the recommendation complies with the Council's legal requirements.

Discussion - *Matapaki*

ECONOMIC DEVELOPMENT PROGRAMME

Proactive employer engagement

6. Economic development staff remain focused on growing the relationship between Council and business leaders, understanding their operations, positioning Council as a trusted partner and identifying clear action items to enable growth and new investment.

7. The three key growth sectors for our programme in 2024 continue to be:

    i. Manufacturing;
    ii. Logistics; and
    iii. Agritech, technology and innovation.

8. The healthcare and education sectors remain a relevant part of the economic development programme with regular engagement.

9. In 2023 staff conducted 79 in-depth meetings with employers in these sectors, exceeding the goal of 75. The insights and actions that resulted from those meetings were detailed in reports released at the middle and end of last year.

10. To this point in 2024, staff have conducted over 20 engagement meetings through April, with their first report planned for the 13 August 2024 Economic Development Committee meeting.

11. At the time of this report, key observations from these meetings have emerged and can be grouped across four business themes:

    i. Business outlook
        a. Slowing sales activity is a common theme across all sectors, with both actual and forecast declines of 25% to 35%, and in some cases over 50%.
        b. For most businesses engaged with, operational changes related to slowing sales were actioned in 2023.
        c. While acknowledging that sales growth is highly unlikely to occur this year, some optimism remains that Q3 or Q4 2024 could bring early signs of market improvements.
    ii. Employment outlook
        a. Most businesses reported plans to maintain current employment levels by prioritising retention efforts or restructuring some operations.
        b. Agritech, technology and innovation sector businesses are continuing to seek talent to support strategic initiatives.
    iii. Access to talent
        a. With labour market conditions in many sectors favouring employers, the number of applicants per job and the quality of candidates has been mentioned as positive trends.
    iv. Growth enablers
        a. The Ruakura Superhub has been highlighted as a “game-changer” for businesses in both our logistics and manufacturing sectors.
        b. The transportation network across Hamilton’s metro area was cited as an important differentiator from other markets. This is primarily due to the ability for employees to easily access a range of housing options and lifestyles.

12. Sector-specific insights from engagements completed to-date are as follows:

    i. Manufacturing

        a. Manufacturing employers discussed efforts to protect margins by reviewing their supply chains and international partnerships. In doing so emphasising product and client diversification.

        b. Sales growth is not expected this year, leaders in this sector have repeated their focus on operational agility and responsiveness to new opportunities.

    ii. Logistics

        a. Employers at Ruakura expect to be operating near capacity within 6-12 months, and rail services are now operating daily to meet demand.

        b. Businesses from across the supply chain ecosystem have expressed some caution, with reports of operational cuts through fleet reductions. This appears to be a short-term trend.

    iii. Agritech, technology and innovation

        a. While not a sector-wide issue, certain tech businesses report new levels of uncertainty and pressure as government contracts come under review.

        b. Those in the productivity and cybersecurity subsectors shared cautious optimism and a steady path forward and export growth.

        c. At the time of this report, sector businesses had discussed recruiting for roles including app development, data management, cloud, cybersecurity, client engagement and software engineering.

13. Separately from the engagement work of Council staff, Soda, Inc. leads engagement across the Waikato Region through the Regional Business Partner Network. Their efforts aim to support businesses with fewer than 50 employees across all sectors.

14. Owners typically participate in online meetings of 30-45 minutes designed to identify their goals and challenges, with Soda, Inc.'s growth advisors providing appropriate business support, information, connections, and other relevant assistance as required.

15. Economic development staff will continue to align efforts with Soda, Inc. to ensure Council is informed and aware of the work. **Attachment 1** captures Soda, Inc.'s most recent report on work in Hamilton with the Regional Business Partner Network from January through March 2024.

Investment promotion

16. The Tech in the Tron project continues to drive awareness about our city and region as a place for tech talent to realise their professional and personal aspirations.

17. Initial efforts in 2022 generated a positive response, enabling a second phase of work that began in late 2023 to add-in features to facilitate use as a tool to grow and connect our tech sector.

18. Recent updates to the website since the 12 March 2024 Economic Development Committee meeting include the addition of a lifestyle page that uses custom photography and quotes from industry members to convey key themes around choice and options, accessibility and flexibility as well as opportunities to connect and collaborate.

19. Recent stories have featured our partners at Waikato Innovation Park driving collaboration and growth, as well as the efforts of Cambridge-based Rocketspark to partner with organisations working to battle gender imbalance in New Zealand's tech sector.

20. Social media is a key element of the project, with 1,000 new followers to Tech in the Tron's LinkedIn page added over the last three months. At the time of this report the LinkedIn page had generated nearly 21,000 unique impressions over just the previous 30 days.

Shaping narratives

21. Staff are targeting the 13 August 2024 Economic Development Committee meeting for the release of a business overview of the city that promotes Hamilton's economic development story.

GROWTH PROGRAMMES

22. This update provides a summary of growth programmes work related to economic development activity in the Central City, Ruakura, and Rotokauri-northwest.

Central City Transformation

23. Council is committed to driving economic growth and building our central city to be a real hub for employment, tourism, and commercial opportunities.

24. Several commercial spaces are undergoing refurbishment throughout the central city, including the six-storey **Westpac House**, at 426 Victoria Street. This will feature a new cafe and contemporary lobby entrance, to tie in with a new canopy and street front on the prominent central city site. See **Attachment 2** for a render of the façade.

25. Refurbishment of the six-storey building at **18 London Street** is underway by Stark Property. This will provide 700-730 sqm per floor of A grade office space upon completion in the last quarter of 2024. See **Attachment 3** for a render of the façade.

26. Seismic strengthening works are underway at **357 Victoria Street**, on the corner with Garden Place. Meanwhile seismic strengthening and refurbishment works were recently completed on the three-storey commercial building located at the opposite corner of Garden Place at **341 Victoria Street**. The ground floor of this site has been redeveloped into five retail/hospitality tenancies, with three businesses occupying the upper two levels.

27. Work to refurbish the three-storey building at **153 Victoria Street** is well underway, with improvements to the canopy currently being undertaken.

Greenfield – Ruakura

28. Stage One of Ruakura Superhub is well advanced, with 31ha of development land already committed by a range of national and international tenants spanning the inland port, large scale distribution centres and cold store facilities, logistics operators and service centre.

29. These industries collectively provide more than 300 jobs and more will be generated when Refrigafreighters Ltd, a leading New Zealand operator in transport, storage, and distribution, open their first depot in late 2024.

30. Development continues at Ruakura Superhub with the announcement that Sime Darby Motors NZ, one of the country's leading suppliers of cars, trucks and transport solutions, has signed a long term deal with Tainui Group Holding's to lease a 2.4 ha site for their major North Island truck service centre.

31. Pragma Ltd has commenced earthworks to develop its 46-lot industrial subdivision. The site is located within the Ruakura Park Industrial Zone where future industrial activities are anticipated.

32. A key enabling project for Ruakura is the construction of the Eastern Transport Corridor (ETC) which, if funded, would unlock full development capacity of the inland port, logistics and industrial precinct, which are currently limited due to roading capacity.

33. Work on the detailed business case for the ETC is progressing and will be brought back to Council for approval. An update on the project will be provided to the 25 June 2024 Strategic Growth & District Plan Committee.

Greenfield – Rotokauri-northwest

34. Fosters is in the final stages of constructing United Industries new warehouse on Earthmover Drive, which will produce cladding and roofing panels and boards for both residential and commercial construction. Completion of the 6885 square meteres build is expected mid-2024. **Attachment 4** shows the status to date of the project at the end of February 2024.

TOURISM, EVENTS and VISITATION

H3 Q3 update

35. H3 Venues held 220 events in Q3. It was a busy quarter with a range of events taking place across GLOBOX Arena & Events Centre – Claudelands, Seddon Park, and FMG Stadium Waikato, with 220 events held covering all event genres.

36. From the Q3 period, 115,340 people attended events at H3 venues; Claudelands had 60,792 people attend events and our Stadia welcomed 54,548 patrons.

Visitor Destinations Q3 Update

37. Visitor Destinations (Hamilton Gardens, Te Kaaroro Nature Precinct and Waikato Museum) had a combined visitation of 285,056 for the Q3 period. Visitation for has been extremely strong; up 11.6% overall on the same quarter last year. Q3 is typically the busiest quarter for our outdoor venues, encompassing the peak of international tourism, the tail end of the Christmas/New Year holiday period, the bulk of the school summer holidays and fine weather.

38. Visitation was further bolstered by the cross-site activity schedule, combined marketing campaigns and school holiday activities.

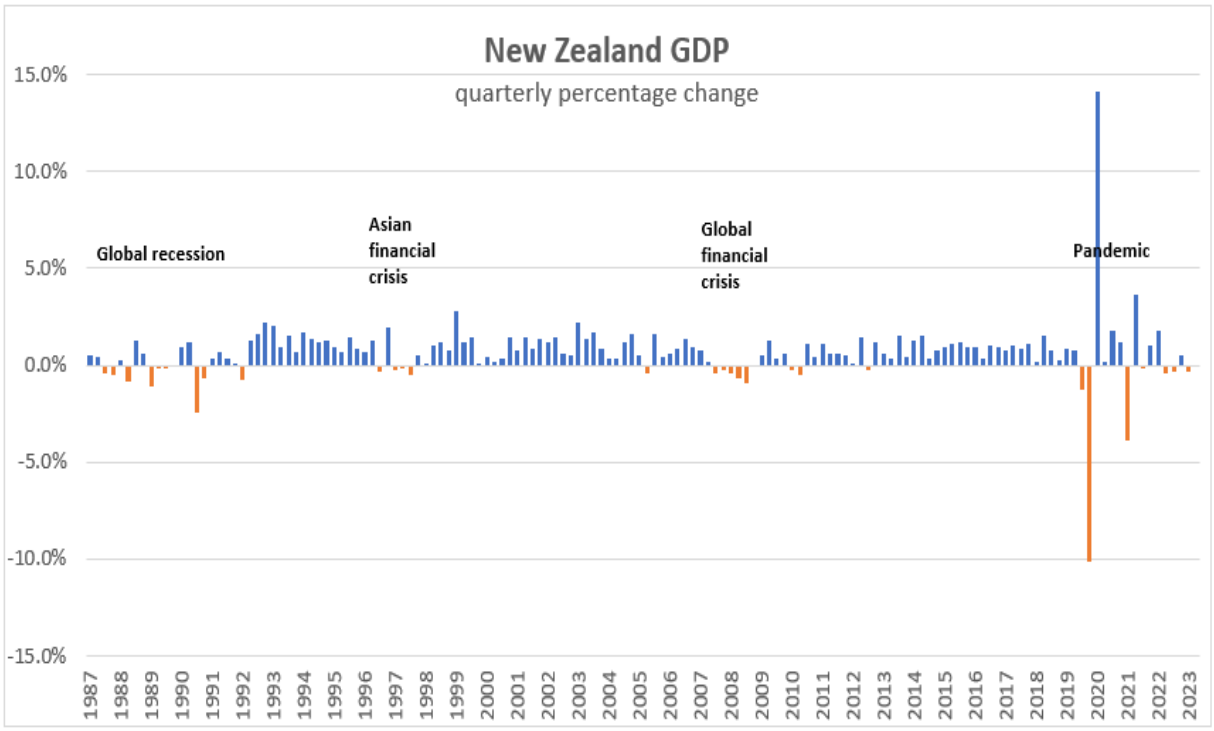
DATA ANALYTICS, ECONOMICS and POLICY

Economic update

39. Statistics New Zealand (Stats NZ) released national Gross domestic product (GDP) data on 21 March 2024 which retrospectively put New Zealand in a recession with both the September and December quarters seeing negative growth in GDP. The quarterly decreases were small at 0.3% for September and 0.1% for December. New Zealand has now been bumping along close to zero quarterly growth for five quarters or 15 months, with only a small bump into positive territory in the June quarter (up 0.5%).

40. Stats NZ reported that the biggest downward drivers were wholesale trade, particularly in grocery and liquor wholesale. Retail trade also fell, as did food and beverage services.

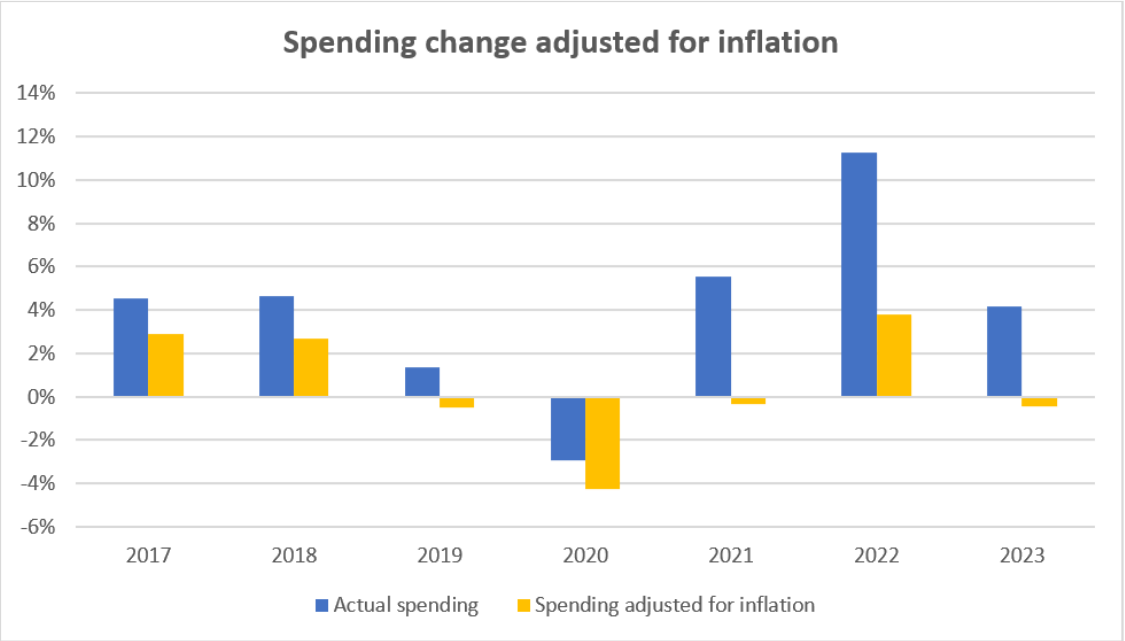
41. The COVID-19 pandemic has resulted in a period volatile GDP movements unlike anything New Zealand has seen over the past three decades. On average, GDP growth was 0.6% each quarter over this period.



42. Economic indicators from December 2023 quarter show that Hamilton's economy is still largely moving in a positive direction, but growth slowed. GDP growth slowed to 0.6% compared to 3.4% in 2022 and spending grew 4.2% compared to 11% in 2022. Employment continued to exceed expectations by growing 3.7% in 2023. National data shows job increases were high in several of our key sectors including healthcare, accommodation and food services, education, construction, and public administration.

43. Employment tends to be a lag indicator, with changes in the economy showing 6 to 12 months later in the trends. We are yet to see how Central Government job cuts will affect the Regional offices of government departments or the impact of increasing liquidations across the country.

44. While a spending increase of 4.2% would be good in any other economic climates, high inflation rates means that once we take that into account there is a spending declined. The following graph shows spending in Hamilton adjusted for inflation. The reality – for retailers in particular – is times are tough with lower demand and higher costs.



45. Nationally, card spending data from March 2024 showed a decline compared to February 2024 data in all industries. Non-retail which include medical, travel, and postal/courier delivery did not see the same decline. Spending on apparel and motor vehicles both fell 2.2%, while spending on consumables fell 0.2%.

46. It is important to remember that this economic slowdown has been "planned" to the extent that the Reserve Bank believes a recession is necessary to bring inflation back between 1% and 3%. Unfortunately, this means some businesses will close, there will be unemployment increases. Downturns provide opportunities to innovate, create space for new operators and are a common part of the business cycle.

47. The short-term outlook for Hamilton is for restrained economic growth with recessionary-like conditions such as, households constrain spending and demand, businesses evaluate products and staffing levels, and growth is minimal or negative in some sectors.

48. Indications are this is a short-term challenge. As the economic conditions become less restrictive and finance is more readily available, Hamilton's economy will rebound, and the economy as a result. The City's strong value proposition is unchanged and ongoing economic growth will continue.

49. Data on Hamilton's economy for the year to March 2024 will be made available on 16 May 2024. An update will be provided at the next Economic Development Committee meeting.

50. Hamilton's annual economic report will be released in the coming weeks. Elected members will receive this in hardcopy. A link to the online version will be sent out in the Executive Update.

Financial Considerations - *Whaiwhakaaro Puutea*

51. The topics covered in this report are funded by existing budgets. There are no financial implications in relation to the information provided in this report.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

52. Staff confirm that the matters covered in this report comply with the Council's legal and policy requirements.

Climate Change Impact Statement

53. There are no known climate risks or adaption opportunities associated with this option.

54. There is no change in greenhouse gas emissions associated with this option.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

55. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

56. The subject matter of this report has been evaluated in terms of 'the 4 wellbeings' during the process of developing this report as outlined below.

57. The recommendations set out in this report are consistent with that purpose.

Social

58. Social wellbeing is defined as the capacity of individuals, their whaanaus, iwi, hapuu and a range of communities to set goals and achieve them.

59. Thriving businesses in the hospitality, retail and community sectors promote better outcomes for the community at large and help to sustain a more vibrant Hamilton with greater social interaction.

60. H3 venues and events are safe for people to attend, H3 venues are a place where communities can meet, compete, and perform and H3 Venues are place Hamiltonians are proud of.

Economic

61. Economic wellbeing is defined as the capacity of the economy to generate employment and wealth necessary for present and future financial security.

62. The Economic Development Committee is responsible for the Governance of Hamilton City Council's economic agenda and investment development opportunities, with the goal of enhancing the wellbeing of Hamiltonians.

63. Council is committed to driving economic growth and building our central city to be a real hub for employment, tourism, and commercial opportunities.

64. Our sector-based approach to economic development focuses resources on both established industries and those that can diversify an economy.

65. In 2024, the economic development programme will continue to focus on three key growth sectors – manufacturing; agritech, technology and innovation; and logistics – as well as supporting the needs of our education and healthcare sectors. This approach will represent our balanced economy, employment base, and growth potential.

66. H3 venues attract events that have a positive economic impact to the city. Events held at H3 venues attract people to the city. H3 venue infrastructure is well maintained, and improvements align with industry needs and requirements. H3 financial management and decision making is sound.

Environmental

67. Environmental wellbeing is defined as the capacity of the natural environment to support, in a sustainable way, the activities that constitute community life.

68. The Council's Central City Transformation Plan considers connections between the central city and the river to restore and protect the balance of the environment.

69. H3 venues respond to climate change challenges through several operating and built-in initiatives. However, continuous improvement and attention to this responsibility remains a critical element of the operations reputation and competitiveness. H3 venues are healthy environments; H3 cares about reducing, recycling and reusing water, electricity, and waste.

Cultural

70. Cultural wellbeing is defined as the capacity of communities to retain, interpret, and express their shared beliefs, values, customs, behaviours, and identities.

71. Our city values, respects, protects, and promotes the treasured status of tangata whenua, which acknowledges our shared history and celebrates our cultural identity and heritage.

72. Businesses in the hospitality, retail and community sectors endorse and enhance the cultural identity of the city. aEvent activity helps promote cultural events and awareness of our heritage and history for Hamiltonians and visitors to the city to enjoy and participate in.

73. H3 venues offer a range of events for people to attend. The heritage of H3 venues and locations is valued and our community has trust in H3.

Risks - *Tuuraru*

74. There are no known risks associated with the matters covered in this report.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

75. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the matter(s) in this report has/have a low level of significance.

76. Given the low level of significance determined, the engagement level is low. No engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - March 2024 - Regional Business Partner Network

Attachment 2 - Westpac House Façade

Attachment 3 - 18 London Street Façade

Attachment 4 - United Industries Progress March 2024

Attachment 5 - May 2024 Economic Development Committee slide deck

HAMILTON CITY

QUARTERLY REGIONAL BUSINESS PARTNER NETWORK UPDATE

SODA

BETWEEN JANUARY AND MARCH 2024 SODA:

Met with 49 Hamilton City based businesses to assess their challenges, needs, and training/support options.

Allocated $18,197.50 in funding to support management capability training of Hamilton City based businesses.

The businesses were booked with the following service providers:

- SDG Changemakers
- Andrew Miller Coaching
- Everest People
- Identify Marketing
- Maisey Harris & Co
- Mosaic Partners
- Stratigi
- Media PA
- Daisy Digital
- The Waikato Chamber of Commerce
- Marksman Consultants Ltd

KEY OBSERVATIONS

In Q3 we noticed that challenges for businesses i Hamilton City were:

- Understanding AI technologies such as ChatG Gemini and Co-Pilot and how to use them saf and effectively.
- How to integrate sustainability into their business models
- Learning how to build personal brand content help attract clients and grow sales.
- Developing a leadership style to help create a work environment of thinking and growth
- How to get clarity on business purpose and vision.

The most requested training and support was in t following areas:

- Understanding AI and prompt engineering
- Leadership Fundamentals
- Generating sales
- Growth Strategy
- ESG Integration Strategies
- Business Fundamentals
- Digital Marketing Strategy



FOR FURTHER INFORMATION & INSIGHTS PLEASE CONTACT:

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CREME CAFE



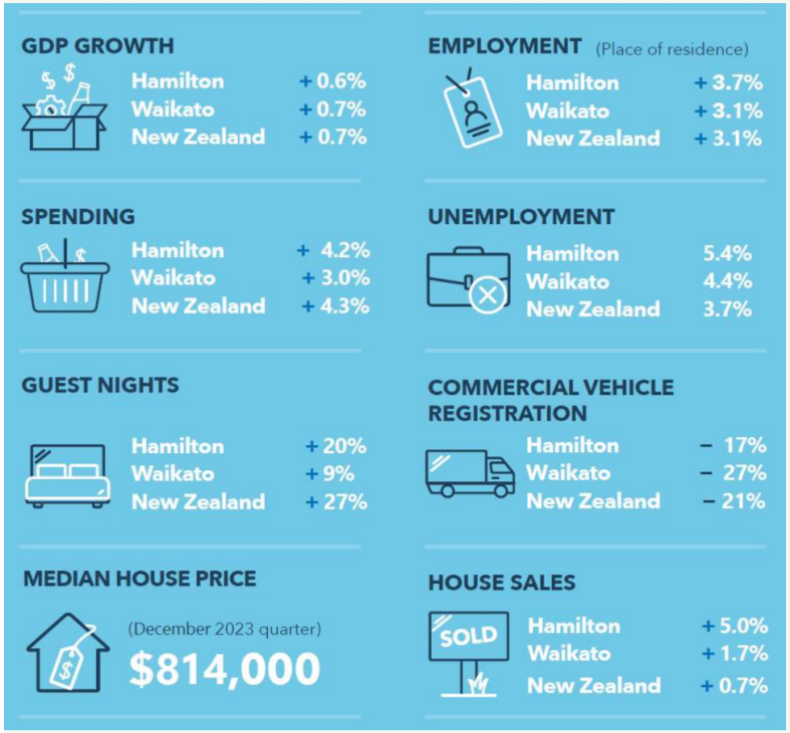

FOSTERS


Economic update
May 2024
Hamilton City Council
Te kaunihera o Kirikiriroa
Growth Funding & Analytics Unit
1

The context

- NZ is now in a recession following negative GDP growth in the September and December 2023 quarters.
- Interest rates have flattened as expectations of further OCR hikes reduced but interest rates remain high and are pulling down consumer demand.
  - Repayments at 7.7% on the average home loan of $370,000 have increased nearly $1000 per month since 2021 when the 1-year rate was 3.2%.
  - Other costs are increasing exponentially too – on average home insurance is up 30% and, on average rates are proposed to increase 15% nationwide.
- Inflation - CPI was at 4.7% in the 12 months to December 2023 with expectations that it will fall further in the March quarter (March data released 17 April)
  - Capital cost inflation has come down to more normal levels but previous increases are baked in and prices are still going up.
- Production nationwide has fallen in manufacturing, wholesale trade, retail and arts & recreation.

2023 Hamilton Economic Indicators



- Hamilton still has many positive economic indicators, but growth has slowed considerably.
  - Spending eased to 4.2% compared to 12% in the year to June 2023.
  - GDP growth was 0.6% compared to 3.2% in June 2023.
- Employment growth continued to be strong despite economic conditions.
- The unemployment increased to 5.4% in December 2023, up from a low of 4.3% in 2022.
  - Unemployment growth was primarily driven by the availability of more people to work rather than by jo loss.

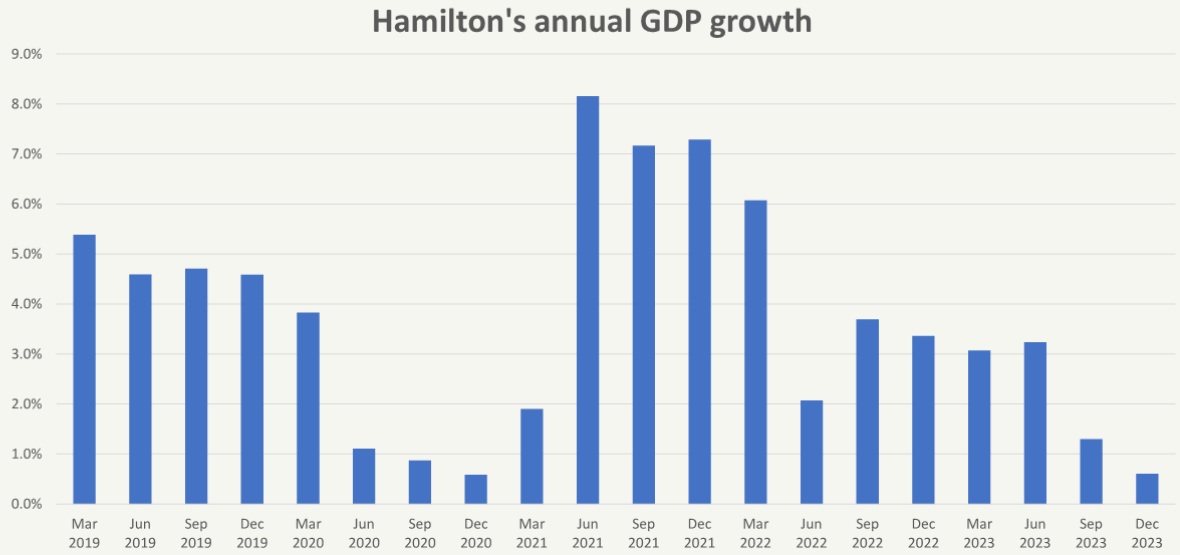
Hamilton Consenting – year to March 2023



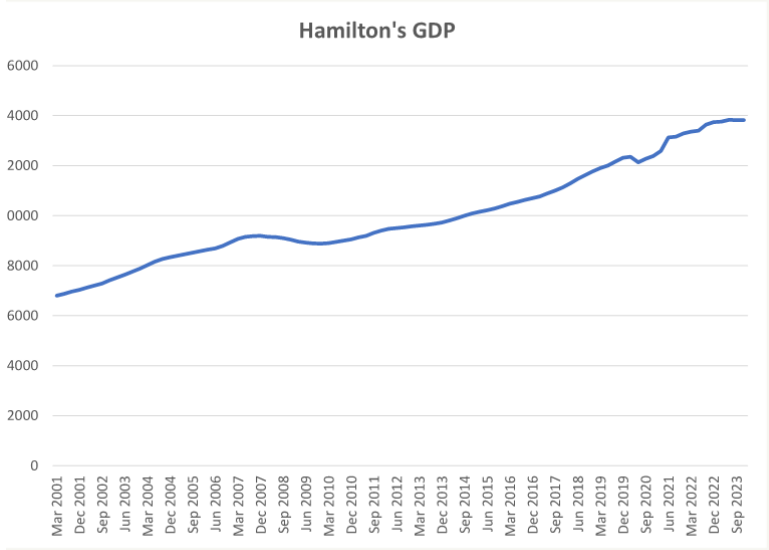
- Consenting activity reflects the lack of confidence in the wider economy.
- The construction sector was Hamilton's 5th largest sector in 2023.
- Dwelling consents lodged in the March quarter are the lowest in over a decade.
- With fewer consents lodged and granted, there are fewer homes under construction and completions are falling.
- Infill continues to be the largest development area in the city but the proportion of infill dropped for the first time.
- Residential capital cost inflation was 4% in December 2023, down from a peak of 17% per annum in the first half of 2022. But prices are still rising, interest rates are high, costs like insurance are increasing, and house prices are not increasing at the same speed.

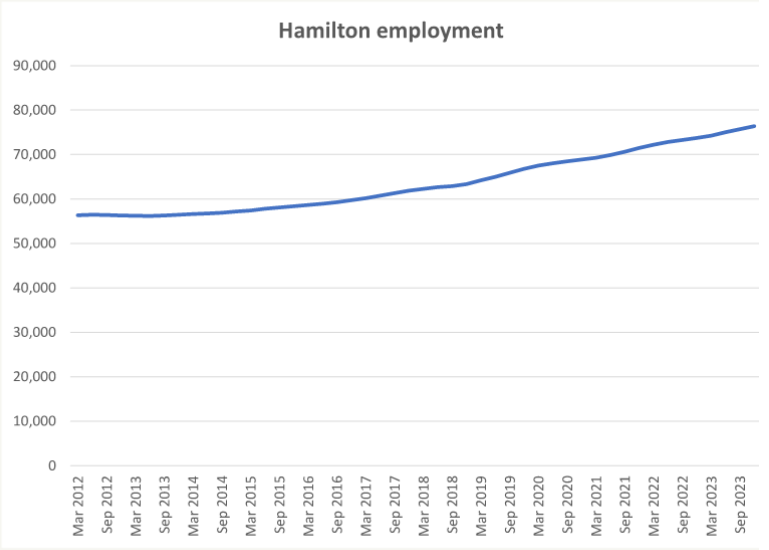
A little bit of perspective

Up close, economic growth has been a wild ride recently...



… But stepping back to look at the bigger picture puts today's challenges in perspective



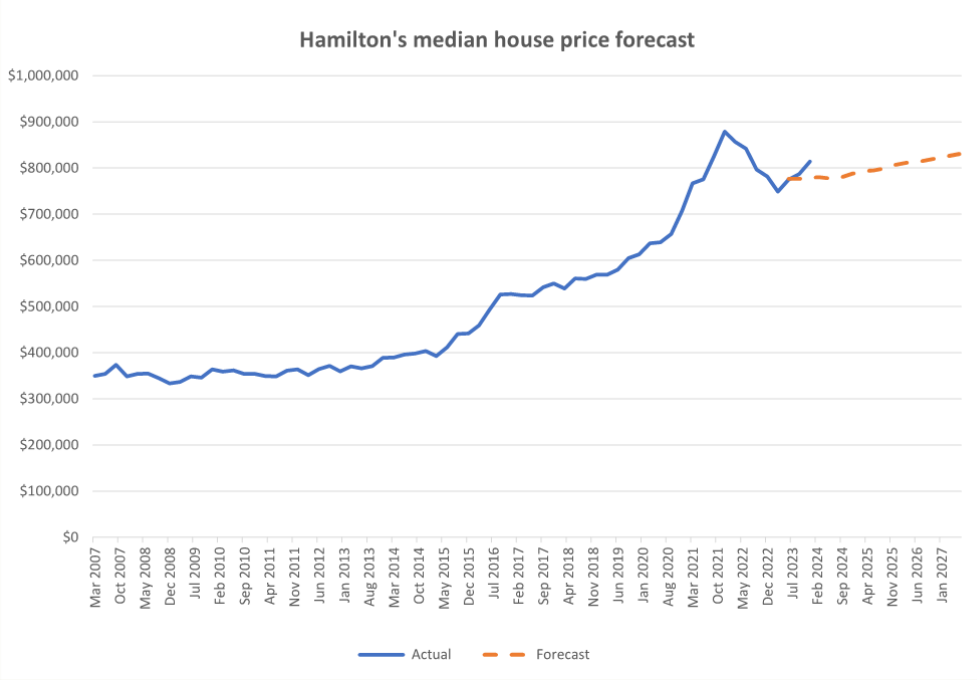


House sales



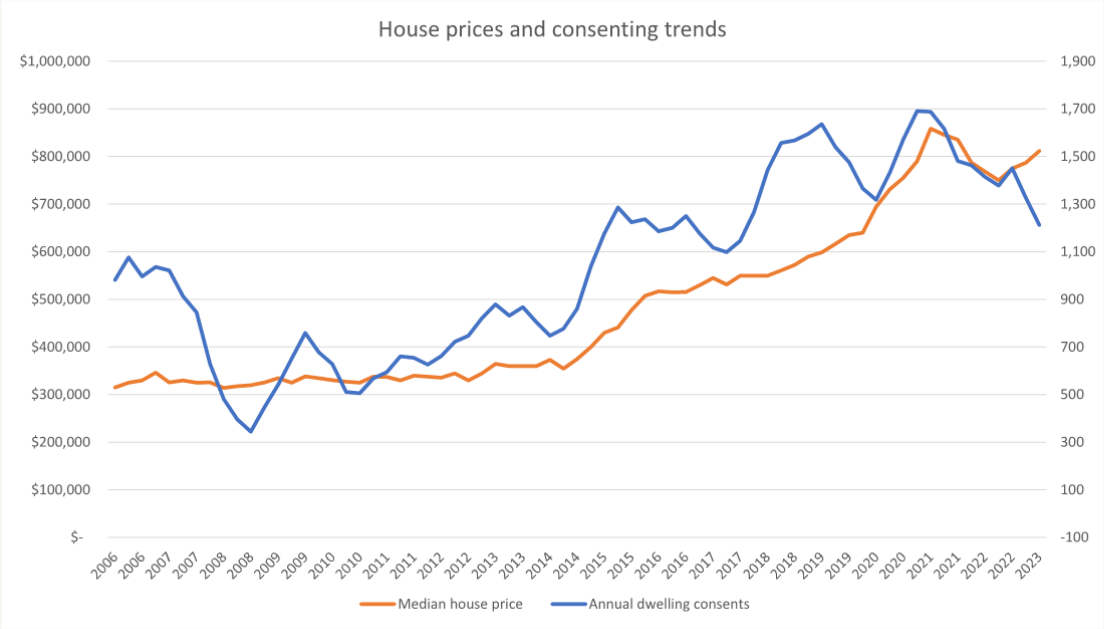
- The median house price in the December 2023 quarter increased 6% compared to December 2022. Sales prices are now sitting 5% below the 2021 peak.
  - Greenfield prices increased 1%
  - Infill prices increased 6%
- Sales increased in the December 2023 quarter by 20% compared to December 2022.
  - The highest number of sales occurred since the prices started falling at the start of 2022.
  - Nationally sales increased 11% over the same period
- Suggests buyers are confident prices are about as low as they will go an are starting to worry about missing out (FOMO is setting in again)
- But there is a ceiling on house price growth courtesy of high interest rate

House price projections



- House prices are picking back up much faster than expected in mid-2023.
- We expected prices to hover around $780,000 for around 18 months
- In the December 2023 quarter, the median house price was $814k.
- December might have been a blip of enthusiasm following the election in October. Early indications from March quarter suggested might be flatter growth and more in line with projections.

House prices and consenting are linked



- Consenting changes in anticipation of house price increases or decreases.

Why does it matter?

- Consenting is unlikely to improve while house prices are low, and costs continue t increase – it doesn't add up.
- Price growth is necessary to give the construction sector confidence to undertake projects and banks confidence to lend against new builds.

9 May 2024 Economic Development Committee 9

The outlook for the economy

The outlook hasn't changed – the next two years will be challenging

- Restrained economic growth
- Inflation is likely to come down but slowly
- Net migration has likely peaked but is expected to stay high
  - If unemployment increases, then NZ will be a less attractive option
- Interest rates are widely expected to come down by the end of 2024 but the RBNZ says 2025
- Consenting maybe lower than expected
- The long-term outlook remains for high growth in Hamilton's economy and population.

Item 10

Council Report

Committee: Economic Development Committee

Date: 09 May 2024

Author: Sean Murray

Authoriser: Sean Murray

Position: General Manager Venues, Tourism and Events

Position: General Manager Venues, Tourism and Events

Report Name: Event Sponsorship Fund - recommendations for approval 2024-25

Report Status	*Open*

Purpose - *Take*

1. To seek the Economic Development Committee's approval of events to be funded by the 2024-2025 event sponsorship fund, following the application and management recommendation process undertaken in March and April 2024.

2. To provide the Economic Development Committee with a summary of 2023-2024 event sponsorship fund activity and confirm the year end budget result.

Staff Recommendation - *Tuutohu-aa-kaimahi*

3. That the Economic Development Committee:

   a) receives the report;

   b) approves the following single year event sponsorship applications for financial sponsorship from Council's major event sponsorship fund in 2024-25 (one year), totalling $339,000:

      i. NZ U15 and U19 National Badminton Championships 2024 by Badminton New Zealand for $5,000;

      ii. Hamilton Arts Festival 2025 | Toi Ora ki Kirikiriroa 2025 by Hamilton Gardens Summer Festival Foundation for $175,000;

      iii. Aramex Kiwi Walk and Run Series 2025 by SMC Events Limited for $9,000;

      iv. Round the Bridges 2024 by Hamilton Harriers and Classic Events for $20,000; and

      v. Balloons over Waikato 2025 by Balloons over Waikato Trust for $130,000.

   c) declines the following applications for financial sponsorship from Council's major event sponsorship fund:

      i. Sika Show 2024: Sika Show Limited ($30,000);

      ii. NZ Boat Fish and Dive Expo 2024: NZ Boat Fish and Dive Expo Limited ($30,000);

      iii. Xmas at Suburbs 2024: Suburbs Community Sports Club ($30,000);

      iv. Sunset Symphony 2025: Orchestras Central ($12,000); and

      v. Hamilton Pride Parade 2025: Hamilton Pride Incorporated ($2,258.99)

Executive Summary - *Whakaraapopototanga matua*

4. Hamilton's event sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's vision to be a vibrant city, with a focus on exposure, boosting the city profile, increased visitation, economic outcomes, and community engagement.
5. The draft budget of the 2024-2025 Event Sponsorship Fund (ESF) is $400,000. This was reduced by 20% during draft long term plan budget setting.
6. The total available budget to allocate is $339,000, as funding for some multi-year events had been approved in prior years totalling $61,000.
7. This report seeks the committee's approval of funding for five events to receive ESF totalling $339,000.
8. The Terms of Reference, for the Economic Development Committee has delegated authority to approve annual the ESF applications and monitor any grants made to external organisations under the terms of the Event Sponsorship Policy.
9. This report additionally summarises the year-end status of the 2023-2024 ESF.
10. Staff consider the recommendations in this report have low significance and that the recommendations comply with the Council's legal requirements.

Background - *Koorero whaimaarama*

11. Hamilton's Event Sponsorship Fund (ESF) is governed by the Event Sponsorship Policy and focuses on larger event opportunities where exposure will reach beyond Hamilton. It delivers high profile coverage and attempts to attract significant numbers of visitors, good economic outcomes, including delivering community engagement and participation. Events must take place between 1 July 2024 and 30 June 2025.
12. Council recently undertook an applications process for the ESF applications for the 2024-25 financial year.
13. The funding round for the 2023-24 ESF was open from 14 March to 14 April 2024. This was advertised via media release and associated website information.
14. The allocation of funds is always highly contestable. Council is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events.
15. Applicants applying for funding need to ensure their events help to achieve the following objectives:
    i. **Exposure and promotion for the city:** The event lifts the status, awareness, and/or profile of Hamilton through the media exposure it receives international, national, and local. It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a, modern, and well-balanced city.
    ii. **Economic benefits for the city:** The event will increase the number of people who would not normally come into the city at that time. This thereby provides potential benefit to the city's local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable.
    iii. **Promote pride and sense of place for Hamilton residents:** The event gives residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

16. 10 applications for funding were received and assessed against the criteria by management, in compliance with the Event Sponsorship Policy. This process i collectively assess and determines applications for approval by the Committee.

Discussion - *Matapaki*

Committee Approval – Event Sponsorship Fund Applications 2024-25

17. The draft budget of the 2024-2025 event sponsorship Fund is $400,000.
18. The budget amount is conditional on 2024-34 Long-Term Plan being adopted on 4 July 2024. Decisions made via the resolution for this report will remain conditional until this date.
19. The total available budget to allocate is $339,000.
20. A summary of the management recommendation for funding is found in **Attachment 1** of this report.
21. All application information has been included in **Attachment 2** of this report. To assist with management recommendations, each application was summarised using a scorecard document, which has been linked on the cover page of **Attachment 2.**
22. The General Manager Venues, Tourism and Major Events has recommended five event sponsorship applications are **approved** for event sponsorship funding totalling $339,000.
    i. NZ U15 and U19 National Badminton Championships 2024 by Badminton New Zealand for $5,000;
    ii. Hamilton Arts Festival 2025 | Toi Ora ki Kirikiriroa 2025 by Hamilton Gardens Summer Festival Foundation for $175,000;
    iii. Aramex Kiwi Walk and Run Series 2025 by SMC Events Limited for $9,000;
    iv. Round the Bridges 2024 by Hamilton Harriers and Classic Events for $20,000; and
    v. Balloons over Waikato 2025 by Balloons over Waikato Trust for $130,000.
23. The above recommendations are seen as fair representation of Council investment in line with the intent of the Event Sponsorship Policy. -
24. Noting the recommendations will fully expend the budget.
25. The General Manager Venues, Tourism and Major Events has recommended five events are **declined** for funding due to highly contestable funding availability:
    i. Sika Show 2024: Sika Show Limited ($30,000);
    ii. NZ Boat Fish and Dive Expo 2024: NZ Boat Fish and Dive Expo Limited ($30,000);
    iii. Xmas at Suburbs 2024: Suburbs Community Sports Club ($30,000);
    iv. Sunset Symphony 2025: Orchestras Central ($12,000); and
    v. Hamilton Pride Parade 2025: Hamilton Pride Incorporated ($2,258.99).

Options

26. The Economic Development Committee has the authority to accept the management recommendations for funding. As well the committee has the authority to make an alternate funding decision in relation to any of the applications **approved** or **declined** in the recommendations.

Summary – Review of Event Sponsorship Fund Activity 2023-24

27. A summary of activity has been provided in **Attachment 3** of this report

28. In 2023-24, the total fund was at $429,346 to allocate, with a total of 10 events approved for funding by Council resolution totalling $429,000.

29. All the other events took place (or at the writing of this report is due to take place i.e. Matariki ki Waikato June 2024) and fulfilled event objectives and sponsorship terms in place. Council's standard sponsorship contract terms provides for 80% of approved sponsorship on signing of an agreement with the 20% balance paid post event. Subject to the successful staging and outcome of the event as agreed and the delivery of a satisfactory post event report.

30. The above activity will result in forecasted underspend of $346.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

31. Staff confirm the staff recommendations in this report complies with the Council's legal and policy requirements.

Climate Change Impact Statement

32. There are no known climate risks or adaption opportunities associated with this option.

33. There is no change in greenhouse gas emissions associated with this option.

Financial Considerations - *Whaiwhakaaro Puutea*

34. This is a regular operating activity funded through the Long-Term Plan.

35. Council's draft Event Sponsorship Fund is budgeted at $400,000 in 2024-25.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

36. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

37. The subject matter of this report has been evaluated in terms of 'the 4 wellbeings' during the process of developing this report as outlined below.

38. The recommendations set out in this report are consistent with that purpose.

Social

39. Event activity helps promote social opportunities for Hamiltonians and visitors to the city to enjoy and participate in, creating a vibrant and diverse city.

Economic

40. Event activity brings economic return to the city by way of new visitor expenditure that would not otherwise come to Hamilton and increased use of local business suppliers employed to provide services to support event activity.

Environmental

41. There are no known environmental impacts in relation to this activity that are not mitigated directly by the event organisers.

Cultural

42. Event activity helps promote cultural events and awareness of our heritage and history for Hamiltonians and visitors to the city to enjoy and participate in.

Risks - *Tuuraru*

43. Any approval to fund requires the event to be confirmed to take place regarding current COVID event restrictions. Staff work carefully with approved applicants to confirm funding agreements and necessary event cancellation policies and processes.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

44. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the recommendation(s) in this report has/have a low level of significance.

45. Given the low level of significance determined, the engagement level is low. No engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Event Sponsorship Fund 2024-25: Summary of Management Recommendations

Attachment 2 - Event Sponsorship Fund 2024-25: Full Applications Pack

Attachment 3 - Event Sponsorship Fund 2023-24: Summary of Activity

SUMMARY OF MANAGEMENT RECOMMENDATIONS FOR APPROVAL: EVENT SPONSORSHIP FUND 2024-25

EVENT DETAILS	APPLICANT / ORGANISER	$ APPLIED	SINGLE YEAR		MANAGEMENT RECOMMENDATION		MANAGEMENT COMMENT
			2024/25	APPROVE / DECLINE	FUNDING APPROVED	CRITERIA SCORE	
ESF0012024 - New Zealand U15 and U19 National Badminton Championships 2024	Badminton New Zealand	$10,925	Yes	Approve	$5,000	18/30	Recommended. Visitor generator, cost effective participation. A good fit to event sponsorship fund criteria and approach to encourage more amateur multi-day sporting events to the city. Good number of attendees and length of stay in city.
ESF0032024 – Sika Show 2024	Sika Show 2020 Limited	$30,000	Yes	Decline	$0	N/A	Not recommended. ESF does not generally support expo events and although not policy driven, support of this event type may refer other similar events to this fund. Due to highly contestable funding availability, unable to support.
ESF0042024 – NZ Boat Fish and Dive Expo 2024	NZ Boat Fish and Dive Expo Limited	$30,000	Yes	Decline	$0	N/A	Not recommended. ESF does not generally support expo events and although not policy driven, support of this event type may refer other similar events to this fund. Due to highly contestable funding availability, unable to support.
ESF0052024 – Hamilton Arts Festival Toi Ora ki Kirikiriroa 2025	Hamilton Gardens Summer Festival Foundation	$175,000	Yes	Approve	$175,000	26/30	Recommended. An iconic event for Hamilton and fit with the event sponsorship fund criteria of pride and profiling. It endorses Hamilton as an event destination to those outside the region and nationally and use of a key city asset as a must-see destination plus employer of local business. Funding for this event is very challenging and heavily reliant on Council support.
ESF0062024 – Aramex Kiwi Walk and Run Series 2025	SMC Events Limited	$10,000	Yes	Approve	$9,000	19/30	Recommended. A growing event with strong corporate support plus an ongoing focus to attract greater audiences to the event and potential for more visitation. Low investment for good returns across the range of criteria. Demonstrates some city infrastructure capability.
ESF0082024 - Round the Bridges 2024	Hamilton Harriers and Classic Events	$25,000	Yes	Approve	$20,000	22/30	Recommended. A well-established event with strong corporate support plus an ongoing focus to attract greater audiences to the event and potential for more visitation. Low investment for good returns across the range of criteria. Demonstrates good city infrastructure capability.
ESF0102024 – Balloons over Waikato 2025	Balloons Over Waikato Trust	$150,000	Yes	Approve	$130,000	25/30	Recommended. An iconic legacy event for Hamilton and fit with the event sponsorship fund criteria for pride and profiling. High community support and new audience appeal. Without Council's partnership, this festival could not continue. Funding for this event is very challenging and reliant on Council support.
ESF0112024 – Xmas at Suburbs 2024	Suburbs Community Sports Club	$30,000	Yes	Decline	$0	13/30	Not recommended. Application lacks strong links to the overall fund assessment criteria to warrant funding. Applicant to be redirected to apply for a future Community Initiatives Grant (September 2024).
ESF0122024 – Sunset Symphony 2025	Orchestras Central	$12,000	Yes	Decline	$0	N/A	Not recommended. This activity is already supported via the Hamilton Arts Festival which incorporates the event.
ESF0132024 – Hamilton Pride Picnic 2025	Hamilton Pride Incorporated	$2,258.99	Yes	Decline	$0	N/A	Not recommended. Event has been recommended for funding from Community Initiative Grant round in Apr 2024
	TOTAL OF ALL APPLICATIONS	$475,183.99			$339,000		

TOTAL EVENT SPONSORSHIP FUND FY2024/25	$400,000*
Less multi-year events approved in prior years:	
Cambridge to Hamilton Paddle Race Sept 2024	-$5,000
Porritt Classic 2025	-$6,000
Matariki ki Waikato 2025	-$50,000
Subtotal Available Fund	$339,000
Subtotal of 2024-25 Management Recommendations:	$339,000
2024-25 Remaining surplus balance:	$0
**Conditional on current Draft LTP 2024-34 being adopted in July 2024*	

COLLATED APPLICATIONS – EVENTS SPONSORSHIP FUND 2024-25

1	**ESF0012024 NZ U15 AND U19 NATIONAL BADMINTON CHAMPIONSHIPS 2024**	
	○ Management Scorecard ○ Funding Application ○ Business Plan	○ Marketing Plan ○ Sponsorship Proposal ○ Event Budget
2	**ESF0032024 SIKA SHOW 2024**	
	○ Management Scorecard ○ Funding Application ○ Business Plan ○ Marketing Plan	○ Sponsorship Proposal ○ Event Budget ○ Other – Economic Impact Data
3	**ESF0042024 NZ BOAT FISH AND DIVE EXPO 2024**	
	○ Management Scorecard ○ Funding Application ○ Business Plan ○ Marketing Plan	○ Sponsorship Proposal ○ Event Budget ○ Other – Economic Impact Data
4	**ESF0052024 HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA 2025**	
	○ Management Scorecard ○ Funding Application ○ Business Plan ○ Marketing Plan	○ Sponsorship Proposal ○ Event Budget ○ Other – 2024 Post Event Report
5	**ESF0062024 ARAMAX KIWI WALK AND RUN SERIES 2025**	
	○ Management Scorecard ○ Funding Application ○ Sponsorship Proposal	○ Marketing Plan ○ Event Budget
6	**ESF0082024 ROUND THE BRIDGES 2024**	
	○ Management Scorecard ○ Funding Application ○ Strategic Plan 2023-2025	○ Marketing Plan ○ Sponsorship Proposal ○ Event Budget
7	**ESF0102024 BALLOONS OVER WAIKATO 2025**	
	○ Management Scorecard ○ Funding Application ○ Strategic Plan 2024-2026	○ Marketing Plan ○ Sponsorship Proposal ○ Event Budget
8	**ESF0112024 XMAS AT SUBURBS 2024**	
	○ Management Scorecard ○ Funding Application ○ Business Plan ○ Marketing Plan	○ Sponsorship Proposal ○ Event Budget ○ Other – event flyer
9	**ESF0122024 SUNSET SYMPHONY 2025**	
	○ Management Scorecard ○ Funding Application ○ Business Plan ○ Marketing Plan	○ Sponsorship Proposal ○ Event Budget ○ Other – 2024 event media
10	**ESF0132024 HAMILTON PRIDE PICNIC 2025**	
	○ Management Scorecard ○ Funding Application ○ Business Plan ○ Marketing Plan	○ Sponsorship Proposal ○ Event Budget ○ Other – event flyer

Hamilton City Council
Te kaunihera o Kirikiriroa

2024/25 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	New Zealand U15 and U19 National Badminton Championships 2025		
EVENT DATE	17-20 July 2024		
APPLICANT	Badminton New Zealand Incorporated		
EVENT LOCATION	Eastlink Badminton Centre, Hamilton	**EVENT TYPE**	Sport
EVENT OVERVIEW	• The New Zealand U15 & U19 National Championships is an annual badminton tournament hosted by Badminton New Zealand. • The event provides opportunities for players aged 11-18 to engage in competition against a variety of opponents, with multiple divisions to ensure players compete at the appropriate level. Players will travel with their families and supporters from around New Zealand to attend this event and enjoy the physical and social benefits of sport. • Refer NZ U15 and U19 National Championships 2025 Business Plan, and Marketing and Promotion Plan 2025.		
TARGET MARKET	• Target market is badminton associations and players, fans and general public, sponsors and event partners.		
EVENT OBJECTIVES	• To grow the level of participation and number of spectators through excellence in event entertainment, organisation and communication.		
ATTENDANCE	407 in total ○ 103 from Hamilton ○ 304 from outside Hamilton	**BED NIGHTS**	913 bed nights
EXTERNAL FUNDING	• The budget provided shows income from three potential funds (HCC and Grassroots). They appear to only need one funding source to hold their event. • The application to Council's Community Initiatives Grant was declined – confirmed by staff in April 2024. Events cannot receive funding from multiple council funding streams. • Refer NZ U15 and U19 National Championships Draft Budget 2024		
PREVIOUS COUNCIL SUPPORT	Council has previously support National Badminton events (both NZ Championships and U15 and U19 Championships) in 2020 and 2021.		
PAST EVENT PERFORMANCE	Badminton New Zealand has a proud history of delivering domestic and international badminton events. We have a national programme of 15 championships, and support the delivery of over 60 regional and local events each year. In addition, BNZ have delivered the New Zealand Open from 2013-2019, and the badminton component of World Masters Games in 2017. The Event Manager has with prior experience delivering events in cricket and rugby, and will be supported by a highly experienced technical delegate and local event staff and volunteers.		

	NATIONAL & LOCAL EXPOSURE	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	• Opportunity to profile Hamilton in all national and international marketing • Badminton New Zealand would welcome any Hamilton City Council-led ideas	• Personalized recognition and acknowledgement in social media • Council support will be included in ALL aspects of marketing & promotional activity including in radio ads & social media posts	• Marketing content provided by Hamilton City Council can be distributed to participants, for example, destination marketing.

	or initiatives	and in venue marketing	
Sponsorship Benefits Available to Council	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEGDMENTS	
	• Attendance of a Councillor or nominated person to address participants and present trophies and medals at the conclusion of the event.	• Personalised recognition and acknowledgement in social media	

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$10,925

MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	2
Generation of incremental income to city businesses	2
Number of anticipated participants	3
Utilisation of city assets	4
Total	18/30

MANAGEMENT COMMENT
Approve $5,000 for 2024 event. Recommended. Visitor generator, cost effective participation. A good fit to event sponsorship fund criteria and approach to encourage more amateur multi-day sporting events to the city. Good number of attendees and length of stay in city.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0012024/25 From Badminton New Zealand
Form Submitted 5 Apr 2024, 4:51PM NZDT

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Event Sponsorship Fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found here.

Organisation Name and Contact:

Organisation name * Badminton New Zealand

2024/25 Event Sponsorship Fund
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Form Submitted 5 Apr 2024, 4:51PM NZDT

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *
Mr Will Boyden

Contact Person for this Application *
Mr Jonathon Stone
Please enter the name of the primary contact person for this application.

Position of contact person
Commercial Manager

Contact Person's Email Address *
jonathon@badminton.org.nz
Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *
(02) 1189 1960
Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information
Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)
480 Gloucester St
Taradale Napier 4112 New Zealand

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Organisation Website
https://badminton.org.nz
Must be a URL.

Organisation type
○ Charitable Trust ○ Trust ○ Sole Trader
◉ Incorporated Society ○ Company ○ Other

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
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○ Charitable
Company

If other, please state

Is your organisation GST registered? *
☑ Yes ☐ No

If 'Yes' please provide your GST number
13458464
Please enter your GST number.

Please list prior event experience of both the organisation and event organiser *
Badminton New Zealand has a proud history of delivering domestic and international badminton events. We have a national programme of 15 championships, and support the delivery of over 60 regional and local events each year. In addition, we have delivered the New Zealand Open from 2013-2019, and the badminton component of World Masters Games in 2017.

Will Boyden has worked as our Event Manager for 1 year, with prior experience delivering events in cricket and rugby, and will be supported by a highly experienced technical delegate and local event staff and volunteers.

Is there a contract in place with the event organiser or organisation team? *
☑ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *
☑ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *
New Zealand U15 and U19 National Championships

Start date of Event *
17/07/2024

Finish date of Event *
20/07/2024

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Time of the Event *
9am-7pm daily

Location or Venue *
Eastlink Badminton Stadium

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Sport

If Other, please describe

Amount of Hamilton sponsorship sought *
$10925

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The New Zealand U15 & U19 National Championships is an annual badminton tournament hosted by Badminton New Zealand. The Under 19 Championships were first held in 1953, and the Under 15 Championships were first held in 1968. The event provides opportunities for players aged 11-18 to engage in competition against a variety of opponents, with multiple divisions to ensure players compete at the appropriate level. Players will travel with their families and supporters from around New Zealand to attend this event and enjoy the physical and social benefits of sport.
No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets

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- Organisational structure

Attach your Business Plan for the Event here *

Filename: Business Plan.pdf
File size: 112.0 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Budget.xlsx
File size: 11.3 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Marketing and Promotion Plan.pdf
File size: 111.4 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Benefits.pdf
File size: 66.7 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☐ Yes
☑ No

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If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	50	150		
Spectators	50	150		
Staff/Volunteers	3	4		

Entry Fees

Adult	Child	Older people	Other
0	60-120	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	40	3
Motels	100	3
Camping ground	0	3
Holiday rental	134	3
Home hosted	30	3

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
4 days

Benefits to Hamilton City Council

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Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Opportunity for destination marketing material to be included on event website, and distributed to participants via EDM

Idea 2
Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 3
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 4
We would welcome any provided branding to be displayed within and around the venue during the championships.

Idea 5
A councillor or nominated person attends and addresses participants, presenting trophies and medals at the conclusion of the event.

Idea 6
Hamilton City Council being acknowledged in the news, press/media releases(s), social media and website content.

Idea 7
Badminton prize pack available for Council to give away in connection with the event.

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.

2024/25 Event Sponsorship Fund
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6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

Full Name of Organisation *	Badminton New Zealand
Full Name of Authorised Signatory *	Jonathon Stone
Position of Authorised Signatory *	Commercial Manager
Date of Declaration *	05/04/2024

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
Hard

How many hours did it take you to complete this application?
5

Please add any other comments you may have about how we can improve our funding form or process.
Some repetition, for example requesting budgets as part of the business plan, and separately; and requesting sponsorship benefits as an attachment, and separately as part of the form.

Thank you for taking the time to complete this feedback section.

U15 & U19 NATIONAL CHAMPIONSHIPS

BUSINESS PLAN

The New Zealand U15 & U19 National Championships is an annual badminton tournament hosted by Badminton New Zealand. The event provides opportunities for players aged 11-18 to engage in competition against a variety of opponents, with multiple divisions to ensure players compete at the appropriate level. Players will travel with their families and supporters from around New Zealand to attend this event and enjoy the physical and social benefits of sport.

The event will provide a cost-effective way for local players to pursue their aspirations and makes it easier for passionate badminton fans to attend and enjoy the competition. In addition, the event will support the continuing development of volunteer technical officials, providing a pathway for volunteers to learn, develop and be mentored.

EVENT GOALS AND OBJECTIVES

- Junior players enjoy a professional and well-delivered tournament experience.
    - The event meets all timelines and runs according to schedule.
    - The event provides a safe environment, with health and safety risks appropriately managed.
- Achieve a total of at least 200 players entered into the event.
- Develop local staff and volunteers to improve future event capability.
- The event achieves a break-even or better financial result.

PROJECT PLAN

1 December 2023	Venue booking confirmed
	Staff confirmed and referee appointed
22 April 2024	Entries open
May-July 2024	EDM and social media promotion

Pettigrew.Green Arena, 480 Gloucester St, Taradale, Napier
badmintonnewzealand badmintonnewzealand www.badminton.org.nz

3 July 2024	Closing date for entries
16 July 2024	Pack-in of stadium
17 July 2024	Event begins (Under 15s)
18 July 2024	Event continues (Under 15s)
	Event begins (Under 19s)
19 July 2024	Event continues (All players)
20 July 2024	Finals
	Presentations
	Event concludes
	Pack-out of stadium

PROJECTED BUDGET

INCOME	
Entry Fees*	10,000.00
Grants/Funding*	7,500.00
Total	**17,500.00**

EXPENDITURE	
Venue Hire	5,000.00
Shuttlecocks*	5,925.00
Trophies/Medals	2,325.00
Volunteers/Technical Officials*	1,000.00
Marketing*	750.00
Travel & Accommodation*	2,500.00
Total	**17,500.00**

* Indicates unconfirmed amounts, estimated based on previous year amounts.

ORGANISATIONAL STRUCTURE

PERSON	ROLE	RESPONSIBILITIES
Will Boyden	Event Director	Overall responsibility for all aspects of event delivery, including operations, finances, and health & safety.
Alec Huang	Event Coordinator	Assist the event director.
Linda White	Referee	Ensure tournament rules and procedures are correctly applied and manage all on-court activity.
Samuel Smith	Waikato Badminton Events Manager	Assist with the preparation of the venue and resolve any venue issues during the event.

MARKETING PLAN

NEW ZEALAND U15 & U19 NATIONAL CHAMPIONSHIPS

BACKGROUND

The New Zealand U15 & U19 National Championships is an annual badminton tournament hosted by Badminton New Zealand. The event provides opportunities for players aged 11-18 to engage in competition against a variety of opponents, with multiple divisions to ensure players compete at the appropriate level. Players will travel with their families and supporters from around New Zealand to attend this event and enjoy the physical and social benefits of sport.

PURPOSE

The purpose of this plan is to describe how we will market and promote this event, in collaboration with our partners. It will outline our key messages, audiences and timelines.

OBJECTIVES

- Promote entries into the event to New Zealand junior players.
- Grow the profile of badminton in New Zealand.
- Encourage viewership of the event.
- Build strong and ongoing relationships with our commercial partners.

KEY MESSAGES

- Inspiring Kiwis to love badminton for life.
- An inclusive and fun sport, accessible to all.
- Winning moments.

STAKEHOLDERS AND STRATEGY

- Badminton Associations and Players: Use EDM, social media and Badminton New Zealand website.

Pettigrew.Green Arena, 480 Gloucester St, Taradale, Napier
badmintonnewzealand badmintonnewzealand www.badminton.org.nz

- Fans and General Public: Social media, stories, event listings (e.g. Eventfinda).
- Sponsors and Partners: Targeted mentions in social media, co-branding, activation in-venue.

USE OF SOCIAL MEDIA AND WEBSITE

- Social Media Platforms – Facebook (@badmintonnewzealand) and Instagram (@badmintonnewzealand).
- Facebook – article sharing – other stakeholders + our own media, links to website, short updates (photo + quick recap), sponsor ads.
- FB/IG Stories – behind the scenes, exclusive/raw content, share player content #lovebadminton.
- Instagram – bite-sized content; eg good pic + quote/match result.
- Website (badminton.org.nz) – for articles and all other event related info.
- Tournament Software – platform for all match results and draws.

TIMELINES

DATE	WHAT	WHO
22 Apr	Entries Open – EDM to Players and Associations, Social Media Promotion	Event Coordinator (EC)
Weekly	Entry reminders IG & FB stories, throwbacks to past champions	EC
3 Jul	Entries Close	EC
10 Jul	Draw Published – links to draws shared on EDM, social, website. Teaser screenshots of draws shared through IG & FB stories	EC
15 Jul	Sponsor Announcements/Activations	EC
17 Jul	Event Begins	EC
During	Regular promotion of photos and results through FB/IG posts and stories	EC
20 Jul	Finals – IG/FB stories covering key rallies of the matches, #winningmoments	EC

STAFF AND EXPERIENCE

- Will Boyden – Badminton New Zealand Events Manager
  - Will has been delivering events for Badminton New Zealand for the past 12 months, with prior experience at the Auckland Blues and Auckland Cricket.
- Alec Huang – Badminton New Zealand Events and Communications Coordinator
  - Alec is new to Badminton New Zealand, but brings past experience delivering badminton events at a club level, and a background in marketing.
  - Alec will be supporting this event with a focus on content-creation, including behind-the-scenes content for IG and FB stories.
- Jonathon Stone – Badminton New Zealand Commercial Manager
  - Jonathon has delivered events for Badminton New Zealand for 7 years, with prior voluntary experience in major events.

SPONSORSHIP BENEFITS

HAMILTON CITY COUNCIL

IN VENUE

- Badminton New Zealand would welcome any Hamilton City Council provided branding to be displayed within the venue during the Championships, and in the presentation zone.
- We would welcome the attendance of a councillor or nominated person to address participants and present trophies and medals at the conclusion of the event.

EVENT COMMUNICATIONS

- Badminton New Zealand will acknowledge Hamilton City Council through all event communications, including social media, website and EDM.
- Marketing content provided by Hamilton City Council can be distributed to participants, for example, destination marketing.

ACTIVATIONS

- Badminton New Zealand would welcome any Hamilton City Council-led ideas or initiatives.

Pettigrew.Green Arena, 480 Gloucester St, Taradale, Napier
badmintonnewzealand badmintonnewzealand www.badminton.org.nz

New Zealand U15 & U19 National Championships

Cashflow Budget

	Apr-24	May-24	Jun-24	Jul-24	Total
Entry Fees	-	1,000.00	8,000.00	1,000.00	10,000.00
Grants/Funding	-	-	7,500.00	-	7,500.00
Venue Hire	-	-	-	5,000.00	5,000.00
Shuttlecocks	-	-	5,925.00	-	5,925.00
Trophies/Medals	1,000.00	1,325.00	-	-	2,325.00
Volunteers/Technical Officials	-	-	-	1,000.00	1,000.00
Marketing	250.00	250.00	250.00	-	750.00
Travel & Accommodation	1,500.00	-	-	1,000.00	2,500.00
Total Income	-	1,000.00	15,500.00	1,000.00	17,500.00
Total Expenditure	2,750.00	1,575.00	6,175.00	7,000.00	17,500.00
Surplus/Deficit	- 2,750.00	- 575.00	9,325.00	- 6,000.00	-

Potential Sponsors

	Sought	Confirmed
Hamilton City Council Major Event Fund	7,500.00	-
Hamilton City Council Community Initiatives Grants (applied 18 March)	7,500.00	-
Grassroots Trust (not yet applied)	7,500.00	-
Total	22,500.00	-

* applications above will be withdrawn/amended if a prior application is successful

Hamilton City Council
Te kaunihera o Kirikiriroa

2024/25 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Sika Show		
EVENT DATE	2-3 November 2024		
APPLICANT	Sika Show 2020 Limited		
EVENT LOCATION	Mystery Creek Events Centre	**EVENT TYPE**	Community
EVENT OVERVIEW	• NZ and Australasia's largest Hunting & Outdoor Trade Show and Annual Hunting Competition but has additional reach as an education and conservation platform where promotion of hunter led conservation projects, food bank projects, hunter etiquette, education and mentoring are the focus and main objective. • The event (and applicant) are also highly focused on fundraising for the community and conservation organisations and projects through the platform via various initiatives and sponsored prizes and have achieved a minimum of 6 to 7 legacy projects for each years event from donations to the Rural Support Trust, Greenlea Rescue Helicopter, NZ Youth Search & Rescue Training, Sika Foundation Who Recovery Project, NZ Tahr Foundation Game Animal Management, Maunga Tia Kiwi Restoration Project and Fiordland Wapiti Foundation Conservation Project. • Refer Sika Show 2024 Business Plan, Sika Show Marketing Plan and Budget, Sponsorship proposal 2024 and Sika Show Economic Impact Data 2023.		
TARGET MARKET	• Target market is and a hunting audience plus camping and general outdoor enthusiasts.		
EVENT OBJECTIVES	• Event goal and main focus for 2024 and beyond is to increase public attendance by continuing to promote the show and bring awareness to as many people as possible who may be interested in this event right across NZ and also internationally.		
ATTENDANCE	• 3200+ from Hamilton • 8220 from outside Hamilton	**BED NIGHTS**	11,550 bed nights (av 3.5 nights 3300 hotels and motel rooms)
EXTERNAL FUNDING	• The budget shows no other funding sources sought, other than Council's funding. REF is from 2023. • Refer Sika Show Budget 2024.		
PREVIOUS COUNCIL SUPPORT	• N/A		
PAST EVENT PERFORMANCE	• Sika Show itself is 31 years old this year and event organiser has four years of event planning and execution experience.		

	NATIONAL & LOCAL EXPOSURE	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	• Hamilton City Council exhibition space provided by Sika Show at the event for promotion of tourism or local attractions in the region.	• Recognition and acknowledgement in social media • Council support will be included in ALL aspects of marketing & promotional activity	• Council logo appearing on any document or advertisement relating to the event

	• Potential to collaborate towards a mutual fundraising project within Hamilton to run at the event.	including in radio ads & social media posts and in venue marketing (stage)	
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES**		**RECOGNITION AND ACKNOWLEGDMENTS**
	• Free ticket entry for selected Council Members to attend the event in gratitude of any sponsorship provided.		

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$30,000

MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	
City exposure benefits	
Generation of overnight visitation to city	
Generation of incremental income to city businesses	
Number of anticipated participants	
Utilisation of city assets	
Total	N/A / 30

MANAGEMENT COMMENT
Decline Not recommended. ESF does not generally support expo events and although not policy driven, support of this event type may refer other similar events to this fund. Due to highly contestable funding availability, unable to support.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0032024/25 From Sika Show 2020 Ltd
Form Submitted 22 Mar 2024, 5:51PM NZDT

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Event Sponsorship Fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found here.

Organisation Name and Contact:

Organisation name * Sika Show 2020 Ltd

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0032024/25 From Sika Show 2020 Ltd
Form Submitted 22 Mar 2024, 5:51PM NZDT

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *
Mr Mike Penn

Contact Person for this Application *
Mr Mike Penn
Please enter the name of the primary contact person for this application.

Position of contact person
Director/Organiser

Contact Person's Email Address *
mike@sikashow.co.nz
Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *
021492967
Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information
Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)
47 Charles Edwards St
Ohaupo Ohaupo 3803 New Zealand

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Organisation Website
http://www.sikashow.co.nz
Must be a URL.

Organisation type
○ Charitable Trust ○ Trust ○ Sole Trader
○ Incorporated Society ◉ Company ○ Other

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
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○ Charitable
Company

If other, please state

Is your organisation GST registered? *
☑ Yes ☐ No

If 'Yes' please provide your GST number
132-843-201
Please enter your GST number.

Please list prior event experience of both the organisation and event organiser *
Sika Show itself is 31 years old this year and I have had 4 years Event experience in planning the event in its entirety. I have also attended all but one of the REF organised event management and capability building workshops over the past 2 years.

Is there a contract in place with the event organiser or organisation team? *
☑ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *
☑ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *
Sika Show

Start date of Event *
02/11/1924

Finish date of Event *
03/11/1924

Time of the Event *
9am - 5pm

Location or Venue *
Mystery Creek Event Centre

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Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Community

If Other, please describe

Amount of Hamilton sponsorship sought *
$30,000.00

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Sika Show is a 31 year old Hunting and Outdoors Event that has been held at Mystery Creek for the past 2 years (previously held in Taupo since 1993). It began as a humble gathering at the Spa Hotel in Taupo and is now NZ and Australasia's largest Hunting & Outdoor Trade Show and Annual Hunting Competition but more importantly since moving to Hamilton it has evolved into an multi layered education and conservation platform where promotion of hunter led conservation projects, food bank projects, hunter etiquette, education and mentoring are the focus and main objective. We will strive to grow the platform further in this direction and keep educating and promoting the amazing work the hunting and outdoors community have been achieving nationally through robust relationships formed with Government, Iwi, National Game Organisations and hunters themselves to positively align and achieve shared interest outcomes between all facets. Sika Show has since had international recognition and in turn sponsorship for the National Game Organisations (Sika Foundation, NZ Tahr Foundation and Eastern Whio Link) for NZ Conservation projects and subsequently International Film participation to create a hunter led conservation documentary which will have its world wide release at the 2024 SCI - Sika Show Fundraising Dinner being held at Sky City Hamilton on the evening of 2nd November. We have also been approached by Field Sports Britain in Scotland who are interested in covering the event and airing the footage via their media outlets overseas.The Sika Show platform is also highly focussed on fundraising for community

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
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and conservation organisations and projects through the platform via various initiatives and sponsored prizes and we have achieved a minimum of 6 to 7 legacy projects for each years event from donations to the Rural Support Trust, Greenlea Rescue Helicopter, NZ Youth Search & Rescue Training, Sika Foundation Whio Recovery Project, NZ Tahr Foundation Game Animal Management, Maunga Tia Kiwi Restoration Project and Fiordland Wapiti Foundation Conservation Project. Our objective is to continue this support and focus for these incredibly valuable organisations and projects as well as delivering an extremely positive event both financially and in atmosphere for everyone involved year on year.
No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Sika Show 2024 Business Plan .docx
File size: 124.2 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Sika Show 2024 Event Budget - P&L .docx
File size: 127.5 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?

2024/25 Event Sponsorship Fund
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- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Sika Show 2024 Marketing Plan + Budget.docx
File size: 124.8 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sika Show 2024 Sponsorship Proposal.docx
File size: 123.0 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☑ Yes
☐ No

If yes, please attach latest data along with who collated this material.

Filename: Sika Show 2024 Economic Impact Data.docx
File size: 123.7 kB

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	100	1100	20	
Spectators	3000+	7000+	100	
Trade	100			

Entry Fees

Adult	Child	Older people	Other
$25	Free		

Accommodation

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
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Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	300	3 - 4
Motels	3000	3 - 4
Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *
☐ Yes
☐ No
☑ Other: Cambridge or surrounding towns

What is the anticipated average stay in Hamilton for participants?
3-4 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Hamilton City Council exhibition space provided by Sika Show at the event for promotion of tourism or local attractions in the region.

Idea 2
Potential to collaborate towards a mutual fundraising project within Hamilton to run at the event.

Idea 3
Hamilton City Council logo displayed on sponsors wall on our event stage for the events entirety and included in our online and social media post graphics for any sponsor promotion or acknowledgment.

Idea 4
Free ticket entry for selected Council Members to attend the event in gratitude of any sponsorship provided to Sika Show.

Idea 5
Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

Full Name of Organisation *	Sika Show 2020 Ltd
Full Name of Authorised Signatory *	Mike Penn
Position of Authorised Signatory *	Director
Date of Declaration *	22/03/0024

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
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Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
OK

How many hours did it take you to complete this application?
4

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

Sika Show 2024 Business Plan

- Our Event goal and main focus for 2024 and beyond is to increase public attendance by continuing to promote the show and bring awareness to as many people as possible who may be interested in this event right across NZ and also internationally. Higher attendance lends itself in favour of our other goals of achieving greater fundraising targets and further supporting NZ hunter led conservation and community projects plus of course greater financial returns for our exhibitors, the Waikato region and cementing ourselves as a financially robust event going forward to further improve our event experience and evolution.

- We have invested heavily in this area over the past 2 years putting over $100,000 into promotion already via radio campaigns, digital click ads via Stuff NZ, magazine advertising, social media platform sponsored adverts, ad trailer billboards in several locations and have doubled the attendance already from the Taupo based event in year one and two despite facing major challenges in the form of the obvious Covid19 challenges and also clashing with the 2023 Rugby World Cup final on the same weekend at last year's show.

- I believe in the next 2 years with sound backing, more favourable economic conditions (potentially 2025), exclusive event weekend availability without any other major event clashes plus a continued growth mindset we can achieve higher attendance figures and then retain those figures by ensuring the Sika Show remains a traditional event in peoples calendar through quality event delivery which we are confident in providing with the hugely generous support we have from the outdoors community, national game organisations, government, NZ outdoor TV producers and major influences in the NZ outdoor scene.

- Our projected budget to achieve this is severely hindered this year due to the more challenging economic conditions resulting in less sponsorship availability for prizes so far and also our REF funding finishing after the 2023 event. Our current plan is to continue with the ad trailer billboards, social media sponsored advertisements and magazine advertising. Radio and online digital click based ads will be out of our budget currently.

- Our organizational structure around this advertising is to keep the public engaged and aware of the event, event dates and content with as much prize promotion as we are able to expose as sponsorship rolls in over the year and will then load up our content frequency and intensity closer to the event date to try and capture engagement/ticket purchase timing as perfectly as we can. Social media tends to be our greatest tool for engagement to target audience and we have to be mindful and strategically sensitive with our advertising even though the event is hugely conservation, camping and outdoors based that hunting is not something for everyone so target specific advertising for us is always challenging when in a growth/exposure phase.

Sika Show 2024 Marketing & Promotion Plan

- This year's marketing plan for us will be very similar in focus to the last 2 years where we really want to get the event known as far and wide as possible. We believe there is still a lot of people that are unaware the event exists and that there is a large portion of outdoor enthusiasts that we haven't captured the attention of. Budget is always the main restricting factor in being able to achieve this as quickly as possible and so a well thought out strategy and best bang for buck always has to be implemented.

- We cover our direct target market hunting audience reasonably well given we advertise in all NZ Hunting & Outdoor magazines, have the support of all NZ TV hunting shows and personalities plus have cross promotion with all NZ Game organizations and hunting clubs etc. Given the event has evolved into far more than just a hunting show or hunting competition and is now a conservation, camping and general outdoors exhibition we know there is a large audience of interest yet to tap into. As previously mentioned however, strategy, sensitivity and considerate marketing is a necessary approach for us so we generally have to stick to very targeted audience platforms for promotion so as not to offend or have a confronting presence to those who are not accustomed to hunting or those who have no interest in it.

- We believe hunting and gathering in its purest form is not only a healthy option to harvest pristine organic protein from our mountains in NZ but also has so many more benefits from fitness, simple living and modern stress disconnect-reset, family time, camping, spending time in nature and learning about our native bush, birds and animals creating a healthy respect for life not to mention experiencing positive growth through personal challenge by climbing big hills, crossing rivers and enduring a less comfortable existence that is required when immersing yourself in these beautiful remote places. We have so many diverse facets to the event now from amazing back country art, incredible wild food flavours, adventure tourism operators and a huge array of conservation based exhibitors and we genuinely want to expose these to as many NZ families as possible but via the right channels.

- I (Mike Penn) am the person responsible for the marketing and promotion and have done 4 years of full management and organisation of the Sika Show basically solo and have had to learn and adapt to as many of the different skill sets required to do so as we have gone along. With the help of the REF workshops and seminars that have been offered to us over the past 2 – 3 years, I have attended virtually all of them I have upskilled in all areas of event management and marketing as well as having mentors from that panel and our local RTO available to help at anytime which we are eternally grateful for.

- Our marketing plan is relatively straight forward this year with targeted advertising again in all NZ Hunting and Outdoor publications, road side ad trailer bill boards in strategic places at strategic times, prize incentive to attend the event and enter the hunting competition as well as

relying on the hunt community and organisations to promote on our behalf to get attendance levels to a maximum.

- Given our restricted budget so far for this year that is all we can afford to do and we will not be utilizing radio or digital media platforms outside of our own social media reach due to these restrictions unless we can obtain some promotional budget to help extend our reach through these other platforms. Simply we will intend to spend $10,000 in ad trailer advertising and a further $10,000 on social media sponsored ads and magazine content both online and in print.

Sika Show 2024 Sponsorship Proposal

The Sika Show is a 31 year old event with a robust history and proven sustained longevity and has been in Hamilton for 2 years now with a long-term plan to stay at the current venue. We genuinely believe future growth is realistic and most likely given the positive feedback and popularity of the event over the past 2 years which make it a sound investment for Hamilton to support. The positive financial impact on the city and surrounding towns is significant and millions of dollars is brought into and spent in the region over the event weekend and subsequent days prior and post show also. The per person spend and out of region visitation level is extremely high and will continue to be so given the nature of the event and the supporting attendance from across NZ with no other event platform able to replicate this support given the personal connection to them and working relationship on multiple levels with the owners of the event.

Hamilton City and surrounding towns are benefitted extensively especially in the hospitality industry from Motels, Hotels, Bars, Restaurants, fuel providers, local Hunting industry exhibitors and event contractors involved in the set up and running of the event.
The annual SCI – Sika Show Fundraising Dinner is held at Sky City every year which also injects a large economic benefit to the City hosting over 200 people for the annual gathering and fundraising auctions.

We are willing to offer promotional space and opportunities for Hamilton City to promote local tourism and attractions at the event and also discuss the possibility of partnering in a collaborative fundraising project that aligns with Sika Show and or conservation or youth development in some way that also benefits Hamilton/Waikato and the Hunting or Outdoors community.

We firmly believe in co-promotion and feel there is a win/win opportunity in most cases where each entities platform can be enhanced or promoted by the other in reciprocal marketing and will always be happy to discuss potential opportunities.

We only use local contractors for any of our event build, security operations, planning, supplying or production for the event and we are passionate about supporting local businesses with no plan to deviate from this into the future, meaning a sustained long-term financial benefit for local businesses and their staff.

Our event survey data also showed many who attended the Sika Show also visited Waikato based tourism and adventure operators while here from Hobbiton, Hamilton Gardens, Local Malls, Hamilton Zoo, Sky City Casino and local bars and restaurants were booked out continually over the week leading up to, over the weekend and after the event also.

This is now a traditional Legacy Event for Hamilton and one that is of great value economically.

We genuinely have passion for what we are doing and for our region and hope we can work together long-term to ensure financial stability for both the event, the region as a whole and its array of local businesses that are supported by this show.

Sika Show 2024 Event Budget

- The budget, cashflow projection and P&L forecast for the 2024 event is basically a copy and paste from the 2023 event figures as our event operations, available exhibitor space and booth charges remain unchanged, however we don't have the REF funding included for this year's event and our costs have increased in regards to staff/wages and also Security and Traffic Management, both of which have confirmed a price increase of around 5%. (P&L attached below – please NB: there is a portion of my own personal Hunt Guiding income in there as we run that under the same company, however this needs to be excluded from event figures and our net profit as at 27 November when this P&L statement was collated needs to cover staff wages, Tax and running costs etc until the next event in November 2024.)

- We have a confirmed door prize sponsor "XPLORA" who will be sponsoring a $25,000 door prize for ticket purchases drawn on the event weekend and a Hunting Competition Entry draw prize valued at $6000 courtesy of Swarovski Optiks NZ. We have no other prize sponsorship to date however we generally receive prizes throughout the year for Hunt Competition prizes and fundraising raffle prizes.

- We have the organization "Blood Origins" from the USA coming to launch the international release of their documentary that they filmed part of with us in NZ in conjunction with the Sika Foundation last year at our Fundraising dinner on the Saturday evening of the Sika Show at Sky City Hamilton which is a supporting donation as such in recognition of the event and the work achieved by our staff and the Sika Foundation committee and volunteering members for worldwide hunter led conservation projects.

Sika Show 2020 Ltd
01 Apr 2023 - 27 Nov 2023

- Profit and loss report

	YTD 30/11/23
Guiding Income	
001 Guiding Revenue	34,069.56
Less Guiding Expenses	
085 Hunt Block Expenses	25,608.69
Gross Profit (Loss) from Guiding	8,009.96
Event Income	
200 Sales - Stall Hire	289,801.57
Stallholder Deposits invoiced pre 31/3/23	104,795.66
201 Door Ticket Sales	136,322.72
202 Competition Fees	1,121.82

203 Fundraising Ticket Sales	2,516.00
204 Thermal Explorer Event Funding	32,000.00
Total Income	566,557.77
Less Cost Of Sales	
250 Opening Stock	4,773.91
210 Purchases (Door prizes)	7,905.91
262 Closing Stock	(4,773.91)
Total Cost Of Sales	12,679.82
Gross Profit	553,877.95

Expenses	
285 ACC	687.47
287 Accountancy Fees	3,966.50
289 Advertising	34,050.26
302 Bank Fees	77.50
303 Merchant Service Fees	1,811.57
306 Children's Entertainment	783.04
308 Cleaning & Rubbish Removal	6,983.73
310 Competition Prizes	4,155.15
325 Eftpos Expenses	1,484.79
326 Donations	4,800.00
327 Entertainment	435.82
328 Equipment Hire	8,315.00
329 Event Props & Displays	1,574.02
332 Event Day Resources	1,650.63
335 General Expenses	18.68
338 Health & Safety	1,234.78
340 Insurance	1,750.00
382 Licences & Permits	254.35
384 Light Power & Heating	2,188.94
402 Marketing Expenses	269.40
404 Meals & Food	2,063.90
425 Office Expenses	3,551.07
429 Postage	58.62
431 Printing, Stationery	1,227.13
441 Rent - Venue Hire	39,738.00
450 Repairs & Maintenance	1,275.98
456 Security	7,430.39
464 Telephone	1,571.30
465 Traffic Management	6,206.50
469 Travel & Transport	1,597.22
471 Venue Costs	85,856.35
472 Uniforms & Protective Clothing	492.18
473 Website Expenses	16,002.50
474 Vouchers for Volunteers	7,061.90
475 Wages & Salaries	133,574.98
Total Expenses	378,275.56

Net Cash Profit	183,612.35
Less Depreciation	3,203.00
Net Profit	180,409.35

Sika Show Economic Impact Data

This data was collected at the 2023 Sika Show via online ticket purchases and in show survey data collection. All results were collated by Mike Penn and Sue Hannah.

Total Attendance – 9133
Adults tickets purchased - 5452
Children in attendance - 2481
Exhibitors - 1200

1891 tickets sold online of which 88% were from people living outside of Hamilton and 60% from outside the Waikato Region.
547 people were surveyed at the event and the following data collected:

- **24% of those surveyed stayed multiple days in the region**
- **The average stay was 2.6 days**
- **The average spend at the event per person was $266**

A vast majority of Exhibitors travelled from outside the region and stayed in paid accommodation while here for an average of 4 nights and 5 days and most attended bars and restaurants in the Waikato region on several occasions.

A large percentage attended the SCI – Sika Show Fundraising Dinner

Sika Show has a 90% exhibitor rebook rate immediately after the commencement of the event each year and the feedback is always extremely positive which as an event organizer is hugely satisfying and comforting given the exhibitors are the backbone of the event.

We are extremely grateful for the opportunity to contest for this funding offered by the Hamilton City Council and genuinely thank you for your consideration to invest in the Sika Show.

Hamilton City Council
Te kaunihera o Kirikiriroa

2024/25 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	NZ Boat Fish Dive Expo 2024		
EVENT DATE	31 August – 1 September 2024		
APPLICANT	NZ Boat Fish & Dive Expo Limited		
EVENT LOCATION	Mystery Creek Events Centre	**EVENT TYPE**	Community
EVENT OVERVIEW	• This is a new trade show and exhibition event to cover many water-based sports and interests from boating to fishing, diving, spearfishing, kayaking, wakeboarding, skiing, jet skiing and seafood. The event also has a philanthropic element as they bring awareness to connected charitable endeavours such as Wish for Fish, Legasea and the NZ Coastguard. • According to the application, Hamilton is the trailer boat manufacturing capitol of NZ and has more boat builders than any other town or city in the country and we believe that should be showcased proudly within our region and with the Boating and Fishing scene being such a massive market nationwide with a huge following we believe it will attract a large number for exhibitors and attendees from all over NZ to the region. There is a target to grow the event to attract 15,000 -20,000 attendees in future years. • Refer NZ Boat Fish Dive Expo Business Plan, Marketing Plan 2024, Sponsorship Proposal 2024 and Financial Impact Data 2024.		
TARGET MARKET	• Target market is people who have an interest in the boating, fishing, diving, and watersports sector.		
EVENT OBJECTIVES	• Event goal and main focus for 2024 and beyond is to increase public attendance by promoting the show and bring awareness to as many people as possible who may be interested in this event right across NZ.		
ATTENDANCE	• 4600 from Hamilton • 8620 from outside Hamilton	**BED NIGHTS**	11,550 bed nights (av 3.5 nights 3300 hotels and motel rooms)
EXTERNAL FUNDING	• A budget was not provided although the application did ask to refer to application for Sika Show Budget 2024.		
PREVIOUS COUNCIL SUPPORT	• N/A		
PAST EVENT PERFORMANCE	• This is a new event for the city and region. The Event organiser has four years of event planning and execution experience and is also responsible for the Sika Show (another application for funding).		

SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE**	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
	• Hamilton City Council exhibition space provided by Sika Show at the event for promotion of tourism or local attractions in the region. • Potential to	• Recognition and acknowledgement in social media • Council support will be included in ALL aspects of marketing & promotional activity including in radio ads &	• Council logo appearing on any document or advertisement relating to the event

	collaborate towards a mutual fundraising project within Hamilton to run at the event.	social media posts and in venue marketing (sponsors wall)	
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES**	**RECOGNITION AND ACKNOWLEGDMENTS**	
	• Complimentary tickets to Hamilton City Council staff involved with an interest in the event.		

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$30,000

MANAGEMENT ASSESSMENT AGAINST CRITERIA	**Score (5)**
Fit to Hamilton City vision and profile	
City exposure benefits	
Generation of overnight visitation to city	
Generation of incremental income to city businesses	
Number of anticipated participants	
Utilisation of city assets	
Total	**N/A / 30**

MANAGEMENT COMMENT

Decline

Not recommended. ESF does not generally support expo events and although not policy driven, support of this event type may refer other similar events to this fund. Due to highly contestable funding availability, unable to support.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0042024/25 From NZ Boat, Fish & Dive Expo Ltd
Form Submitted 23 Mar 2024, 2:10PM NZDT

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Event Sponsorship Fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found here.

Organisation Name and Contact:

Organisation name * NZ Boat, Fish & Dive Expo Ltd

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0042024/25 From NZ Boat, Fish & Dive Expo Ltd
Form Submitted 23 Mar 2024, 2:10PM NZDT

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *
Mr Mike Penn

Contact Person for this Application *
Mr Mike Penn
Please enter the name of the primary contact person for this application.

Position of contact person
Director

Contact Person's Email Address *
info@nzboatfishdiveexpo.co.nz
Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *
021492967
Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information
Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)
47 Charles Edwards St
Ohaupo Ohaupo 3803 New Zealand

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Organisation Website
http://www.nzboatfishdiveexpo.co.nz
Must be a URL.

Organisation type
○ Charitable Trust ○ Trust ○ Sole Trader
○ Incorporated Society ◉ Company ○ Other

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0042024/25 From NZ Boat, Fish & Dive Expo Ltd
Form Submitted 23 Mar 2024, 2:10PM NZDT

	○ Charitable Company
If other, please state	
Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	141-494-937 Please enter your GST number.
Please list prior event experience of both the organisation and event organiser *	This is a new event for the region but I have 4 years experience organising and running the Sika Show which has been held at Mystery Creek in Hamilton over the past 2 years.
Is there a contract in place with the event organiser or organisation team? *	☑ Yes ☐ No
Does your organisation hold intellectual property rights to the event? *	☑ Yes ☐ No
If not, who?	

Event Details

*** indicates a required field**

Name of the Event *
NZ Boat, Fish & Dive Expo

Start date of Event *
31/08/1924

Finish date of Event *
01/09/1924

Time of the Event *
9am - 5pm

Location or Venue *
Mystery Creek Event Centre

2024/25 Event Sponsorship Fund
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Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Community

If Other, please describe

Amount of Hamilton sponsorship sought *
$30,000.00

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Between 2002 and 2011 the Waikato region treasured having The Boating, Fishing and Leisure Show, which at its peak attracted just under 23,000 attendees. For 12 years now the region has not had the privilege to enjoy such an event, so after many requests we decided to reinstate this major Waikato event and bring the region its very own boat show once again in the form of the NZ Boat, Fish and Dive Expo.

It will cover many water based sports and interests from boating to fishing, diving, spearfishing, kayaking, wakeboarding, skiing, jet skiing and seafood. We believe this is the perfect venue for such an event with the unrestricted ability to grow annually, virtually unlimited free parking, ease of access into the venue, close proximity to the new expressway and literally two minutes from Hamilton Airport which makes it easy travelling for anyone living within 2 hours of this amazing venue location and also anyone wishing to fly in from further afield. Hamilton is the trailer boat manufacturing capitol of NZ and has more boat builders than any other town or city in the country and we believe that should be showcased proudly within our region and with the Boating and Fishing scene being such a massive market nationwide with a huge following we believe it will attract a large number for exhibitors and attendees from all over NZ to the region.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0042024/25 From NZ Boat, Fish & Dive Expo Ltd
Form Submitted 23 Mar 2024, 2:10PM NZDT

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: NZ Boat Fish & Dive Expo Business Plan .docx
File size: 69.2 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: NZ Boat Fish & Dive Expo Event Budget.docx
File size: 67.6 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: NZ Boat Fish & Dive Expo Marketing Plan.docx
File size: 68.5 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: NZ Boat Fish & Dive Expo Sponsorship Proposal.docx
File size: 67.5 kB

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0042024/25 From NZ Boat, Fish & Dive Expo Ltd
Form Submitted 23 Mar 2024, 2:10PM NZDT

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *
☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.

Filename: NZ Boat Fish & Dive Expo Financial Impact Data.docx
File size: 65.8 kB

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	400	600	10	
Spectators	4000	8000	10	
Trade	200			

Entry Fees

Adult	Child	Older people	Other
$25	Free		

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	300	3-4
Motels	3000	3-4
Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *
☐ Yes
☐ No
☑ Other: Cambridge and surrounding towns

What is the anticipated average stay in Hamilton for participants?
3-4 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Exhibition space provided for Hamilton City Council to promote tourism or attractions in the region at the event.

Idea 2
Logo displayed on sponsors wall at the event and on social media/online promotional conten t/acknowledgement for sponsors.

Idea 3
Complimentary tickets to Hamilton City Council staff involved with an interest in the event.

Idea 4
Potential to collaborate on a mutual fundraising initiative to be implemented in the event.

Idea 5
Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0042024/25 From NZ Boat, Fish & Dive Expo Ltd
Form Submitted 23 Mar 2024, 2:10PM NZDT

4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

Full Name of Organisation *	NZ Boat, Fish & Dive Expo Ltd
Full Name of Authorised Signatory *	Mike Penn
Position of Authorised Signatory *	Director/Organiser
Date of Declaration *	23/03/1924

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
OK

How many hours did it take you to complete this application?
3

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

NZ Boat, Fish & Dive Expo – Business Plan

- Our main event goal and focus for 2024 is to promote this new show and bring awareness to as many people as possible, especially in the Waikato, BOP, Taranaki, Coromandel and areas south of Hamilton as the only other major boat shows in NZ are all based in Auckland so there is a huge untapped market that covers Hamilton to Wellington that this event will potentially appeal to. The biggest challenge is getting exhibitors onboard year one in particular the bigger boat brands given they are already financially committed to the other two boating events based in Auckland and a tougher economic year restricting budgets for major event exhibiting for them so our expectation is that 2025 will be a larger growth year for this event. Our secondary goal for the event is to use the platform to bring awareness and fundraise for the amazing organisations Wish for Fish, Legasea and the NZ Coastguard. We want this event to be an annual legacy event for the Waikato region and like the Sika Show cement ourselves as a financially robust event platform for exhibitors and an exciting and interesting day out for the public going forward.

- Marketing and promotional focus will again be utilizing the target market audience of the NZ Boating & Fishing Magazine publications both online and in print, social media platform sponsored adverts, ad trailer billboards in several strategic locations and given the event is new we would certainly entertain radio advertising if we did manage to get some promotional funding from this application. We also have backing from NZ Fishing TV shows The Lateral Line and Souths Sea's Spearo who we have a personal connection with and they wish to help promote the event via their online content and social media.

- I believe this event theme has potential for a very large attendance given the broad array of interests under the boating, fishing, diving, watersports sector and is such a widely shared passion for a large portion of New Zealanders and we hope to achieve an attendance of 15,000 – 20,000 by year 3 of this event.

- Our projected budget to achieve this is severely hindered again this year due to starting from scratch under the more challenging economic conditions resulting in lower participation of exhibitors than is ideal and restricted availability of sponsorship and prizes however I feel being a new and exciting event year one will be sustainable keeping things relatively simple with a focus on growth, sponsorship and exhibitor integration in 2025 under more favourable conditions.

- Our organizational structure around this advertising is to keep the public engaged and aware of the event, event dates and content with as much prize promotion as we are able to obtain over the year as we canvas exhibitors and potential partners. Again Social media tends to be our greatest tool for engagement to target audience and potentially best value for money to get our event message out to the public and also potential exhibitors.

NZ Boat, Fish & Dive Expo - 2024 Marketing & Promotion Plan

- This year's marketing plan will be very similar in focus to the last 2 years of our strategy with Sika Show to get the event known as far and wide as possible. Being a new event we need to focus on making people aware the event exists and then purchasing a ticket to come along. Budget is always the main restricting factor in being able to achieve this as quickly as possible and so a well thought out strategy and best coverage value for money is always at the top of our mind.

- We can cover our direct target market public audience reasonably well with magazine advertising and we have the support of the NZ TV Fishing shows The Lateral Line (Big Angry Fish) and South Seas Spearo. Boating and fishing in general is a huge market in NZ but also a very competitive one so getting as many brands onboard and supporting the event is key.

- I (Mike Penn) am the person responsible for the marketing and promotion and have done 4 years of full management and organisation of the Sika Show basically solo and have had to learn and adapt to as many of the different skill sets required to do so as we have gone along. With the help of the REF workshops and seminars that have been offered to us over the past 2 – 3 years, I have attended virtually all of them I have upskilled in all areas of event management and marketing as well as having mentors from that panel and our local RTO available to help at any time which we are eternally grateful for.

- Given our restricted budget we will not be utilizing radio or digital media platforms outside of our own social media reach due to these restrictions unless we can obtain some promotional budget to help extend our reach through these other platforms. Simply we will intend to spend $10,000 in ad trailer advertising and a further $10,000 on social media sponsored ads and magazine content.

NZ Boat, Fish & Dive Expo - 2024 Sponsorship Proposal

The Waikato Boating, Fishing & Leisure Show was a staple Waikato Event for 10 years an unfortunately did not continue past 2011 due to the GFC. We believe the time is now to reinstate this theme of event into the region given its huge popularity in the past. We believe it will make a sound investment for the Hamilton City Council to support and in time will have significant financial benefit to the region. The positive financial impact on the city and surrounding towns is inevitable and it will also robustly support the large array of boating and fishing businesses based in Hamilton that attend the event not to mention the hospitality industry in Hamilton and surrounding areas who will also most definitely benefit hugely from this event.

As with the Sika Show we are willing to offer promotional space and opportunities for Hamilton City to promote local tourism and attractions at the event and also discuss the possibility of partnering in a collaborative fundraising project that aligns with our event and or conservation or youth development in some way that also benefits Hamilton/Waikato and the Boating or Fishing community.

We firmly believe in co-promotion and feel there is a win/win opportunity in most cases where each entities platform can be enhanced or promoted by the other in reciprocal marketing and will always be happy to discuss potential opportunities.

We only use local contractors for any of our event build, security operations, planning, supplying or production for the event and we are passionate about supporting local businesses with no plan to deviate from this into the future, meaning a sustained long-term financial benefit for local businesses and their staff.

Our event survey data also showed many who attended the Sika Show also visited Waikato based tourism and adventure operators while here from Hobbiton, Hamilton Gardens, Local Malls, Hamilton Zoo, Sky City Casino and local bars and restaurants were booked out continually over the week leading up to, over the weekend and after the event also and we don't see any reason why this won't be the same scenario for people who visit the NZ Boat, Fish & Dive Expo.

We fully intend to make this show a traditional Legacy Event for Hamilton and one that is of great value economically, socially and in a supporting role for fundraising inititives.
We genuinely have passion for what we are doing and for our region and hope we can work together long-term to ensure financial stability for both the event, the region as a whole and its array of local businesses that will be supported by this event.

NZ Boat, Fish & Dive Expo Event Budget

- As this is a new event we don't have any historic figures to work from however the budget, cashflow projection and P&L forecast for this event are basically a blueprint of the Sika Show event figures as our event operations, staff, venue hire space/agreement, available exhibitor space and booth prices are basically the same.

- We have a confirmed door prize sponsor "Get Wet Waikato" who will be sponsoring a $22,000 door prize for ticket purchases of a trip for 4 to Fiordland for a 7 day fishing, diving and hunting experience which will be drawn on the event weekend.

- Further prize sponsorship for our fundraising raffles will be sought throughout the coming months in the lead up to the event.

NZ Boat, Fish & Dive Expo – Economic impact Data

As this is a new event we do not have any historic economic impact data however given its similarity in size and structure to the Sika Show we believe the positive financial impact on the region will be very similar if not more so given the larger target audience available for this event theme.

Hamilton City Council
Te kaunihera o Kirikiriroa

2024/25 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Hamilton Arts Festival Toi Ora ki Kirikiriroa 2025		
EVENT DATE	21 Feb – 2 March 2025		
APPLICANT	Hamilton Gardens Summer Festival Foundation		
EVENT LOCATION	Various – Hamilton	**EVENT TYPE**	Arts
EVENT OVERVIEW	• NZ's largest regional arts festival employing over 1100 artists and attracting on average 45,000 patrons annually. • Its primary venue is the Hamilton Gardens, and it recently extended its footprint to include numerous central city venues. • Taking a wider view of arts compared to many other regional festivals , its programme regularly includes Māori, outdoor visual arts installations, theatre, dance, cabaret, classical & contemporary music and film screenings. • Refer HAF Sponsorship Proposal		
TARGET MARKET	• Two key target audiences – locals and inbound domestic drive and fly markets • Refer HAF Marketing Strategy 2025		
EVENT OBJECTIVES	• Develop a financially sustainable business model. • Maximise the festival's potential as a major inbound visitor driver. • Showcase the Waikato. • Develop a programming strategy. • Leverage the event as a major contributor o the region's creative economy. • Deliver live and free or low cost events to ensure accessibility. • Deliver a safe responsible event for people of all ages. • Refer HAF Business Plan 2025 and Marketing Plan and Budget 2025		
ATTENDANCE	51,652 total ○ 28,240 from Hamilton ○ 23, 412 from outside Hamilton	**BED NIGHTS**	5,830 bed nights
EXTERNAL FUNDING	• Refer HAF Event Budget 2025 (Draft) • A range of funders including community funding streams and commercial sponsorships, with many still to be confirmed		
PREVIOUS COUNCIL SUPPORT	• The event is supported by exclusive use of the Hamilton Gardens for two weeks every year which is estimated in value at $65k, plus in-kind support and additional staff time and extra maintenance during the festival period. • The event has also received event sponsorship funding on an annual basis since 2010. In 2023/24, the event received $175k of funding via the event sponsorship fund.		
PAST EVENT PERFORMANCE	• The Hamilton Gardens Summer Festival Foundation has delivered the Hamilton Gardens Arts Festival annually since 1988. The festival is well supported by an experienced trust board and the Festival Director holds over 35 years combined national and international events, arts and creative experience. • 28.8% of attendees to the 2024 festival came from outside the Waikato region, injecting an estimated $3.6M into Hamilton's economy. • Refer HAF other supporting documents (2024 post event report)		

SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE** • Council promoted as a "Major Sponsor" of the Festival • Council promoted as the presenting partner for a major event as part of the festival programme (TBC)	**ONLINE & SOCIAL MEDIA PROFILE** • Logo on the festival website landing page acknowledging Council as a major sponsor.	**BRAND PROFILE** • Council brand and messaging promoted throughout the festival including: o Logo in the printed festival programme o Logo on all generic festival marketing collateral. o Logo promoted during the festival on Festival Hub digital screen
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES** • Up to 75 complimentary tickets to festival events as agreed to by both parties. • Opportunity for exclusive discounted tickets to selected events for HCC employees.	**RECOGNITION AND ACKNOWLEGDMENTS** • Verbal acknowledgement by the Festival Hub MC multiple times daily. • Written acknowledgement in media releases and press	

MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	$175,000	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		**Score (5)**
Fit to Hamilton City vision and profile		5
City exposure benefits		4
Generation of overnight visitation to city		4
Generation of incremental income to city businesses		4
Number of anticipated participants		4
Utilisation of city assets		5
	Total	**26 / 30**
MANAGEMENT COMMENT		
Approve $175,000 for 2025 event. Recommended. An iconic event for Hamilton and fit with the event sponsorship fund criteria of pride and profiling. It endorses Hamilton as an event destination to those outside the region and nationally and use of a key city asset as a must-see destination plus employer of local business. Funding for this event is very challenging and heavily reliant on Council support.		

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0052024/25 From Hamilton Gardens Summer Festival Foundation
Form Submitted 11 Apr 2024, 2:31PM NZST

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Event Sponsorship Fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found here.

Organisation Name and Contact:

Organisation name * Hamilton Gardens Summer Festival Foundation

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0052024/25 From Hamilton Gardens Summer Festival Foundation
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Please enter the registered (legal) name of your organisation.

Name of Event Organiser *
Mr Geoff Turkington

Contact Person for this Application *
Mr Geoff Turkington
Please enter the name of the primary contact person for this application.

Position of contact person
Director

Contact Person's Email Address *
geoff@hgaf.co.nz
Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *
(02) 2096 3162
Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)
CC20427

New Zealand Charities Register Information	
Reg Number	CC20427
Legal Name	Hamilton Gardens Summer Festival Foundation
Other Names	Hamilton Arts Festival Toi Ora ki Kirikiriroa
Reg Status	Registered
Charity's Street Address	Hamilton Gardens Hungerford Crescent Hamilton East Hamilton 3216
Charity's Postal Address	PO Box 9495 Waikato Mail Centre Hamilton Central Hamilton 3240
Telephone	022 096 3162
Fax	
Email	accounts@hgaf.co.nz
Website	https://www.hamiltonartsfestival.co.nz
Reg Date	12:00am on 9 Jan 2008

Information retrieved at 3:06pm today

Must be formatted correctly.

Office Address (complete if different from above)
14A Dudley Ter
Frankton Hamilton 3204 New Zealand

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Organisation Website
http://www.hamiltonartsfestival.co.nz
Must be a URL.

Organisation type
◉ Charitable Trust ○ Trust ○ Sole Trader
○ Incorporated Society ○ Company ○ Other

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2024 Event Sponsorship Application Form
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Form Submitted 11 Apr 2024, 2:31PM NZST

	○ Charitable Company
If other, please state	
Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	73-571-731 Please enter your GST number.
Please list prior event experience of both the organisation and event organiser *	The Hamilton Gardens Summer Festival Foundation has delivered Waikato's premier annual arts events since 1988. The Trust went through significant change in 2018 in response to the need for the event to meet the needs of a growing cosmopolitan city and realise its potential as a major inbound visitation driver. Since then, the festival has managed to manoeuvre its way through inherited debt, a world pandemic and an unprecedented summer of rain to evolve into The Hamilton Arts Festival Toi Ora ki Kirikiriroa, Aotearoa New Zealand's largest and most magical regional arts festival. CHAIR: Chris Williams. Chris is the Director of King St Advertising and has held many governance posts including Chairperson of Creative Waikato. Chris is also a major sponsor of the Festival. TRUSTEES: Graeme Cairns; an actor, street performer, musician and artist recognised by the Hamilton City Council in 2014 for his significant ongoing contribution to the arts. Raewyn Sporle; local barrister & Solicitor. Sandra Braithwaite; Partner in Harkness Henry Lawyers and current Trustee of Clarence St Theatre as well as True Colours Children's Health Trust. Marleina Ruka; Representative from the Friends of Hamilton Gardens and Chair of the Matariki Festival. Graham Bethune; Director of Communications & Marketing, Te Pūkenga and Trustee of many Australian based arts organisations prior to relocating home to Hamilton. Lucy Ryan; Director of Hamilton Gardens. Benny Marama; local theatre producer and actor. Kyle Chuen; actor, director and producer. DIRECTOR: Geoff Turkington brings over 35 years experience in arts and tourism management to the city having held positions such as Entertainment Executive, SKYCITY Auckland, Manager SKYTOWER Auckland, General Manager Sydney Tower and Manager Major Venues for the City of Newcastle (NSW). He has designed and/or directed over 30 large scale shows throughout Australasia and held senior positions within numerous festivals including The Melbourne International Fringe Festival and the NZ International Comedy Festival.

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Over the the 5 years of Geoff's tenure with the Foundation, he has been responsible for working with the Trustees to drive the festival through multiple unprecedented challenge whilst still delivering on its new 2019 Strategic Plan which lays the foundations for the future of the event as one of local and national significance.

Is there a contract in place with the event organiser or organisation team? *
☑ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *
☑ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *
Hamilton Arts Festival Toi Ora ki Kirikiriroa 2025

Start date of Event *
21/02/2025

Finish date of Event *
02/03/2025

Time of the Event *
5pm to 11pm Weekdays. Midday to 11pm Weekends

Location or Venue *
Hamilton Gardens & Hamilton City CBD Venues

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Arts

If Other, please describe

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Amount of Hamilton sponsorship sought *
$175000

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

New Zealand's arts and creative sector contributes $14.9 billion to New Zealand's GDP, or 4.2% of the total economy. The arts and creative sector grew by 10% in the year to March 2022. This was almost double the growth of the total economy during the same period (5.3%).

Furthermore, in the current economic climate, tourism continues to provide a shining light where many other industries are facing challenges.

The new strategic vision implemented in 2019 realigned the festival's primary objectives with the needs of growing cosmopolitan city whilst maximising its potential as a major inbound visitation driver.

It has since manoeuvred its way out of inherited debt, through a world pandemic and survived an unprecedented summer of rain to evolve into The Hamilton Arts Festival Toi Ora ki Kirikiriroa.

It is now proudly promoted as Aotearoa New Zealand's largest and most magical regional arts festival.

The Foundation's three primary objectives are:

1. Drive solidarity and connectivity via a celebration of New Zealand arts, culture and entertainment with continued focus on accessibility through many free or low cost festival experiences that showcases the region’s unique identity, people and what it means to be “Kiwi”.

2. Evolve the festival into one of national significance and a major “must do” experience on New Zealand’s annual cultural tourism calendar.

3. Promote the quality of life shared by Waikato residents by contributing to the region’s liveability through the outward presence of a culturally diverse and creative community.

Unique in that the heart of the Festival is held within the internationally acclaimed Hamilton Gardens, its footprint also includes the activation of key Hamilton CBD venues

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broadening programming options whilst delivering greater economic benefits to the city.

Featuring a diverse range of local, national and international acts, the Festival plays an integral part of our creative economy. $230,000 was spent on artists fees alone in FY24.

Employing approximately 1100 artists annually, the Festival currently attracts an estimated audience of 45,000. Recognising the event's burgeoning potential as a major inbound visitation driver, a three year grant from the Thermal Explorer Regional Events Fund was awarded in 2022 for the purpose of a long overdue rebrand and extended marketing reach. The final $20K of this fund is allocated towards the 2025 Festival.

28.8% of attendees to this year's Festival came from outside of the Waikato Region injecting an estimated $3.6M into Hamilton City's economy.

The success of this year's event is representative of the work undertaken by Management and Trustees despite crippling financial challenges. Without appropriate funding, the future sustainability of the event still remains precarious as ever.

With appropriate and sustained investment, the Hamilton Arts Festival Toi Ora ki Kirikiriroa will continue to evolve into New Zealand’s equivalent of The Adelaide Fringe Festival and deliver exceptional economic benefit to the region.

Established in 1960, the Adelaide Fringe Festival has grown into the largest arts festival in Australia delivering in excess of $96.7M in gross economic expenditure. This includes injecting $41.6M in visitor-related new money to the region. (2020).

No more than 500 words

Attach any other event outline documents here

Filename: Creative NZ Letter of Support.pdf
File size: 107.4 kB

Filename: HGAF Strategic Plan 2019 (1).pdf
File size: 5.0 MB

Filename: Letter of support - Hamilton Arts Festival - HCC Major Event Fund May 2023.pdf
File size: 132.7 kB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets

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- Organisational structure

Attach your Business Plan for the Event here *

Filename: 2025 BUSINESS PLAN Inclusive.pdf
File size: 241.9 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: FY 25 Budget Draft V1 - Google Sheets.pdf
File size: 142.4 kB

Filename: HAF Forecasted Cashflow year end 2025.pdf
File size: 132.7 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Draft FY25 Marketing Budget.pdf
File size: 130.2 kB

Filename: HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA MARKETING PLAN 2025.docx.pdf
File size: 65.2 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: 2025 HCC Sponsorship Proposal.pdf
File size: 3.5 MB

Economic Impact and Profile

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Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *
☑ Yes
☐ No

If yes, please attach latest data along with who collated this material.

Filename: 2024 Report (3).pdf
File size: 6.6 MB

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	750	450	2	
Spectators	27490	22500	10	
Trade	0	0	0	

Entry Fees

Adult	Child	Older people	Other

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	5300	1.1
Motels	0	0
Camping ground	0	0
Schools	0	0
Home hosted	0	0

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

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2.5

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Brand Profiling:

Hamilton City Council brand and messaging promoted throughout the festival including:

- Logo on the festival website landing page acknowledging HCC as a Major Sponsor
- Logo in the printed festival programme acknowledging HCC as a Major Sponsor
- Logo on all generic festival marketing collatoral acknowledging HCC as a Major Sponsor
- Logo promoting HCC messaging on the Festival Hub digital screen for duration of the festival.
- Multiple mentions of HCC as a Major Sponsor by any Festival MC daily.

Idea 2
Hamilton City Council promoted as the presenting partner for a major event that is part of the festival programme (TBC).

Idea 3
Complimentary Tickets:

Up to 75 complimentary tickets to festival events as agreed to by both parties.

Idea 4
Discounted Tickets:

Opportunity for exclusive discounted tickets to selected events for HCC staff and/or clients.

Idea 5
Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

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In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

Full Name of Organisation *	Hamilton Gardens Summer Festival Foundation Trading as Hamilton Arts Festival Toi Ora ki Kirikiriroa
Full Name of Authorised Signatory *	Geoffrey Turkington
Position of Authorised Signatory *	Director
Date of Declaration *	10/04/2024

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
OK

How many hours did it take you to complete this application?
80

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Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA 2025
KEY BUSINESS PLANNING DOCUMENTS

The following document consists of the following:

1. Business Plan 2025
2. 2025 Milestones and Timeframes
3. Organisation Chart
4. Artistic Policy
5. Waste Minimisation Plan
6. Sustainability Strategy

HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA

BUSINESS PLAN 2025:

Drive solidarity and connectivity via a celebration of New Zealand arts, culture and entertainment with continued focus on accessibility through many free or low cost festival experiences that showcases the region's unique identity, people and what it means to be "Kiwi".

Evolve the festival into one of national significance and a major "must do" experience on New Zealand's annual cultural tourism calendar.

Promote the quality of life shared by Waikato residents by contributing to the region's liveability through the outward presence of a culturally diverse and creative community.

Goal	Objectives	Actions	Evaluation
Respond to the need for a large world class celebration of community, culture and arts representative of a vibrant, attractive and prosperous city.	1. Develop a financially sustainable business model that is nimble in design and content. 2. Maximise the festival's potential as a major inbound visitor driver for the region. 3. Showcase the Waikato as a beautiful, culturally rich destination of choice. 4. Develop a programming strategy that has focus on celebrating NZ and local stories. 5. Leverage the event as a major contributor to the region's creative economy. 6. Deliver live & free or low cost events to ensure accessibility for all regardless of income. 7. Deliver a safe, responsible event for people of all ages..	1. Ongoing review of current curatorial/programme strategies to better align festival content to attract a broader, nationwide audience. 2. Collaborate with major touring promoters to attract headline acts with significant nation-wide drawcard appeal. 3. Engage with local creative and cultural groups to provide opportunities for our own people to tell their stories on a national platform. 4. Work with key stakeholders and funders to ensure a comprehensive Free and Live and low cost events are financially viable.	1. A HAFTOKK 2025 happens 2. Programme has a strong representation of local creative and cultural content. 3. Programme represents the best of New Zealand live performing artists with nationwide audience appeal. 4. Audience evaluation indicates a strong and diverse turnout from Waikato residents. 5. Audience evaluation indicates a significant uptake in inbound visitation to the region. 6. The event aligns with best of business delivery practices.

		5. Seek new and innovative funding mechanisms to not only secure the immediate ongoing sustainability of the Festival to provide resources for its development so it can deliver on its full potential for the region. **6. Seek suitably compatible corporate sponsorship to ensure ongoing financial sustainability and further investment in wider marketing reach.**	
Artistic development 1: A whole festival experience with something engaging always happening.	1. Audiences feel confident that they can access several different experiences on one trip to the Festival 2. Audiences are encouraged to step 'outside the box' with programme choices 3. Audiences feel that there is something for them regardless of social,	1. Focus on a free festival hub programme where audiences can gather and 'hang out' to connect the ticketed events 2. Create marketing connections between known events and lesser known (eg "Directors' choice", buy one get one half price to select events)	1. Audience feedback is consistently high with over 80% positive feedback 2. Increase in sales of NZ touring and more artistically challenging events 3. Increase in diversity of audiences, and first-time festival attendees

	cultural or economic status	3. Ensure the programme targets a variety of communities, genres and price points 4. Ensure the marketing plan reaches beyond regular festival attendees	
Artistic development 2: An artistic programme reflecting the unique point of difference that the Hamilton Gardens provides. Key Hamilton CBD venues are activated with performances that cannot be presented within the technical limitations of the Gardens but have cultural or social importance recognised as essential to the Festival's overarching curatorial intentions.	1. Regional and national visitors attend the festival for a unique experience 2. Artists have an understanding of the specifics of the gardens venues available 3. More site specific work is created	1. Ensure marketing emphasises the points of difference of the Festival and the Gardens, and targets regional and national media 2. Communicate effectively with artists regarding targeted work for the gardens 3. Communicate with the broader arts industry a clear vision of the festival	1. National and regional attendances at the festival increase 2. Increase in local audiences year on year. 3. More site specific and commissioned work is presented 4. Artists and audiences have a clear understanding of the points of difference of the festival
Artistic development 3: A central theme of telling Waikato stories and celebrating Waikato personalities.	1. Local artists have access to festival support and infrastructure to develop original work 2. Local communities are encouraged to participate in artistic projects	1. Target senior local artists for festival commissions 2. Work with local arts and cultural providers to partner on local projects and/or sharing of resources.	1. A higher number of local original works are presented 2. Projects initiated by other local arts and cultural organisations are presented 3. Hamilton artists and audiences feel

	3. A sense of belonging and Mana is associated with homegrown projects and people	3. Target local communities to create an arts project for the festival	ownership and pride in the festival
Artistic development 4: HAFTOKK delivers a bold annual programme that is perceived nationally as unique in shape and form attracting a diverse, nationwide (international?) audience that comes back year after years	1. Deliver on Artistic Development Objectives 1-3. 2. Also present high profile headline acts with broad audience appeal.	1. Build a reputation with participating artists that HGAF is unique, enjoyable and a financially successful presenter of choice which encourages word of mouth within the industry. 2. Build relationships with major touring promoters to encourage including Hamilton within touring schedules of named artists. 3. Actively keep on top of music trends to predict who the "hot" item is going to be each summer.	1. HAFTOKK headlines at least one major music act that attracts a minimum of 2,000 people. 2. Audience travels from outside of the Waikato to attend the concert. 3. Inbound audiences attend more than one event while in Hamilton.
National/Audience Development Inbound Domestic Tourism. Position HAFTOKK as New Zealand's most unique "must do"	1. HAFTOKK is recognised as a "must do" experience on the domestic cultural tourism map.	1. Attract a significant commercial "naming rights" partner to assist in the investment required to promote HAFTOKK nationally.	1. Delivery of a robust regional marketing strategy. 2. Festival content positions the event as an attractive inbound

cultural tourism experience while showcasing Hamilton as a highly attractive visitor destination..	2. Significant increase in ticketed show sales (driving revenue) 3. Significant increase in inbound visitation to the region specifically for the purpose of attending the festival. 4. Successful leverage off festival visitation to benefit the regions' accommodation, F&B and other visitor attraction businesses.	2. Leverage relationships with successful major festivals to gain skills and insights into developing national audience development strategies. 3. Develop partnerships with major national media companies to assist with promoting the festival nationally. 4. Enhance the festival's Public Relations resource to actively pursue opportunities for media exposure. 5. Work closely with Hamilton Waikato Tourism to ensure HAFTOKK visitation can benefit the wider industry.	tourism proposition (audience feedback) 3. Substantial increase in inbound visitation to HAFTOKK 25 and beyond. 4. Substantial uptake in ticketed show revenue 5. Substantial uptake in Festival F&B sales and attendance at free and live events. 6. Positive national exposure of Hamilton Gardens, Hamilton CBD and the greater Waikato as a culturally rich and diverse destination.
Community/Audience Development 1: To maintain and strengthen community participation and attendance	1. The festival is anticipated as a highlight of the annual events calendar 2. Diverse communities know there is something for them and their families in the festival, to watch or participate in.	1. Programming is of a consistently high quality 2. Marketing and programming reflects diverse communities 3. Community leaders targeted for connection to the festival	1. Media, audience and artist feedback is consistently high 2. Increase in the diversity of audiences and artists against previous festivals

			3. A database of community leaders is developed 4. Accommodation packages are booked with accommodation partners
Community/Audience Development 2: To focus on development of Māori, Pasifica and youth audiences, participants and leadership within the festival	1. The festival has a strong partnership with Mana Whenua 2. The festival celebrates Māori artists, art forms and stories 3. The festival celebrates Pasifika artists, art forms and stories. 4. Future audiences are developed through strong youth attendance and participation	1. Incorporate tikanga Māori into key festival events 2. Connect with local iwi leaders to discuss potential partnership and festival leadership opportunities 3. Ensure Māori/Pasifika artists are aware of opportunities within the festival 4. Connect with youth organisations to promote the festival and investigate current gaps in the youth arts and cultural market	1. Festival team and participants are encouraged to participate in tikanga for key festival events 2. Local iwi and Māori organisations are aware of the festival 3. An increase in the number of Māori/Pasifika and youth audiences and participants 4. Identify and implement leadership opportunities with the broader festival organisation
Community/ Audience Development 4:	1. The festival has robust feedback systems and uses these for continuous improvement of festival programmes and systems, and to	1. Examine current festival evaluation systems 2. Research industry evaluation systems and best practice	1. Festival team has a thorough understanding of current evaluation systems, and a plan for

To strengthen and develop further channels for audience, stakeholder and artist feedback to the festival	communicate festival successes and challenges to investors		implementation for future festivals
Organisational Sustainability 1: To continue to develop diversity of income sources for the festival including ticket income, sponsorship, funding and development of private donors	1. The festival is secure financially 2. Rainy day reserves are allocated 3. Increased funding is sourced to invest in audience development (locally and nationally) 4. The festival has a wide pool of investors	1. Sponsorship strategy is updated and implemented 2. Festival Patronage package investigated and strategy created 3. Application submitted to Creative New Zealand for multi-year investment funding (if available 4. Seek a significant naming rights sponsor that will assist transitioning the festival to one of national significance.	1. Clear sponsorship strategy implemented 2. Patronage strategy created, initial invitations to potential patrons to 2025 events 3. Secure appropriate CNZ funding as part of their investment programmes 4. Leverage the remaining Thermal Explorer Regional Events Fund to assist in developing the festival into a major national event until alternative revenue sources are secured. 5. Significant multi-year naming rights sponsor sourced with compatible brand and messaging alignments.
Organisational Sustainability 2:	1. Systems and policies are clear to all festival team and board	1. Ongoing analysis of organisational systems and policies to ensure relevance	1. Festival documents are current and used as the baseline for operational decision

To continue to develop governance and operational systems and procedures to meet best practice examples within the industry	2. Organisational risks are identified and mitigated 3. Legal organisational requirements are met 4. Robust internal operational/administration systems are in place to ensure accuracy and efficiency.	2. Practical implementation of policies across organisational departments and internal stakeholders. 3. Ongoing review of current operational/administrational systems and processes. 4. Greater upskilling on the tools and benefits that are available within FestivalPro Event Management Software.	making by the full festival team. 2. Team and contractors are fully conversant with all relevant policies and processes. 3. Team is fully conversant with the tools and capabilities of FestivalPro Event Management Software.
Organisation Sustainability 3: Attract and develop a strong skill set based in the Waikato capable of delivering a large scale multi-day festival	1. HAFTOKK is perceived as a highly sought after organisation to work with. 2. To attract and retain highly skilled, experienced event personnel with vision and commitment to the development of HAFTOKK. 3. To be financially capable of resourcing the festival to a suitable level given the size and scale of its deliverables..	1. Provide a supportive and healthy work environment that is attractive to potential new personnel. 2. Secure funds to properly resource the event to prevent burnout and high attrition. 3. Build a fun, positive and creative work culture.	1. Existing key personnel are retained. 2. Funding is secured to fill current resource and expertise gaps. 3. HAFTOKK is perceived as an employer of choice.

	4. To be committed to succession planning - developing talent from within the Waikato.		
Sustainability - Best of Business Waste Management : To deliver a zero waste festival	1. To ensure HAFTOKK is delivered with minimal impact to its primary venues. 2. For HAFTOKK to be known as an exemplary example of delivering an event with minimal impact to the environment. 3. To educate the waste minimisation message through active participation of the audience.	1. Employ a dedicated Zero Waste Coordinator for the duration of the festival if ownership of outcomes. 2. Engage a proactive, motivated "Zero Hero" volunteer task force to set up and manage all waste stations for the duration of the festival 3. Implement robust tools to ensure accurate accountability measures	1. Post event waste evaluation indicates reduced landfill year on year. 2. Positive audience feedback for the duration of the festival. 3. Positive post event feedback from Audience surveys.

2. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA MILESTONES AND TIMEFRAMES

Mar/May 2024			
Assigned to	**Sub Category**	**Task**	**Due Date**
D	Finance	Preliminary budget presented to board for sign off	1 Mar
D	Funding	Grassroots Trust Funding Application submitted	31 Mar
D	Sponsorship	Hamilton City Council Major Events Application Submitted	31 Mar
D	Sponsorship	Naming rights partner package completed	01 May
D	Funding	Creative NZ Funding Application	27 Apr
D	Software	Software Implemented and Artist EOI templates confirmed	10 May
D	Strategy	Strategic Plan Signed off by Trustees inc programming strategy/theme	15 May
D	Industry	Engage with wider creative community to workshop opportunities for collaboration for 2024	15 May
D	Industry	Artist call out prepared and circulated	15 May
D	Funding	Funding strategy in place	31 May
D	Funding	Complete 2022 funding acquittals	31 May
D	Industry	Non-submission producer/production co/artist list completed with strategy	31 May
June 2024			

Assigned to	Sub Category	Task	Due Date
D	Funding	Trust Waikato Funding Application	9 Jun
D	Industry	Review preliminary responses to EOI - Draft festival structure with software	15 Jun
D	Finance	2023 2nd draft budget signed off by board	15 Jun
D	Industry	Artist expression of interest closes	28 Jun
D	Funding	WEL Energy Trust Funding Application	30 Jun
July 2024			
Assigned to	**Sub Category**	**Task**	**Due Date**
D	Funding	Lotteries Grant Board application submitted	15 Jul
D	Marketing	Design brief drafted and discussions with agency started	30 Jul
D	Funding	Grassroots Trust application submitted Mk 2	31 Jul
D/AD	Programming	Draft artistic programme developed (contingent on funding)	31 Jul
D/Accountant	Finance	FY/22 accounts audit submitted	31 Jul
D	Ticketing	Engage with Eventfinda - Set up back end for 23	31 Jul
D/TD	Production	Confirm festival team (contingent on funding)	31 Jul
D/Accountant	Regulatory	Charities Commission report submitted	31 Jul
D	Funding	Funding applications submitted to Lion Foundation, Southern Trust, NZCT, Dragon Community Trust, and Trillian Foundation	31 Jul
D	Sponsorship	Confirm Intern requirements with University of Waikato	31 Jul

August 2024			
Assigned to	**Sub Category**	**Task**	**Due Date**
D/AD/TD	Production	Detailed production timeline developed	31 Aug
D	Programming	Artistic programme confirmed	31 Aug
D	Marketing	Draft website design developed	31 Aug
D/AD	Marketing	Draft program template developed	31 Aug
D/AD	Marketing	Detailed Marketing Plan locked in with agency full design brief	31 Aug
D/AD	Strategy	Evaluation tools developed	31 Aug
GM/AD	Marketing	Confirm design look and feel	31 Aug
D/Ad	Strategy	Review Food and Beverage suppliers (Montana)	31 Aug
TD/Ad	Production	Confirm Golf Carts	31 Aug
September 2024			
Assigned to	Sub Category	**Task**	**Due Date**
AD/Agency	Marketing	Book marketing placements in with relevant companies	30 Sep
AD	Marketing	Contract festival photographer	30 Sep
AD	Marketing	Website design in progress	30 Sep
D/AD	Admin	Contract all artists and receive all relevant information (marketing, travel, tech riders, APRA information)	30 Sep
All	Production	Event planning – fully underway (as per to-do list for each component)	30 Sep

D	Sponsorship	All sponsors confirmed and contracted	30 Sep
D/AD	Marketing	Programme launch artists confirmed	30 Sep
D/Ad	Production	Finalise Food & Beverage Service Providers	30 Sep
D	Funding	Re-submit funding applications if required	30 Sep
D	Marketing	Develop visitor packages with partner hotels / tourism providers	30 Sep
D/AD/TD	Production	Detailed logistics plan developed	30 Sep
D/AD/TD	Contingency	Business Continuity Planning	30 Sep
October 2024			
Assigned to	**Sub Category**	**Task**	**Due Date**
AD	Marketing	Initiate media long lead	1 Oct
D/AD	Strategic	Review Funding outcomes and determine festival structure	15 Oct
Ad	Sponsorship	Collate sponsors information for programme	15 Oct
AD	Marketing	Programme brochure copy finalised	15 Oct
D/AD	Marketing	Programme designed	15 Oct
AD	Marketing	Website design work continues	31 Oct
D/AD	Marketing	Deadline for all ticketing info for websites	31 Oct
D/Montana	Regulatory	Apply for liquor licenses	31 Oct
TD	Regulatory	Apply for building consents	31 Oct

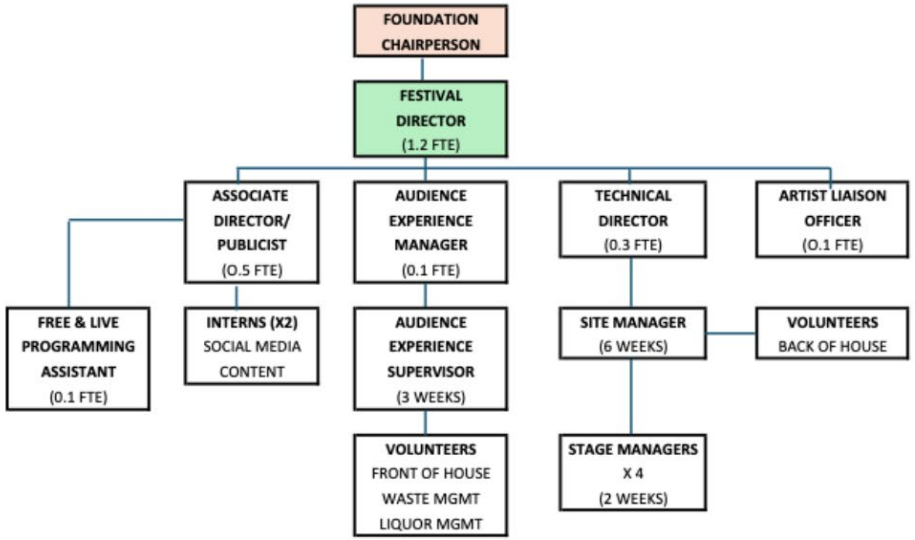
Ad	Sponsorship	Sponsors ads signed off by sponsors	31 Oct
D/Board	Marketing	Programme launch invite list confirmed	31 Oct
Ad	Admin	Activate volunteer recruitment	31 Oct
November 2024			
Assigned to	**Sub Category**	**Task**	**Due Date**
Ad	Admin	Launch invites sent	01 Nov
D/AD	Marketing	Programme to print	07 Nov
D	Regulatory	APRA - Dramatic context	7 Nov
AD	Publicity	Long lead press releases distributed	12 Nov
AD	Marketing	Segmentation of email subscribers list and send first e-news	12 Nov
AD	Marketing	All post-launch ads designed and booked	12 Nov
D/AD	Marketing	Programme launch event and website live	20 Nov
AD	Marketing	Programmes distributed	21 Nov
AD	Sponsorship	Programmes distributed via sponsor networks	21 Nov
All	All	Festival Launch Event	25 Nov (TBC)
Production Manager	Production	Production team recruited	30 Nov
Production Manager	Production	All major production infrastructure booked	30 Nov
D/AD	Marketing	Finalise evaluation processes during festival	30 Nov

D/TD	Regulatory	Create Health and Safety Plan	31 Nov
D	Finance	Reforecast budget for Board sign off	31 Nov
TD	Production	Confirm fireworks provider	31 Nov
December 2024			
Assigned to	**Sub Category**	**Task**	**Due Date**
D/AD	Marketing	Focus on audience development initiatives	21 Dec
TD	Production	All technical equipment and crew confirmed	21 Dec
AD	Marketing	Confirm all January and February ad placements	21 Dec
Ad	Sponsorship	Confirm sponsors hostings and signage placements	21 Dec
A/AD/Ad/TD	Production	Signage list created and printed	21 Dec
TD	Regulatory	Traffic Management Plan submitted	21 Dec
D	Production	Pōwhiri plan confirmed	21 Dec
D	Regulatory	APRA license applied for	21 Dec
Ad	Artist liaison	Book travel for artists	21 Dec
Ad	Artist liaison	Book accommodation for artists	21 Dec
January 2025			
Assigned to	**Sub Category**	**Task**	**Due Date**
All	Covid-19	Review Covid-19 situation and implement contingency plan if required	20 Jan

A/AD/Ad	Artist Liaison	Artist packs created and distributed	31 Jan
TD	Production	Technical schedules signed off	31 Jan
TD	Production	Final details reconfirmed for all events	31 Jan
Adr	Production	Volunteer schedules and training completed	31 Jan
D/AD	Marketing	Marketing push & re-evaluation of current strategies	31 Jan
D/Ad	Regulatory	Noise / fireworks notice distributed	31 Jan
February 2025			
Assigned to	**Sub Category**	**Task**	**Due Date**
TD	Production	Pack in underway	TBC
TBC	Sponsorship	Collect sponsors signs and other requirements	TBC
Ad	Marketing	Final marketing push	TBC
ALL	ALL	Festival starts	21 Feb
March 2025			
Assigned to	**Sub Category**	**Task**	**Due Date**
A/AD	Production	Thank artists, volunteers and suppliers	30 Mar
AD	Marketing	Survey all ticket purchasers	30 Mar
D	Sponsorship	Thank sponsors	30 Mar

D/Accountant	Financial	Financial reconciliation	30 Mar
D	Funding	WEL Energy Trust and Trust Waikato 2023 Application Deadline	30 Mar
D	Funding	Hamilton City Council 2026 Funding Application Submitted	31 Mar
April 2025			
Assigned to	**Sub Category**	**Task**	**Due Date**
D	Funding	Complete funding reports	30 Mar
D	Financial	EOY Reporting to commence	30 Mar

3. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA PROPOSED ORGANISATION CHART



4. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA ARTISTIC POLICY 2025

EVENT:

- Hamilton Arts Festival Toi Ora ki Kirikiriroa 2025

VENUES:

- Hamilton Gardens – Enclosed Gardens (capacity – various)
- Hamilton Gardens – Rhododendron Lawn (capacity 6,000)
- Hamilton Gardens Pavilion (capacity 350)
- Hamilton Gardens Courtyard (Free and Live stage and Festival Hub)
- Meteor Theatre (capacity – 175)
- Clarence St Theatre (capacity – 450)
- Victoria on the River (outdoor – Free and Live activation)
- Waikato Museum (TBC)
- Others pending availability and suitability

DATES:

21 Feb – 2 Mar 2025

RESPONSIBLE ORGANISATION:

Hamilton Gardens Summer Festival Foundation

VISION:

To elevate Waikato's premier arts and culture event into one of national significance.

POINT OF DIFFERENCE:
There is no other festival in the country that offers the unique experience that combines the magical garden settings with world-class performance.

PURPOSE:
By presenting excellent, diverse and engaging arts experiences to the people of Waikato:

1. Connect the community through the arts and ideas, and provide the people of the region and its visitor's arts experiences they wouldn't normally have access to.
2. Entertain and challenge our audience while celebrating our heritage and environment
3. Inspire the next generation while creating and strengthening community wellbeing.
4. Assist in building both the local and national arts industry by providing a professional platform to showcase the best of business.
5. Create sector employment and support the local and national arts community
6. Assist re-branding Hamilton as a vibrant cultural city and a destination of choice.
7. Deliver an inspiring event that is accessible to all regardless of age, race or economic demographic that is totally unique to Hamilton/Waikato.

ARTISTIC POLICY:

1. To engage with New Zealand's major performing art companies to bring the best of their work to the Waikato within the festival's financial limitations.
2. To provide a platform to showcase the best of local performing arts alongside the best of New Zealand's professional arts sector.
3. Represent and showcase Hamilton/Waikato Māori and Pasifika contemporary culture unique to the region.
4. To present an annual programme that is representative of the diversity of all cultures that makes up the people of Aotearoa (The population of Hamilton City is made up of over 160 different groups from around the world with almost a quarter of its residents identifying with a culture that is neither NZ European nor Māori.)
5. To ensure continued accessibility to everyone through the delivery of a broad Free and Live component representative of the diverse talent on offer from within the Waikato.

ARTISTIC REASONING:

1. Present one or two high profile headline acts that have potential to attract a national audience and provide exposure to the full festival programme.
2. Present approximately 40 acts that are representative of the best of national performing arts initiative – whether music, dance, drama, cirque, comedy or other.
3. Present approximately 20 acts that are representative of the best of Waikato's performing arts initiatives – whether music, dance, drama, cirque, comedy or other.
4. To deliver a diverse, engaging programme that offsets innovative and (at times) challenging work with more accessible, populous work that speaks to the broader population.
5. Explore opportunities to engage with, and promote Waikato's broad artistic and cultural offerings for the duration of the festival.

ARTIST ENGAGEMENT STRATEGIES:

The Hamilton Gardens Summer Festival Foundation is committed to supporting New Zealand's arts industry by paying artists fair and reasonable fees.

Whereby it is understood that it is unlikely that artist and production costs will be fully recovered by any ticket fee, there is an expectation that artist and presentation costs are adhered to as part of the festival's curatorial process. Costs and any associated revenue must adhere to the festival budget as approved by the Foundation's Trustees.

Some work will be presented based on its artistic, cultural or social merit reflecting the importance to the festival's programme on the understanding that it will not be commercially viable. This is often due to the scale and associated costs to mount the work. It is expected that any forecasted losses are offset by pre-secured funding, sponsorship or surpluses made from other sources.

There are several artist engagement models that are used to secure acts for the festival:

1. Straight Buy: This is where the festival and artist agrees on a fixed price and terms with total ticket sales being retained by the festival.

2. Shared Risk 1: This is where the festival and artist agree on sharing ticketing revenue. This is usually to the artist's favor with the festival agreeing on a minimal retainer.
3. Shared Risk 2: This is where the festival and artist agree on a tiered payment model negotiated on the level of investment by each party followed by an agreed percentage of any surplus revenue from ticket sales once costs are covered by both parties.
4. Venue for Hire: This is a new engagement model introduced for HGAF 2022 where the artist's management pays the festival a fee to present the act. This is usually suitable for a promoter driven headline act only with the festival providing staging, technical house rig, staffing etc in exchange for a fixed fee or a percentage of gross takings – whichever proves the highest.

5. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA WASTE MANAGEMENT PLAN

Waste and Resource Use

The Audience Experience Manager (AEM) has overall responsibility for HAFTOKK waste with support from the HCC Garden's staff.

Funding permitting, a Zero Waste Supervisor will be engaged for the duration of the Festival to oversee all aspects of waste management.

The goal is to minimize waste at the event through careful design which eliminates waste in the first place.

Historically Para Kore has been engaged to provide expertise and guidance to ensure best of business practices are implemented.

Food & Beverage

Montana Village has been contracted to provide all food and beverage services across all festival sites within Hamilton Gardens. These will be in the form of numerous food trucks and pop up bars as per the event's liquor license. HAFTOKK and Montana Village have a shared commitment to deliver a waste mitigated festival experience and will work collaboratively to ensure best outcomes.

Montana Village will have a representative on site for the duration of the festival who will work closely with the festival's Audience Experience Manager to ensure seamless delivery of all food and beverage services including minimisation of waste strategies.

The Hub and Rhododendron Lawn

All existing rubbish bins at Hamilton Gardens will be covered to encourage all waste to be taken to one of the festival's Zero Waste stations.

A team of volunteers called Zero Waste Heroes will be managed by the Zero Waste Supervisor to man the sift and sort stations which will be set up in front of the pavilion (potentially two sift and sort stations) and recycling stations on the Rhododendron lawn (potentially four recycling stations).

Para Kore will provide crates, gloves, biobag liners, clear liners and signage to support the sift and sort stations.

Recycling Stations on Rhod Lawn

NON ALCOHOL SALES: A blue bin for rubbish with a black liner. A wheelie bin for biobag and compostables, and crates for all cans, plastic bottles and glass (put into clear 240 litre liners and glass into big wheelbarrows).

ALCOHOL SALES: Blue bins with clear liners for ali cans. A wheelie bins for rubbish, crates for glass and plastic bottles.

Waste Collection and Disposal into Gantry Bins/Skips

HAFTOKK sorts waste in bags and transfers these to suitable locations as advised by the Hamilton Gardens Management.

The waste types, estimated volumes and methods of disposal are:

Waste Type	Estimated Volume	Method of Disposal: Bin, location, destination
Food waste and compostables	12 m3 (based on 2021)	As advised by Hamilton Gardens Management
Landfill	3.5 m3 (based on 2021)	Bin behind pavilion
Plastics	1 m3	Bin behind pavilion
Aluminum cans	1 m3	Bin behind pavilion
Glass	3 m3	Bins behind pavilion
Clean paper	0.5 m3	Bin behind pavilion

The bins behind the pavilion will be monitored by Hamilton Gardens Management and pick-up will be ordered as required. An overflow bin will be on-site in the event it's needed.

Pick-ups, materials and quantities will be recorded by HAFTOKK at the end of each trading day to enable a diversion figure to be calculated at the end of the event and used as baseline data for future events.

What	Who	Comments
Para Kore Resources		
Supply clear bin liners (compostables, plastic, cans)		
Supply black bin liners (landfill)		
Supply crates for Glass/plastic		
Supply gloves/hats		HGAF Purchased in 2021
Food trucks		
100% compostable food receptacles and utensils are to be used.	Montana Village/AEM	
All food truck proprietors are responsible for removing 100% of their own waste from the venue.		
HAFTOKK		
Supply 2x 3 metre gazebos	Wel Energy	
Supply Bernie's Barrow	Pip Oatham	
Supply sift and sort Zero Heroes	HGAF/AEM	
Place blue bins over the Gardens rubbish bins	HGAF	
Supply and erect signs above bins	HGAF	
Provide Zero Heroes with hi-viz vests	HGAF	HGAF Purchased in 2021
Sort bottles into colour bin behind Pavillion	Zero Heros	
Sort plastic into bin behind Pavillion	Zero Heros	
Deliver all compostable waste to Xtreme Waste Raglan	Festival Director	
Gardens		
Supply 2x trestle tables		
Supply blue 240 litre bins for recycling		

Supply 240 litre bins to go on top of the rubbish bins		

Strategic Plan

Objective	***Supporting actions examples***	***HGAF Response***	***Who is responsible***
To reduce the amount of waste produced through activities related to HAFTOKK 100% of waste diverted from landfill.	Procurement guidance for suppliers and caterers around sustainable packaging for food and beverage containers	All suppliers, food trucks, sponsors will be required to use recyclable containers/compostable containers, cutlery and receptacles.	Written into the agreements
	Minimise construction and demolition waste	Recycle all material from sets at pack down time	Site Manager
	Train staff and volunteers to champion waste minimisation activities	All volunteers and other staff will be trained in the HAFTOKK waste management systems and processes	Mahi Aroha Coordinator Matua X
	Develop a waste awareness campaign as part of the event.	Ensure all print, electronic and media communication alert visitors that the event is championing sustainability	Marketing manager
	Encourage people to recycle at the event by offering incentives.	Encourage people to supply their own sustainable containers	Marketing manager
	Set up staffed recycling stations at events to help ensure people use recycling bins correctly.	3 bin system to be used Volunteers to sort waste	Sustainability champion

Transport

Objective and target example	***Action examples***	***HAFTOKK Response***	***Who is responsible***
Ensure people travel to and from event venues safely, efficiently and in a timely manner. X percentage of all spectators use public transport to and from the event venue.	Encourage people to use greener transport modes by providing: ● Attractive walking routes to and from venues and central areas. ● Reliable and frequent public transport services to and from venues, related events and central areas. ● Incentives for attendees e.g. free public transport services for attendees on display of event ticket	Supply information to people on bus routes, walking tracks and cycle tracks. Ensure there are plenty of bike racks at the gardens.	Sustainability Coordinator
	Provide people with easily accessible information on what greener transport modes are available to get them to and from venues. For example through: ● Key websites ● Booklets, containing information on all regional transport options, timetables, fares, routes etc.	Use print, electronic and media communication to promote different methods of access to the gardens and city events	Marketing Manager
	Provide disincentives to discourage travel by private car, for example: ● Charge high parking fees to private vehicles with less than four attendees ● Restrict or prohibit private vehicle parking near venue		
	Promote accommodation close to the venue so people can easily use greener transport modes.		

Suppliers and Contracts

Objective example	*Supporting actions*	*HGAF response*	*Who is responsible*
Ensure that procurement decisions involving all goods and services in support of the event reduce impacts on climate change, waste, water and energy as far as reasonably possible.	Develop specific guidelines (that support the event's objectives and targets) for suppliers or service providers tendering for contracts to follow.		GT
	Add clauses to the tendering process and contracts that specifically outline the responsibilities of suppliers or contractors with respect to environmental initiatives. • All packaging is to be either recyclable or compostable within the event if possible. • All staff are educated on environmentally responsible practices relevant to their role (eg. waste management, water efficiency).		GT
	Encourage suppliers or service providers to take up an accepted environmental accreditation scheme. • ***Eco-labels directory*** www.med.govt.nz/templates/ContentTopicSummary____37890.aspx • ***Environmental Choice*** http://www.enviro-choice.org.nz/		GT

	Provide performers, media, event attendees etc with information on New Zealand's environmentally responsible accommodation, transport and activity providers prior to, during and post the event. • ***Qualmark Enviro-Award*** www.qualmark.co.nz http://environz.co.nz • ***Green Globe*** www.ec3global.com/products-programs/green-globe/	Use print, electronic and media communication to promote different methods of access to the gardens and city events	Marketing Manager
	Where possible determine minimum environmental requirements that any supplier, venue or service provider must meet in order to be contracted Example: Must have a sustainability policy and action plan		

6. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA SUSTAINABILITY STRATEGY

The Hamilton Arts Festival Toi Ora ki Kirikiriroa's unique point of difference is that it is set predominantly within the internationally acclaimed Hamilton Gardens.

With multiple events happening simultaneously, the experience is magical, festive and ultimately memorable.

Historically, events have been held mostly outside. Whereby this is a key part of HAF's identity, this does comes with challenges:

- Extreme weather for the duration of the festival – halting sales and the requirement to refund tickets to any cancelled events (as in 2018).
- Extreme weather prior, and for the build up to, the festival – slowing pre-sales due to audience reluctance to commit in advance (as in 2023).
- Additional infrastructure costs due to all staging, lighting and sound having to be brought onsite.
- Lack of sufficient power sources – there has been no allowance for suitable power as part of historic Hamilton Gardens development. Power is sourced via the hiring of generators..
- Limited technical capabilities of an outdoor venue disabling the potential to present a broad representation of works.

A significant amount of work has been done over the past 5 years to address the festival's sustainability risk. These include (but are not limited to):

INCLEMENT WEATHER

ON THE DAY

- Alternative indoor venues are identified for many of the smaller outdoor shows at the early planning stage should weather prove unfavourable.
- Major concerts on the Rhododendron Lawn go ahead regardless of the weather unless it proves to be a safety risk to audience and performers.

DEVELOPMENT OF INDOOR VENUES

Hamilton Gardens

In 2016, thanks to an $80K WEL Energy Trust loan, the Foundation entered a joint venture with 5 other New Zealand festivals to purchase the Pacific Crystal Palace (PCP). The PCP is a 300 seat transportable venue with inbuilt staging, seating, bar and technical rigging capabilities.

The purpose of entering the joint venture was to create an indoor venue at Hamilton Gardens suitable for staging cabaret and dance acts that would not otherwise be able to be presented.

This was used by the festival for several years prior to a full analysis of PCP's true costs was conducted in 2019 identifying that transporting, building and breaking down the venue was costing a $65K each year.

At this point, the Hamilton Gardens Pavilion was identified as a significantly more cost effective solution. Activating this space resulted in an annual savings of $45K in infrastructure costs.

As at April 2023, the WEL Energy loan will be paid off and the Foundation has initiated exit strategy discussions with the JV Partners.

Shows that come with greater financial risk and technical requirements are now programmed in the Pavilion removing the wet weather risk factor whilst creating a unique audience experience as the result of dynamic theming.

Meteor and Clarence St Theatres

The 2019 Hamilton Gardens Arts Festival Strategic Vision identified multiple benefits of extending the festival's footprint into Hamilton CBD. These include:

- Encouraging out of town visitors to explore Hamilton City beyond the Gardens. Extending economic benefit opportunities.
- Activating both venues over a period that traditionally was kept dark so as not to scalp festival audiences – effectively providing revenue to two key Hamilton cultural institutions over a non-revenue period.
- Extended the Festival's programming capabilities to include dramatic work requiring technical infrastructure that could not be accommodated by the limited capabilities of the Gardens.
- Removal of the wet weather risk factor.

However, the disadvantage of activating these venues is that they come with additional costs to the Festival in the form of venue hire and technical costs.

AUDIENCE DEVELOPMENT

A significant priority of the Foundation is to ensure that the festival is accessible to everyone. This is currently achieved through the following main strategies:

- Presenting a broad range of free and live family friendly events including:
    - Partnership with Orchestra Central to present the Trust Waikato Sunset Symphony event attracting approximately 5,000 each year. This event is also a key criteria of Orchestra Central's own sustainability requirements and is an important partnership for both organisations.
    - This is Kiwi Indigo Festival – A recent partnership with the Indigo Festival to present over 300 performers from Waikato's diverse cultures in a celebration of what it is to be Kiwi.
    - The Festival Hub – All Waikato based entertainers performing from 5pm to close each night of the festival. A space where anyone can come and enjoy the festival vibes without having to spend money.
    - CBD Activation – A diverse range of events presented primarily at Victoria on the River but with intention to further activate key CBD spaces in the future.
    - Plus multiple shows requiring only a koha on entry.

  It is relevant to note that most of the free and live events use existing festival infrastructure and the costs to present these are the artists fees.

- Ensuring ticketed events are affordable:
    - Finding the appropriate price point for ticketed shows requires a fine balance between covering artist fees and ensuring accessibility for our audience. Too expensive and people will not pay. Too cheap and the festival loses money. The average price point across the festival is estimated at $33 and is considered the cheapest in New Zealand. Major headline acts on the Rhododendron Lawn are priced approximately 30% - 40% cheaper than in a metropolitan centre.
    - Building on packages and special deals. This includes more aggressive marketing of the Early Bird Tickets (discounted tickets for events purchased prior to Xmas), bulk buy ticket discounts and leveraging sponsor/funders databases with exclusive offers.
- Diversifying audience demographics. Broadening audience reach requires sustained ongoing investment in targeted programming and marketing strategies:
    - Modernising the festival's name by removing the word 'Garden' from its name and on boarding a Te Reo Māori identity – effectively eliminating the ongoing perception that the festival was either a garden arts event or one that caters to an older, European audience.
    - Strategic inclusion of more youth and culturally diverse programming into festival offerings – to be built on each year as audience demand increases.
    - Ongoing research into digital marketing channels connecting youth based audiences with festival content.
    - Leveraging off existing media partners including STUFF, Go Media and Mediaworks to activate both their online presence and above the line brand awareness mechanisms (bus backs, digital billboards, print and radio).
    - Engagement of an experienced National Publicist to gain media traction with New Zealand-wide audiences.

FESTIVAL STRUCTURE

A further initiative introduced in 2020 was the reduction of the festival length by three days. This was done for the following reasons:

- Reduction of infrastructure costs due to shorter hire period.
- Mitigation of inclement weather risk due to less days
- An estimated 20% reduction of the number of ticketed events to maximise house numbers while minimising the chance of budgeted revenue not being met.

HAF 2023 saw the Friday being reintroduced in the form of a free and live Grand Opening Night free celebration to engage audiences early and promote festival content for the duration. This initiative came at minimal additional cost to the festival as infrastructure was already in place..

MANAGING FINANCIAL LOSS

Careful budgeting and programming management can assist in mitigating any loss from the above.

Any financial surplus generated from a given festival financial year is held in reserve to offset any potential deficit from another year that may have resulted from poor weather conditions or other unforeseen circumstances i.e world pandemics (as was the case this year).

SUMMARY

For an annual arts event of Hamilton Arts Festival Toi Ora ki Kirikiriroa's scale to not only survive, but flourish, requires ongoing innovation and creativity. The Foundation and Management are constantly seeking inspiration and opportunity for development, from both an audience experience and business sustainability perspectives.

This includes, but is not limited to:

- Seeking visionary commercial partners who are willing to invest in the festival's long term future.
- Collective approach to all key community funders/sponsors to generate greater financial commitment for the long term to provide appropriate staffing and infrastructure resourcing.
- Seeking opportunities to partner with other art, festival, and/or event organisations to enhance our offerings to the community via shared resources, ideas or collaborations.
- Champion Hamilton as the dynamic, cultured city that we know it to be to encourage greater investment from the state government.
- Identifying further unique points of difference opportunities that the Festival can leverage to position the event as one of New Zealand's major cultural tourism inbound destinations each year - driving visitation and accompanying benefits to the region.

HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA MARKETING STRATEGY 2025

OVERARCHING OBJECTIVE

To position the Hamilton Arts Festival as a major "must do" on New Zealand's cultural tourism map.

ORGANISING IDEA

A uniquely Waikato yet world class performing arts and entertainment showcase within the iconic Hamilton Gardens, stretching along the Mighty Waikato River into Hamilton's CBD - and eventually beyond.

CURRENT SITUATION

- Hamilton Arts Festival is arguably the largest regional arts festival in New Zealand
- Its unique venues create a beautiful showcase of Hamilton and the wider Waikato
- Up to 2019, it was predominantly a domestic event catering primarily to Waikato residents
- A 2019 strategic review of the event identified its unique proposition as a major multi-day inbound visitor attraction to the region
- HGAF 2020 and 2021 saw marketing initiatives extend to Auckland and the Bay of Plenty resulting in a significant uptake in inbound visitation
- A three year investment by the Thermal Regional Event Funds as from 2022 resulted in the renaming and rebranding of the festival to better reflect the event as one of national significance.

CHALLENGES

- Presenting a predominantly outdoor festival comes with significant infrastructure costs.
- Inclement weather can result in events being cancelled
- Traditionally underfunded and under resourced
- Events industry struggling within the current economic climate
- General perception of Hamilton not being a destination of choice
- Shortage of accommodation within Hamilton

CURRENT MARKETING/ADVERTISING PARTNERS

- King St - Waikato's largest design and advertising company
- Stuff - Including The Waikato Times
- Mediaworks
- Go Media - Outdoor digital advertising

OVERARCHING KEY STRATEGIES

- Invest in targeted nationwide marketing strategies
- Continue to work closely with Hamilton Waikato Tourism to align key messaging with the region's wider strategic development objectives including the development of "what else to do" while in Waikato packages
- Headline major acts to attract larger inbound audiences outside our traditional base.
- Develop curatorial/programming strategies that better align with that of a national arts festival with point of difference
- Promote cost point of ticketed events. Tickets for high profile acts are considerably cheaper than metropolitan centres.
- Further activation of Hamilton CBD venues including the Waikato Regional Theatre once opened
- Create more indoor venues by repurposing existing under-utilised spaces and structures
- Greater emphasis on showcasing the region's diverse cultural demographic

TARGET MARKET

Although the festival caters to everyone, to drive ticket sales we have identified 2 key target audiences:

Locals

- People of all ages, ethnicities and incomes -from students to senior citizens - reflecting the region's true diversity
- Living in Hamilton City and the Waikato Region, within 45 min of the city boundary
- Have a good existing knowledge of the Hamilton Gardens and what's on offer
- Have an interest in dance, comedy, music, theatre, family and/or other unique experiences.
- Enjoys free family events and sees the value in a paid gig
- Are likely to be looking beyond Hamilton for summer events
- This audience will be reached through usual marketing strategies as well as more targeted event marketing for specific sections of our community.

Inbound audience

- Inbound domestic tourists to Hamilton aged between the ages of 25-70+. This target audience has disposable income and will spend at least one night in Hamilton, and will be looking to explore dining, and other tourism attractions and entertainment options.
- Drive Markets (Auckland, Bay of Plenty, Coromandel, Taupo, Taranaki) Fly Markets (Palmerston North, Wellington and beyond)
- Behavioural targeting for domestic air travel/accommodation/AirBnb/rental car/caravan sites and likely to be active users of event websites such as Ticketek, Eventfinda, Ticketmaster, etc.
- Will spend more than one day in the Waikato to experience multiple shows/events that the festival offers.

MEDIA STRATEGY

We'll leverage sponsorship media and high impact marketing to spotlight our hero acts and unique setting, ensuring broad appeal across multiple target audiences. It's our intent for HGAF to reach new audiences through premium publisher placements to gain credibility, while maintaining a presence within the local channels that cater to our traditional audience.

MEDIA BASELINE ACTIVITY

Timeline

- Building awareness prelaunch — teases, images **Sept - Oct**
- Gift vouchers etc before launch **Nov - Dec**
- Programme Launch: N**ov-Dec 19 (launch date TBC)**
- Brand Building: **Dec - Jan**
- Tactical/Event specific drive: **Late Jan - Feb**
- Artist Drive: 2 weeks out from start date, interviews and sneak peaks in print, radio and digital media. **Feb**
- During Festival: Regular updates across social platforms. **Feb**
- Post Festival: Wrapping up the festival on social media and e-newsletter. **Feb - March**

Activity Overview

- **Programme distribution** will be aligned with and inserted into a large region wide newspaper. A later distribution of the printed programmes will be used to target public places (e.g. cafes, libraries, book-shops etc.) in Hamilton, the greater Waikato, Auckland and Tauranga.
- **Digital billboards** will be used specifically to target high traffic areas in Auckland, Tauranga, Taupo and Rotorua, offering a high level of exposure and increasing mass awareness of the festival. Focus will be shared between general brand awareness and key high profile headline acts.
- **Leverage Stuff and NZME** contra advertising space.
- **Stuff** – Print and Digital
- **Mediaworks** – Radio, Digital, Roadside Digital Signage and Bus Backs: Making use of the premium and interactive placements such as video pre-rolls, pushdowns, page takeovers, 30' Radio spots and Radio promo teams.
- **Digital** will be used to underpin the campaign and to drive direct response to buy tickets online, using a combination of Display, Facebook as well as YouTube to obtain the widest reach for the lowest cost.
- **Target Facebook Ads -** Inbound visitors will be marketed directly through targeted Facebook ads. Will also be used to generate direct response and increase conversions (bookings).
- **YouTube** For generating a large reach and greater brand awareness.
- **Print media**. A large chunk of our audience are active readers of newspapers - large format ads will be used to target this audience. Feature articles in newspapers and lifestyle magazines will be leveraged to showcase specific festival events and key points of difference. Previous print media placements have included NZ Herald, Waikato Times, Canvas, Seasons, Kia Ora magazine, etc.

WHO IS RESPONSIBLE?

Alongside the key festival team, King St Advertising will be responsible for the coordination of the marketing strategy. King St will work in conjunction with other key media partners to ensure that the media mix recommendation aligns with the objectives of the Festival and funding partners.

The Festival Director and Publicist will manage communications. The Publicist will liaise with different media outlets to coordinate stories, releases and update columns. The Social Media Intern will provide daily social media updates and be the first point of call for all immediate enquiries about Festival content.

WHAT IS THEIR EXPERIENCE?

King St is a full service advertising agency that has operated in Hamilton for 21 years and provides creative, design, media, digital and strategic marketing services. Their client list includes but is not limited to, Hamilton Waikato Tourism, Hamilton City Council, Rotorua Economic Development Agency, Te Waka and the University of Waikato.

King St have served as a key sponsor of the Hamilton Gardens Arts Festival for 18 years and offer strategic, design, media and web development expertise to the value of $120,000 at a significantly reduced rate of $25,000.

Nicholas Walsh is an experienced writer, PR manager and event promoter with a background in journalism. He spent over four years working in Shanghai, China in senior management positions, and has long been closely involved in curating and promoting events both locally and overseas. Nick has overseen the Festival's publicity for the past 4 years.

Elisabeth Easther is an Auckland based actor, broadcaster, journalist and playwright. Elisabeth re-engaged with the festival to assist with national publicity for 2023, 2024 and has tentatively agreed to continue in this capacity for 2025.

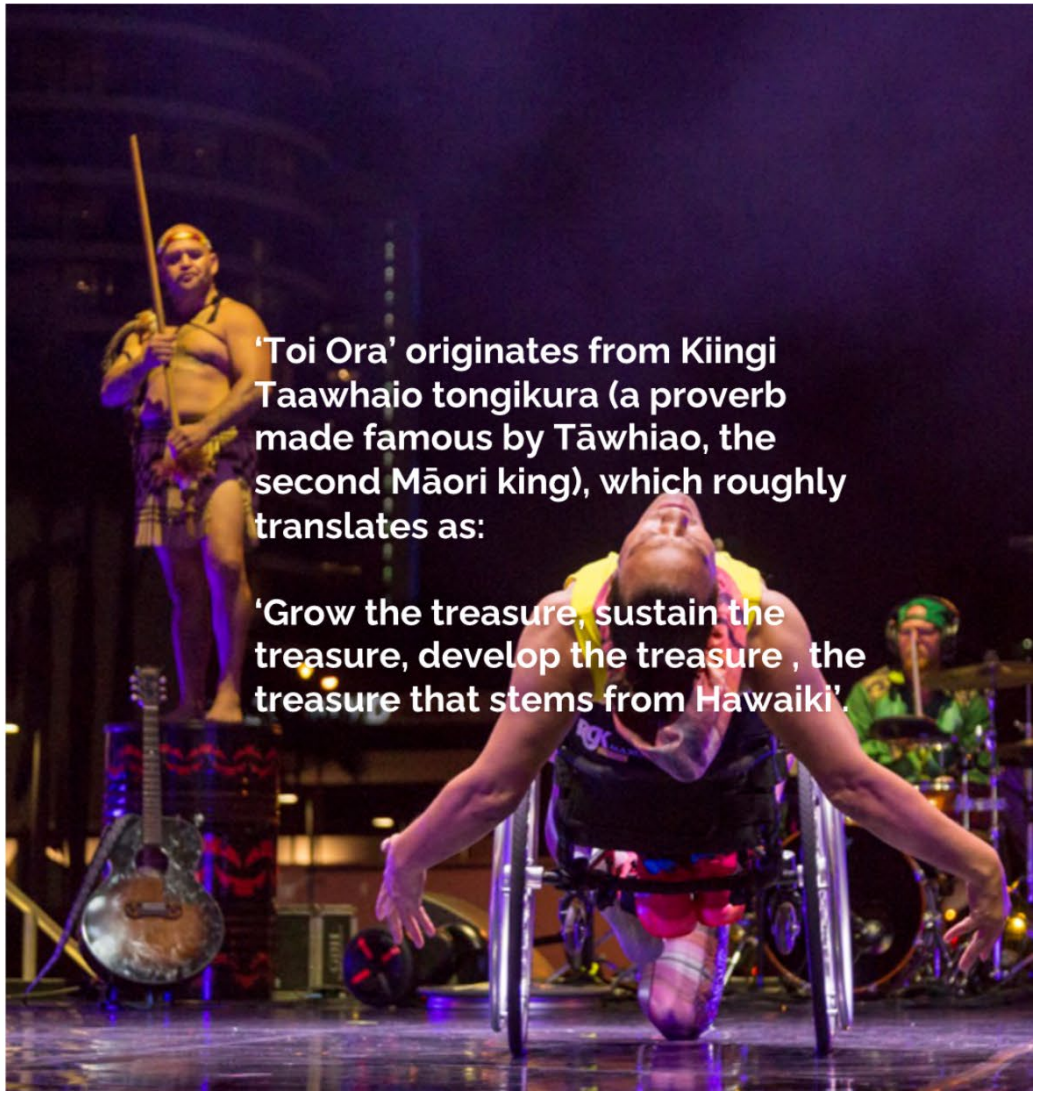
HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA 2025 MARKETING BUDGET

Draft as at April 2024

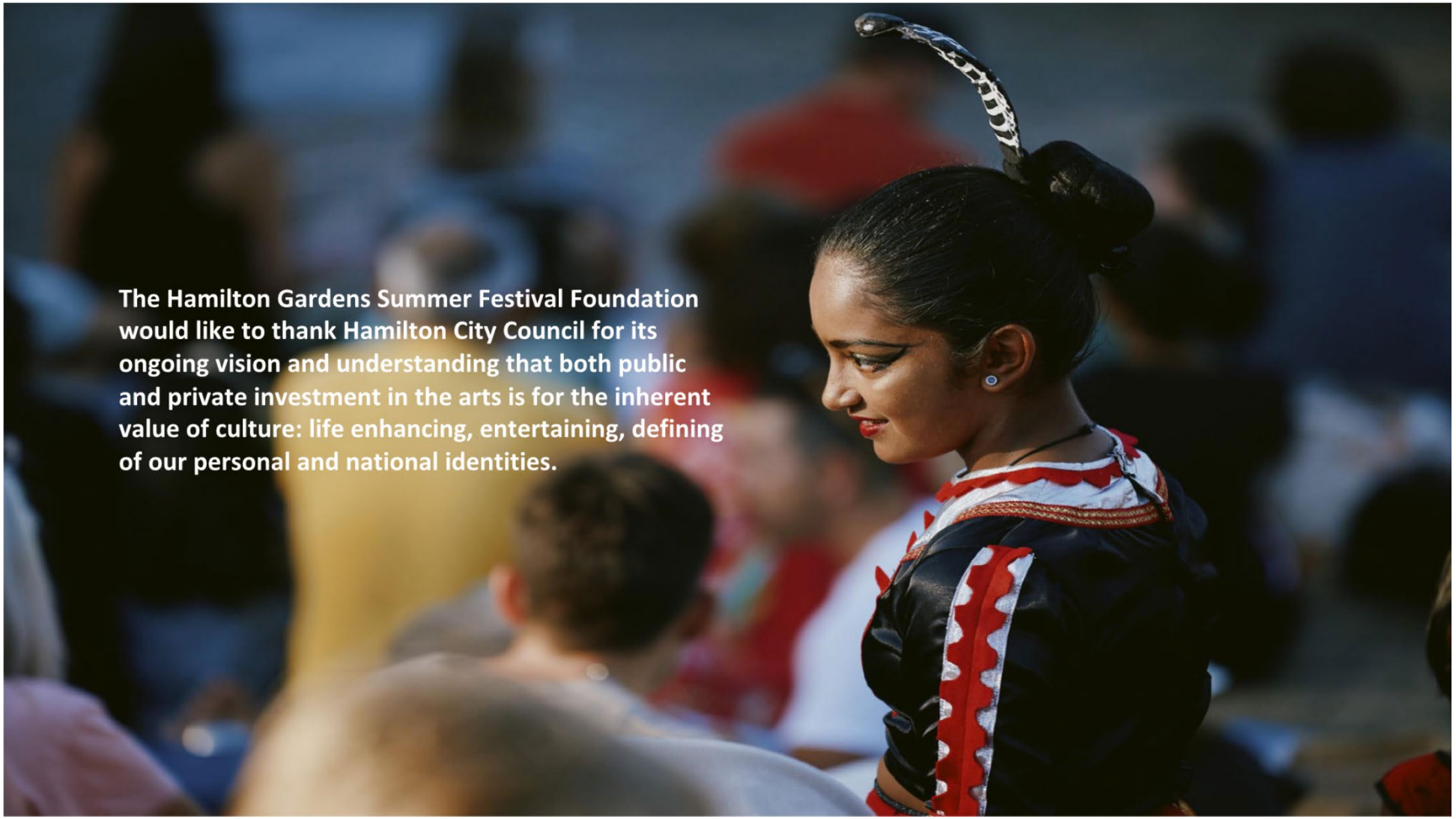
Breakdown	Cash	Contra	Total		*Explainer/Specs*
Production					
Design/Strategy/Campaign - KingSt Advertising	$20,000.00	$86,000.00	$106,000.00		2025 Festival Theme and Design Frameworks, complete campaign
Photography Mark Hamilton + Videographer	$1,000.00	$7,000.00	$8,000.00		8 Days of event festival photography
Videographer	$3,000.00		$3,000.00		
Web Hosting		$1,000	$1,000		In kind
Website Design & Development	$7,000.00		$7,000.00		Reskin website based on 2024 theme, populate, events, and content
Festival Launch Costs	$6,000.00		$6,000.00		Showreel video, screen hire, entertainment, collateral
Festival Programme	$20,000.00		$20,000.00		A5 44pp @80gsm + 4p Cover @128 gsm, approx 25000
Discretionary	$10,000.00		$10,000.00		Insertions/MailDrop/Etc
	67000	**94000**	**161000**		
Media Placement					
Online					
Stuff Digital	15000	15000	30000		Home Page Takeovers, Native Ad, Video Pre Roll, Mobile
MediaWorks Digital	3000		3000		Local Audience Video Pre Roll - Radio Websites + Whitelist sites
Eventfinda		10000	10000		Partnership Package - eDM, Home Page Features, Banner Ads
Facebook/Insta Ads	8000		8000		Location, interest, page engagement, lookalike, remarketing
Facebook Organic Boosting	1000		1000		Ad Hoc Organic Boost Budget
Youtube/Google Display	2500		2500		Location, affinity, in-market, custom intent, remarketing / Responsive
Google Search		4000	4000		Search Grant - Location, affinity, in-market, custom intent,
MetService	2000	2000	4000		App, Mobile, Desktop/ Hamilton Pages - Whangarei, Whitianga,
Campaign Management	250		250		Reporting and Maintenance Fee
Print					
Stuff - Waikato Times + Community Newspapers		30000	30000		50+ Ads, in geographic target, 5 weeks coverage in lead up to
Speciality Print	1250		1250		Budget to support publicity needs, eg Big Idea, North & South
Radio			0		
MediaWorks - 30s Spot Buy	5000	5000	10000		The Breeze, More FM, The Sound, Magic
MediaWorks - Radio Partnerships		5000	5000		Waikato Breeze Stu & Camielle Partnership
Outdoor					
MediaWorks - Bus Backs	7000	5000	12000		6 x Buses, 4 weeks
City Signage	5000		5000		Shop Frontage Decals + Tactical Corflute City Signage
Fireworks Notification/Distribution	0		0		Legal requirement to distrubute flyer within 2km radius of Turtle Lake
Go Media		50000	50000		5 weeks, 22 Sites, Geographically targeted
Montana Phantom Billstickers		0	0		Hamilton Street Posters
	50000	**126000**	**176000**		
Media + Production Totals	**117000**	**220000**	**337000**		
	Cash	*Contra*	*Total*		

HAMILTON ARTS FESTIVAL

TOI ORA KI KIRIKIRIROA




Hamilton City Council
Sponsorship proposal
2025
The Hamilton Arts Festival Toi Ora ki Kirikiriroa's unique proposition not only is putting Waikato on the cultural tourism map, but is showcasing Hamilton as one of the most liveable places in Aotearoa


The Hamilton Gardens Summer Festival Foundation would like to thank Hamilton City Council for its ongoing vision and understanding that both public and private investment in the arts is for the inherent value of culture: life enhancing, entertaining, defining of our personal and national identities.



Cheehoo - From Jandals to Jazzhands.
Opening night HAFTOKK 2024 - Rhododendron Lawn.

Showcasing an entirely local cast of over 36 Pasifika talent in an original musical theatre concert fused with Pasifika flavour.

A breathtakingly joyous concert that had the audience in raptures from the opening beat through to a well deserved standing ovation at the end.

We are currently receiving enquiries from other Festival's who are interested in bringing Cheehoo to their regions.


There is no other festival in the country that offers the unique experience that combines the magical garden settings with world-class performance.

The Current Situation

The Foundation has shown its metal by successfully navigating the festival through a world of unprecedented challenges.

Post COVID, and with the foundations for growth now laid, the festival is on the precipice of an exciting new future. However, the event remains under resourced operating at the same costs as 9 years ago. CPI has since increased in excess of 24% and the cost of living is at an all time high.

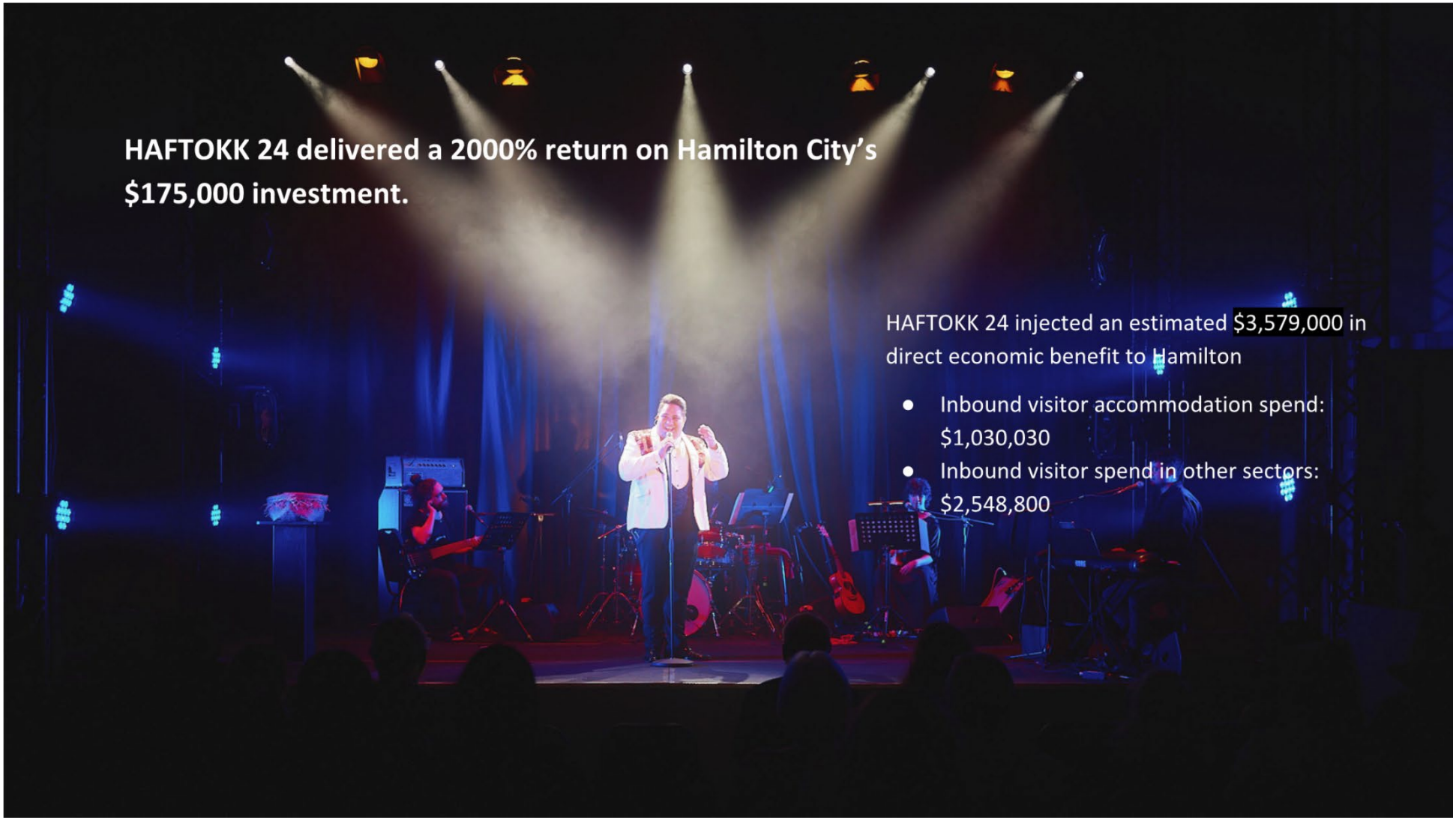
A 2020 industry survey identified HAFTOKK as one of the more significant regional arts festivals in New Zealand. Despite the scale of its offerings, staffing costs represented only 15% of total expenditure as opposed to the 26.8% averaged across the country.

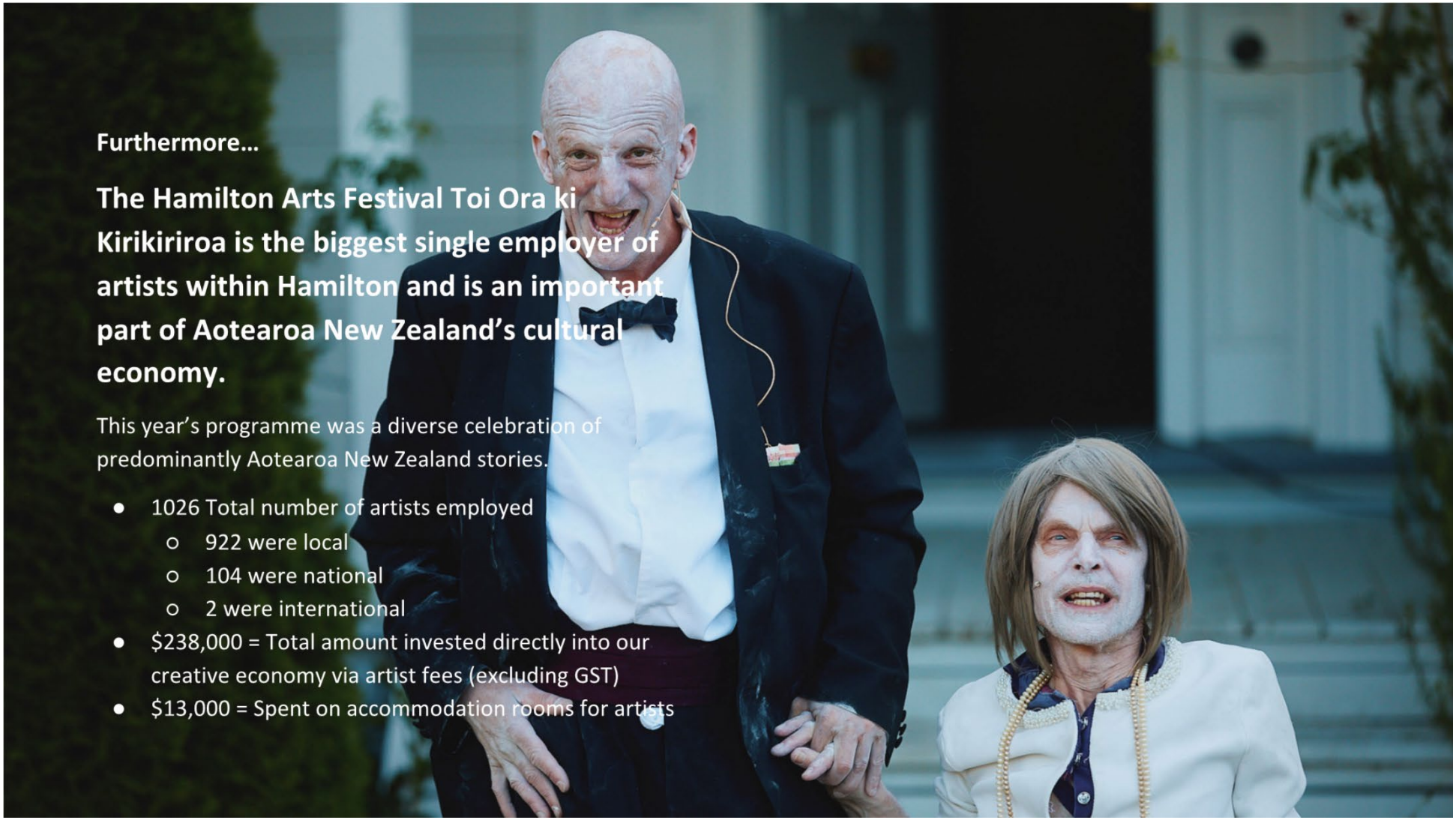
HAFTOKK staff and contractors continue to work well beyond any contractual obligations. Key local suppliers have extended their generosity to breaking point and have indicated they can no longer sustain costs at 2016 levels. To ensure the festival not only survives but can grow, all avenues continue to be explored to reduce costs to offset inflation and meet growing compliance requirements around live events.

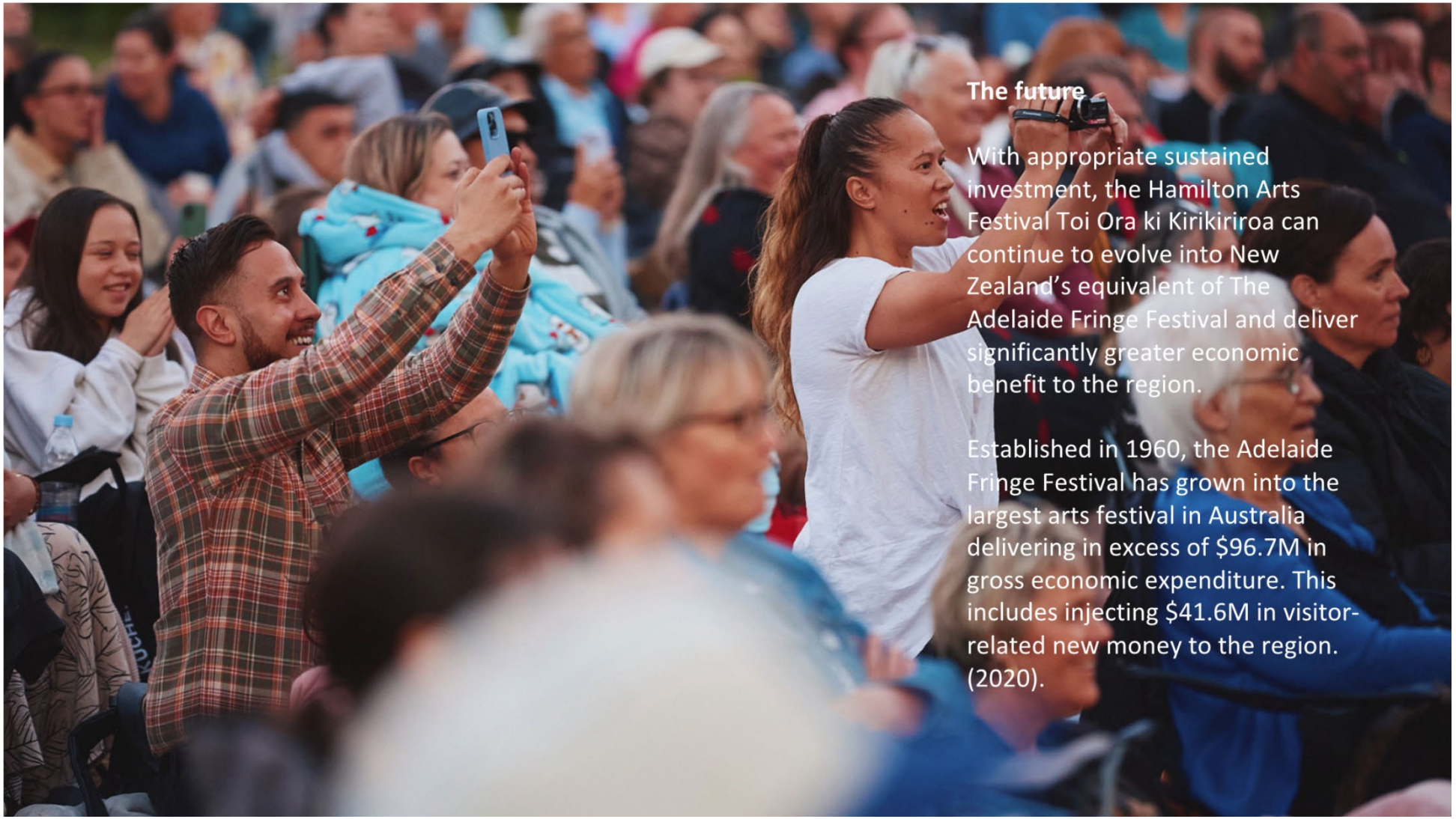



Hamilton City Council's funding boost for this year's Festival provided the essential financial lifeline that ensured the Foundation could retain its Management to continue planning for 2024. However, it was not until Creative NZ approved the last of the funding required two weeks before the festival programme was launched in November that enough funds were secured for the event to proceed.
The alternative was that the Festival would be cancelled in its entirety and lost to the community for the foreseeable future.
New commercial sponsorship opportunities have proven few and far between in the current economic climate. In saying this, Management continues to proactively seek appropriate savvy corporate partners who recognise the brand alignment potential.


Hamilton City Council's 2024 investment ensured that the recent hard mahi undertaken could finally come to fruition with this year's Hamilton Arts Festival Toi Ora ki Kirikiriroa truly delivering on all fronts.
Despite the festival experience being cut back to bare bones, its record breaking attendance at ticketed events was complemented by the dramatic broadening in audience demographics.


HAFTOKK 24 delivered a 2000% return on Hamilton City's $175,000 investment.
HAFTOKK 24 injected an estimated $3,579,000 in direct economic benefit to Hamilton
Inbound visitor accommodation spend: $1,030,030
Inbound visitor spend in other sectors: $2,548,800


Furthermore…
The Hamilton Arts Festival Toi Ora ki Kirikiriroa is the biggest single employer of artists within Hamilton and is an important part of Aotearoa New Zealand's cultural economy.
This year's programme was a diverse celebration of predominantly Aotearoa New Zealand stories.
1026 Total number of artists employed
922 were local
104 were national
2 were international
$238,000 = Total amount invested directly into our creative economy via artist fees (excluding GST)
$13,000 = Spent on accommodation rooms for artists


The future
With appropriate sustained investment, the Hamilton Arts Festival Toi Ora ki Kirikiriroa can continue to evolve into New Zealand's equivalent of The Adelaide Fringe Festival and deliver significantly greater economic benefit to the region.
Established in 1960, the Adelaide Fringe Festival has grown into the largest arts festival in Australia delivering in excess of $96.7M in gross economic expenditure. This includes injecting $41.6M in visitor-related new money to the region. (2020).

Council Contribution

A peer review was conducted in 2020 to provide an indicator of local government support for each respective arts festival across the rest of the country.

Key outcomes identified:

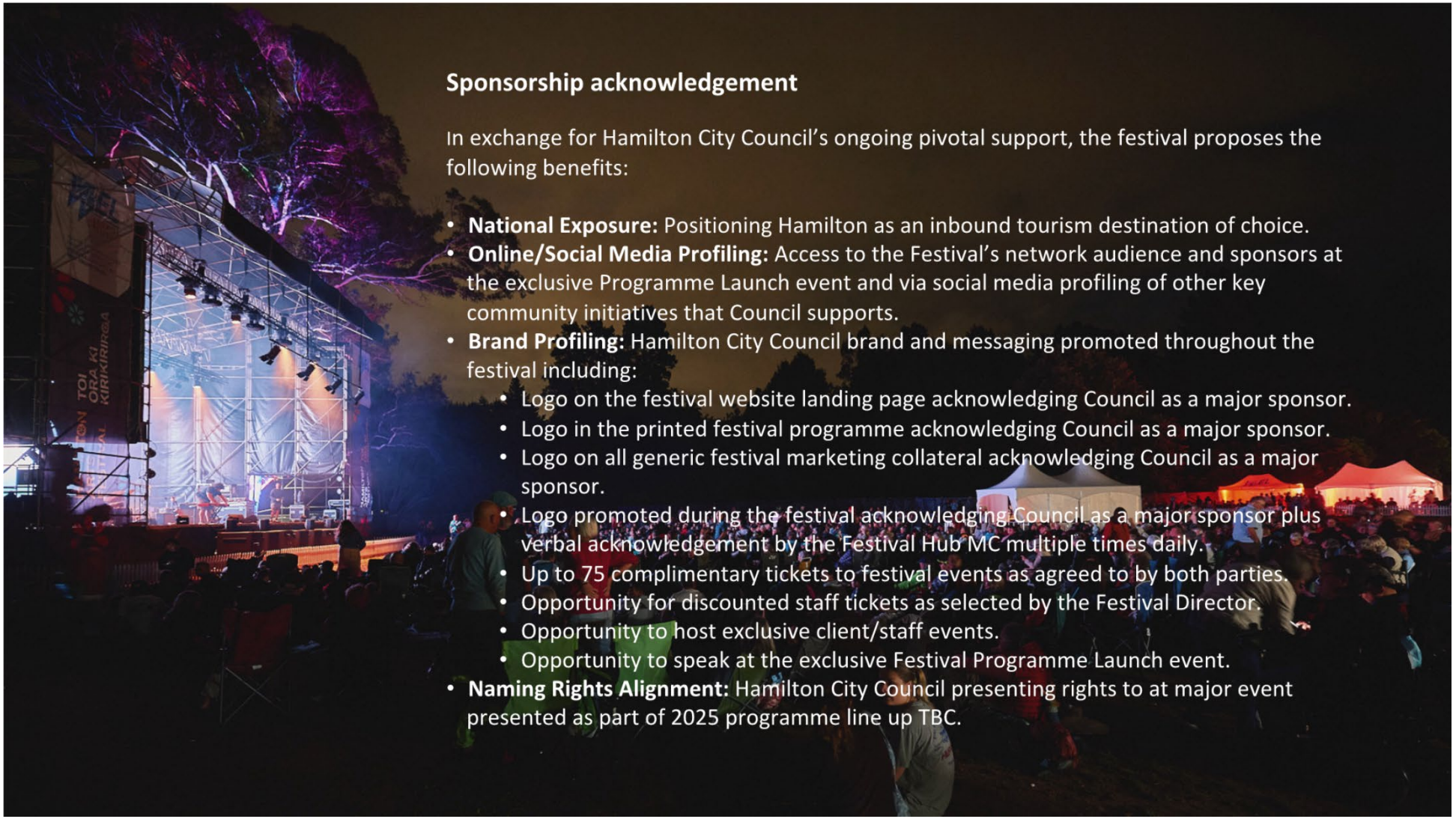
- HAFTOKK is arguably the largest regional arts festival in New Zealand.
- Its commitment to free and live experiences is surpassed only by Nelson.
- HAFTOKK's expenditure vs its deliverables is outstanding.
- As at 2023, Hamilton City Council contributed $0.73* per resident per annum towards its festival vs the average of $1.88 across the rest of the country.
- Hamilton City Council contributed 9%* of the total cost to deliver the festival compared to 19.8% nationwide.
- HAFTOKK staffing costs represent 15% of total costs vs the average of 26.8%. The Festival is the most under-resourced event of its type in New Zealand - yet it delivers beyond any other regional arts festival.

Hamilton City Council reinstating its contribution to pre-2019 levels (plus allowance for CPI) for the 2024 Festival came at a critical time for the Foundation. That the Festival managed to forge ahead and then deliver on all fronts is a direct consequence of Council's visionary investment.

**The above represents cash sponsorship only and does not include the Hamilton Gardens venue being provided as sponsorship in-kind*




The proposal
Hamilton City Council's ongoing support has been integral to the festival's ability to deliver Waikato's premium annual arts and cultural event.
However, the immediate future of the festival remains dangerously fragile until there is a more long term sustainable commitment from the community.
Based on the attached conservative budget, the Festival is still facing a shortfall of $125K in new revenue/funding/sponsorship before it can proceed.
Nearly all of any funding/sponsorship received is invested back into the community. The Foundation operates incredibly lean with no office space costs and minimal administrative overheads.
The Foundation acknowledges that Council is also presented with its own very large headache balancing its books.
Therefore, the Foundation is realistically requesting a sustained commitment of $175,000 towards the 2025 festival with no increase for CPI.



Sponsorship acknowledgement

In exchange for Hamilton City Council's ongoing pivotal support, the festival proposes the following benefits:

- **National Exposure:** Positioning Hamilton as an inbound tourism destination of choice.
- **Online/Social Media Profiling:** Access to the Festival's network audience and sponsors at the exclusive Programme Launch event and via social media profiling of other key community initiatives that Council supports.
- **Brand Profiling:** Hamilton City Council brand and messaging promoted throughout the festival including:
  - Logo on the festival website landing page acknowledging Council as a major sponsor.
  - Logo in the printed festival programme acknowledging Council as a major sponsor.
  - Logo on all generic festival marketing collateral acknowledging Council as a major sponsor.
  - Logo promoted during the festival acknowledging Council as a major sponsor plus verbal acknowledgement by the Festival Hub MC multiple times daily.
  - Up to 75 complimentary tickets to festival events as agreed to by both parties.
  - Opportunity for discounted staff tickets as selected by the Festival Director.
  - Opportunity to host exclusive client/staff events.
  - Opportunity to speak at the exclusive Festival Programme Launch event.
- **Naming Rights Alignment:** Hamilton City Council presenting rights to at major event presented as part of 2025 programme line up TBC.


The Management and Trustees of the Hamilton Gardens Summer Festival Foundation look forward to working with the Hamilton City Council to build on the work already undertaken to elevate our arts festival into a national treasure

Hamilton Arts Festival Toi Ora ki Kirikiriroa 2025

INCOME		2025
Cash Income Sponsorship/Funders	$	705,500.00
Box Office Income	$	177,700.00
Headline Act	$	-
Inkind Infrastructure	$	227,600.00
Inkind Accounting Fees	$	8,500.00
Inkind Marketing	$	220,000.00
Food and beverage income	$	5,000.00
TOTAL	**$**	**1,344,300.00**
EXPENDITURE		
Fixed Operational Costs - Festival Team	$	214,620.00
Fixed Operational Costs - Festival Admin	$	44,200.00
Variable Festival Operational Costs	$	501,368.00
Marketing	$	117,000.00
Marketing - In Kind	$	220,000.00
Artist costs	$	211,550.00
Headline Act	$	-
Contengency - Non Operational	$	28,220.00
	$	-
TOTAL	**$**	**1,336,958.00**
Profit/Loss	**$**	**7,342.00**

CASH INCOME 2025 *Confirmed

INCOME

WHO	8 Days	TOWARDS
Funders		
Creative NZ	$ 75,000.00	vs $150K FY24. New Funding Structure with probable $75K Cap
WEL Energy Trust	$ 100,000.00	As per FY24
Trust Waikato	$ 60,000.00	Up $10K vs FY24
Grassroots Trust	$ 60,000.00	
Ministry Cultural Heritage	$ -	
Norah Jones Charitable Trust	$ -	
Regional Events Fund	$ 20,000.00	Final year of a 3 year commitment towards rebranding and extended marketing
Momentum	$ -	
Fonterra Grassroots Fund	$ -	
New Zealand Community Trust	$ -	
Lion Foundation	$ 27,000.00	
Brian Perry Charitable Trust	$ 25,000.00	As per FY24
TOTAL FUNDING	**$ 367,000.00**	
Sponsors		
Hamilton City Council	$ 175,000.00	
Hamilton Gardens	$ 5,000.00	
Friends of Hamilton Gardens	$ -	
Everest People	$ 10,000.00	
Hobbiton	$ 5,000.00	
First Credit Union	$ 2,500.00	
Unsourced Sponsorship	$ 125,000.00	
TOTAL CASH SPONSORSHIP	**$ 322,500.00**	

Other		
Orchestras Central	$ 16,000.00	

INTEREST	**$ -**	

TOTAL	**$ 705,500.00**	

HGAF FIXED OPERATIONAL COSTS

Festival Core Team	**8 Days**	
Director	$ 128,000.00	
Associate Director	$ 44,500.00	
Programming Consultant	$ -	
Publicist	$ -	Included in Associate Director Fee
Technical Director Fee	$ 21,735.00	Including 3.5% CPI
Volunteer Coordinator/Audience Experience/Xe	$ 8,280.00	Including 3.5% CPI
Audience Experience Supervisor	$ 3,105.00	Including 3.5% CPI
Travel & Accommodaton Coordinator	$ 3,000.00	
Artist Liason	$ 3,000.00	
Box Office Staff	$ 3,000.00	
Partnership Manager Commission 15%		
Total Festival Core Team	**$ 214,620.00**	
Festival Admin		
Accounting and Audit Fees	$ 6,500.00	$6.5K auditors fee. $6K Cleland Hancox
Book Keeping & Administration	$ 6,600.00	
Bank Fees	$ 200.00	
Computer Expenses	$ -	
Conference and Programming expenses	$ 3,500.00	
Fees and Subscriptions	$ 5,000.00	Mail Chimp, Volunteering Waikato, Dropbox, Survey Monkey
General expenses	$ 3,000.00	
Health and Safety	$ 500.00	Safety equipment / danger paint/ tape
Insurance	$ 2,200.00	PL only
Legal Expenses	-	
Office Expenses	$ 1,200.00	
Printing & Stationery	$ 2,000.00	Business cards, printer toner etc.
Sponsorship recognition & promotion	$ 5,000.00	Sponsor's thank you items, sponsorship collateral, advertising and catering
Telephone & Internet	$ -	
Web Hosting	$ -	
Total Admin	**$ 35,700.00**	
CONTINGENCY - NON OPERATIONAL	**$ 28,220.00**	4% of Fixed Revenue
In-Kind/Contra		
Cleland Hancox - Accounting Fees	$ 8,500.00	
TOTAL FIXED COSTS Excl Core Team	**$ 44,200.00**	

VARIABLE FESTIVAL OPERATION COSTS

	Budget	
Festival Labour		
Volunteer Labour	$ 9,000.00	Waka Ama
HAFTOK 2025 VARIABLE FESTIVAL OPERATION (	$ 6,500.00	Up $500 from FY24 reflecting additional duties
Stage managers	$ 12,500.00	
VC Supervisor		
Hub Coordinator	$ 5,500.00	
Volunteer Costs		
Special Project Coordinator	$ -	
Travel and Accommodation	$ 2,000.00	Crew
Staff Catering	$ 1,700.00	
Interns	$ 2,000.00	
Operational costs		
Comms Hire	$ 3,000.00	
Volunteer/Crew Vests		
Volunteer Acknowledgement		
Lighting & Sound	$ 100,000.00	
Staging	$ 52,500.00	
AV	$ 3,000.00	
Power	$ 6,000.00	Generator hire
Fencing	$ 3,500.00	
Infrastructure	$ 11,000.00	Marquees/ toilets/ consumables/ liquor licence/ instal/ de-instal of temporary structures/ piano tuner/ furniture/containers / golf carts etc.
Onsite Signage	$ 4,000.00	
Fireworks	$ -	$9.5K - Currently removed due to budget restraints
Building Consent	$ 500.00	
Wet Weather Contengency Venue Hire	$ 3,000.00	
Venue Hire	$ -	To be built into individual show costings
Consumables	$ 1,000.00	
Diesel	$ 2,200.00	
Cleaning	$ -	
Security	$ 22,000.00	
Fire Extinguish Hire	$ 500.00	
Waste Management	$ 1,000.00	
Liquor License	$ -	
Pavillion Venue	$ 16,000.00	
Festival Operations Costs	**$ 268,400.00**	
Contingency - Operational	$ 5,368.00	2% of total Variable Costs
Additional Catering Costs - Budgeted - VIP Launch	$ -	
Total Festival Operational Costs Excl In Kind	**$ 273,768.00**	

Inkind/Contra		
Venue Hire - Hamilton Gardens	$ 65,000.00	
ACLX	$ 162,600.00	
TOTAL IN KIND	**$ 227,600.00**	

TOTAL INCLUSIVE **$ 501,368.00**

MARKETING

	8 Days		
Advertisting design and management	$	20,000.00	Klng St Contracted Fee
Advertising – Discretionary	$	35,000.00	
Advertising – Social Media and online	$	10,000.00	
Advertising - Stuff	$	15,000.00	
Advertising - Mediaworks	$	-	
Festival Launch Costs	$	6,000.00	
Festival Programme	$	20,000.00	Seeking Sponsorship or Alternative Print Supplier
Photography	$	1,000.00	
Web Hosting	$	-	
Videographer	$	3,000.00	
Website Design & Development	$	7,000.00	King St
Total	**$**	**117,000.00**	**Exclusive of contra sponsorship**

Contra			
Design development	$	95,000.00	King Street sponsorship
Go Media	$	60,000.00	Fully Sponsored
Mediaworks	$	15,000.00	
Montana	$	5,000.00	
STUFF	$	45,000.00	
Total Contra	**$**	**220,000.00**	
Total including Contra	$	337,000.00	

ARTIST COSTS

		notes
Artist Fees Ticketed	$82,000	
Artist Fees Non-ticketed	$30,000	
Artist Fees - Shared Risk	$71,250	
Artist Fees/Coordinator CBD	$0	
Travel/Accommodation	$22,000	
Travel	$0	
Films	$1,300	
APRA	$3,000	
Perdiems	$0	
Green Room expenses etc.	$2,000	
Total Artist Costs	**$211,550**	

HEADLINE ACT

Shared Risk 80/20 in Artists Favour	50% House	NOTES
Audience Numbers	0	
Box Office Gross	$0	
Less Ticketing Fees	$0	
Less GST Component	$0	
Net Box Office	**$0**	
HAFTOK 20%	$0	
Artist 80%	$0	

BOX OFFICE

	8 Days	
Ticketed Show	$ 82,700.00	
Share Risk	$ 95,000.00	
Net BO	$ 177,700.00	


HAMILTON GARDENS
Arts Festival
HGAF.CO.NZ

Hamilton Gardens Arts Festival Strategic Vision

To develop the Hamilton Gardens Arts Festival into a world class event and the Waikato into an iconic destination.



Explore. **Experience.** Enjoy

Hamilton Gardens Arts Festival

The Hamilton Gardens Arts Festival has been the premier arts and culture event in the Waikato for over 20 years.

Featuring a diverse range of local, national and international acts, all have traditionally been staged in the magnificent award winning Hamilton Gardens creating a magical experience for the people of Hamilton and surrounding districts.



Explore. **Experience.** Enjoy

It is our intention to extend an invitation to the rest of New Zealand so the entire country can experience this phenomenal event.

By doing so, assist in re-branding Hamilton as a vibrant cultural city and eventually the regional arts capital of New Zealand.



Explore. **Experience.** Enjoy

Reason #1
The Liveability of a Growing Cosmopolitan City

Hamilton currently promotes itself as a city of growth, opportunity and innovation.

As New Zealand's 4th largest city, Hamilton is growing quickly. With an estimated population of 160,000, it is expected to grow to 190,000 by 2031 becoming New Zealand's largest regional economy..

Its residents represent over 160 different groups from around the world. Almost a quarter of people living in Hamilton identify with a culture that is not NZ European or Maaori.



Explore. **Experience.** Enjoy

As Hamilton grows, we need to invest in not only infrastructure but our liveability.

Liveability is the convergence between the attributes of a city or region that are seen by individuals as offering them a better quality of life, and those attributes that are seen by investors or businesses as offering them a competitive advantage.

Arts and culture contribute directly to a city's sense of liveability.

Therefore, the presence of diversified lifestyles and cultural choices through the arts has been shown to be a key driver of high economic performance.



Explore. **Experience.** Enjoy

Hamilton has the essential qualities to be one of the most liveable cities in New Zealand.



Explore. **Experience.** Enjoy

Reason #3
Tourism. New Zealand's Premium Economic Driver

Visitors are more attracted to cities that have been transformed into liveable places. These cities are alive with activity during the day and into the evening.

Wellington, Brisbane, Vancouver, Toronto and Melbourne are examples of cities that attract higher visitation through ongoing investment in liveability. Each city is well recognised as a dynamic place driven by arts and culture.

Hamilton and the Waikato region has a significant, vibrant and growing tourism sector.

It is the 5th largest in New Zealand accounting for $1.26 billion in visitor expenditure.

It is surpassed only by Auckland, Wellington, Queenstown and Christchurch.



Explore. **Experience.** Enjoy

The Hamilton Waikato Tourism Strategic Plan identifies major multi-day events attract significant numbers of visitors from outside the region.

Examples of similar events that are recognised as major economic drivers for their region include: WOMAD (Taranaki), Art Deco Weekend (Napier), Tauranga's Jazz Festival, World of Wearable Arts and the International Jazz Festival (Wellington) and the Auckland Arts Festival.

The Hamilton Gardens Arts Festivals' unique proposition not only has the potential to put Waikato on the cultural tourism map, but to showcase the city as one of the most liveable places in New Zealand.



Explore. **Experience.** Enjoy

The Future

Embracing Hamilton's metamorphosis, the Hamilton Gardens Arts Festival recognises its potential to reinvent itself from a highly successful domestic event into a major New Zealand "must do" experience.

In doing so, the Festival could assist in delivering on key outcomes as identified in the following Hamilton City strategic plans:

- The Hamilton Plan
- The Hamilton Waikato Tourism Plan



Explore. **Experience.** Enjoy

Opportunities include:

- Connect the Gardens to the CBD by activating the cycle trail with food stalls, sculpture festival, roaming artists and/or pop-up performance venues.
- Further activate key riverside locations including the Band Rotunda, Waikato Museum, Meteor Theatre, Clarence St Theatre and Victoria on the River.
- Tell our stories in, on and around the Mighty Waikato River.
- Create more indoor venues by repurposing existing under-utilised spaces and structures.
- Enhance food & beverage options free access festival spaces
- Encourage greater collaboration and integration with other local festivals.



Explore. **Experience.** Enjoy

- New low-cost family-friendly twilight experiences.
- Greater emphasis on showcasing the diversity of the people of our region.
- Support local artists to bring more local stories to the Waikato stage.
- Support local artists to develop their career by providing a platform where they can network with national and international artists and producers.
- Invest in nationwide marketing strategies.
- Showcase Hamilton to the rest of New Zealand as the destination of choice that locals know it to be.



Explore. **Experience.** Enjoy

To add to the above, there is also the option of establishing a second winter based festival within the streets of the city's CBD embracing its many live performance venues, cafes, bars and open spaces while further activating the mighty Waikato River (potentially in conjunction with the opening of the Waikato Regional Theatre).



Explore. **Experience.** Enjoy

Where to from here

For more information, please contact:

Geoff Turkington
General Manager
022 096 3162
geoff@hgaf.co.nz

HAMILTON GARDENS Arts Festival
HGAF.CO.NZ

creativenz
ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA

0800 CREATIVE
info@creativenz.govt.nz
www.creativenz.govt.nz

L2 2-12 Allen Street
Te Aro, Wellington
6011

22 September 2023

To whom it may concern

Creative New Zealand recognition of the social impact of the Hamilton Arts Festival Toi Ora ki Kirikiriroa.

I am very pleased to express Creative New Zealand's confidence in the The Hamilton Arts Festival Toi Ora ki Kirikiriroa which celebrates community and provides significant social and economic benefits to the Waikato region.

Formally known as the Hamilton Gardens Arts Festival, the newly rebranded Hamilton Arts Festival Toi Ora ki Kirikiriroa (HAFTOK) has been the premier arts and cultural event in the Waikato for 25 years. It is a vital event for Waikato's culturally and socially diverse communities to come together and celebrate their place in Aotearoa.

Arts, culture, and creativity provide vital social infrastructure that nurtures healthy, people and vibrant communities. From our 2020 research *New Zealanders and the Arts Ko Aotearoa me ōna Toi*, seventy four percent of Waikato residents engaged with the arts in the last 12 months. Waikato residents continue to widely recognise the positive impacts which the arts can have on society and the economy. Two thirds agree that the arts contribute positively to New Zealand's economy.

HAFTOK is the third largest arts festival in Aotearoa, employing over 1,000 artists performing to approximately 50,000 people every year. This makes HAFTOK a significant employer of artists and an important contributor to the creative ecosystem in Waikato, and nationally.

Our engagement with HAFTOK over many years tells us that the Festival is well governed and responsibly managed. Given their established audience and the ongoing support of their stakeholders and partners, Creative New Zealand holds every confidence in the continued success of HAFTOK, into the future.

Investment in arts, culture, and creativity is an investment in people and in community well-being. We strongly encourage sponsors and community leaders to stand alongside the creative community and support this important regional arts organisation to deliver the 2024 festival.

Nā māua noa, nā

GLR

Gretchen La Roche
Senior Manager, Arts Development

Hamilton & Waikato TOURISM

13 March 2023

To Whom It May Concern

Hamilton Arts Festival Toi Ora ki Kirikiriroa

The Regional Major Events Strategy developed by Hamilton & Waikato Tourism outlines the benefits of events for our region – economic, destination branding and positioning, legacy and social benefits. The Strategy adopted classification measures to identify what constitutes a "major" event (20,000pax attendance/15,000 bed nights) and what is an "anchor" event (50,000+pax attendance/25,000+ bed nights). Our strategic goal is to secure new "major" and "anchor" events for our region, and to assist our current existing events to move into major event status.

The Hamilton Arts Festival Toi Ora ki Kirikiriroa was identified as having potential to become a "major" event for our region. Multi-day events have the potential to attract visitation from outside our region; and it also creates reasons to stay overnight to experience more than one performance. This not only benefits the festival itself, as there are wider benefits for Hamilton City through commercial accommodation, hospitality, tourism activities, retail and museum and art gallery experiences.

The Mighty Waikato region's experience and credibility with hosting large-scale events means the city and region is well suited to further develop the Hamilton Arts Festival Toi Ora ki Kirikiriroa aligned to the aspirations of the Regional Major Events Strategy.

We are thrilled to see the rebranding of Hamilton Arts Festival Toi Ora ki Kirikiriroa now reflecting and including the broader city, with events hosted within the central city including Meteor, Waikato Museum, Clarence Street Theatre and Victoria On The River.

Hamilton & Waikato Tourism will continue to provide support to Hamilton Arts Festival Toi Ora ki Kirikiriroa through our marketing channels with profile in publications, media channels, content on our website and through our social media platforms. We will also continue to promote the event in our regular engagement with the travel trade, and local, national and international media.

Please feel free to contact me should you require any further information.

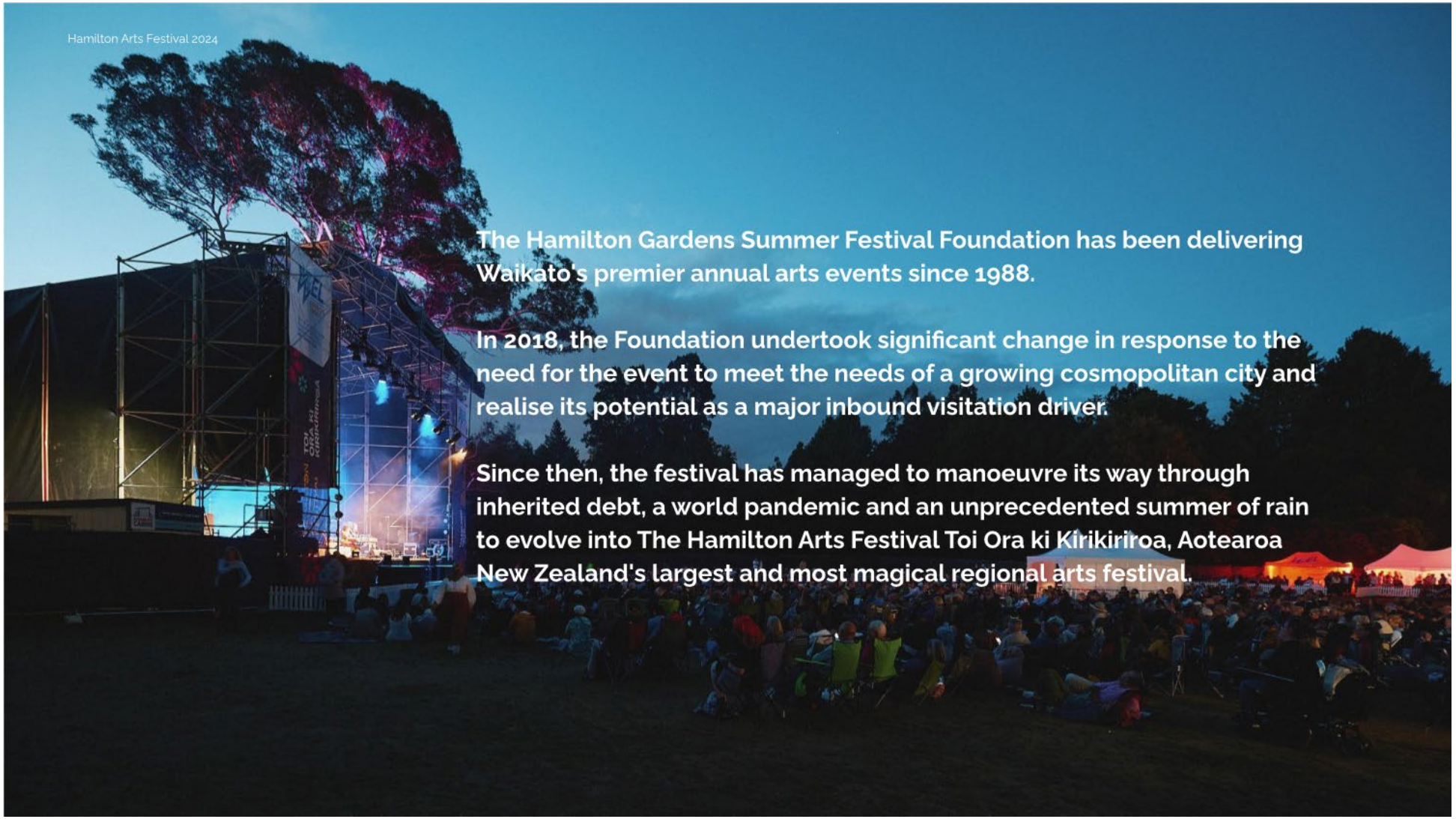
Yours faithfully



Nicola Greenwell
Chief Executive

Hamilton & Waikato Tourism, C/- Hamilton Airport, Airport Rd, RD2, Hamilton 3282
P +64 7 843 0056 | info@waikatonz.com | www.waikatonz.com


HAMILTON
ARTS FESTIVAL
TOI ORA KI
KIRIKIRIROA
2024 Post Analysis Report

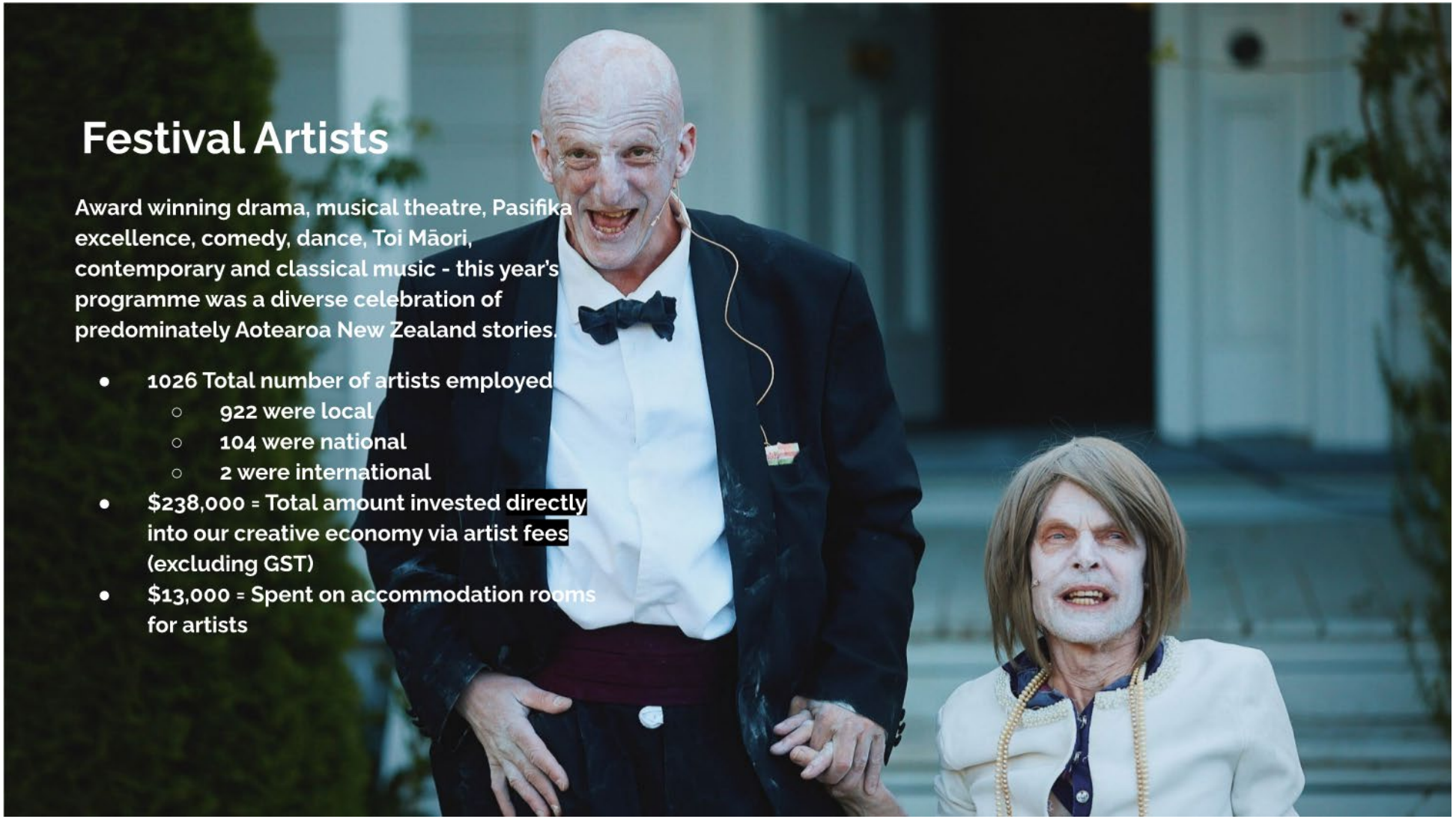

Hamilton Arts Festival 2024
The Hamilton Gardens Summer Festival Foundation has been delivering Waikato's premier annual arts events since 1988.
In 2018, the Foundation undertook significant change in response to the need for the event to meet the needs of a growing cosmopolitan city and realise its potential as a major inbound visitation driver.
Since then, the festival has managed to manoeuvre its way through inherited debt, a world pandemic and an unprecedented summer of rain to evolve into The Hamilton Arts Festival Toi Ora ki Kirikiriroa, Aotearoa New Zealand's largest and most magical regional arts festival.


The refreshed Foundation's three primary objectives for the Festival are:
1. Drive solidarity and connectivity via a celebration of New Zealand arts, culture and entertainment with continued focus on accessibility through many free or low cost festival experiences that showcases the region's unique identity, people and what it means to be "Kiwi".
2. Evolve the festival into one of national significance and a major "must do" experience on New Zealand's annual cultural tourism calendar.
3. Promote the quality of life shared by Waikato residents by contributing to the region's liveability through the outward presence of a culturally diverse and creative community.

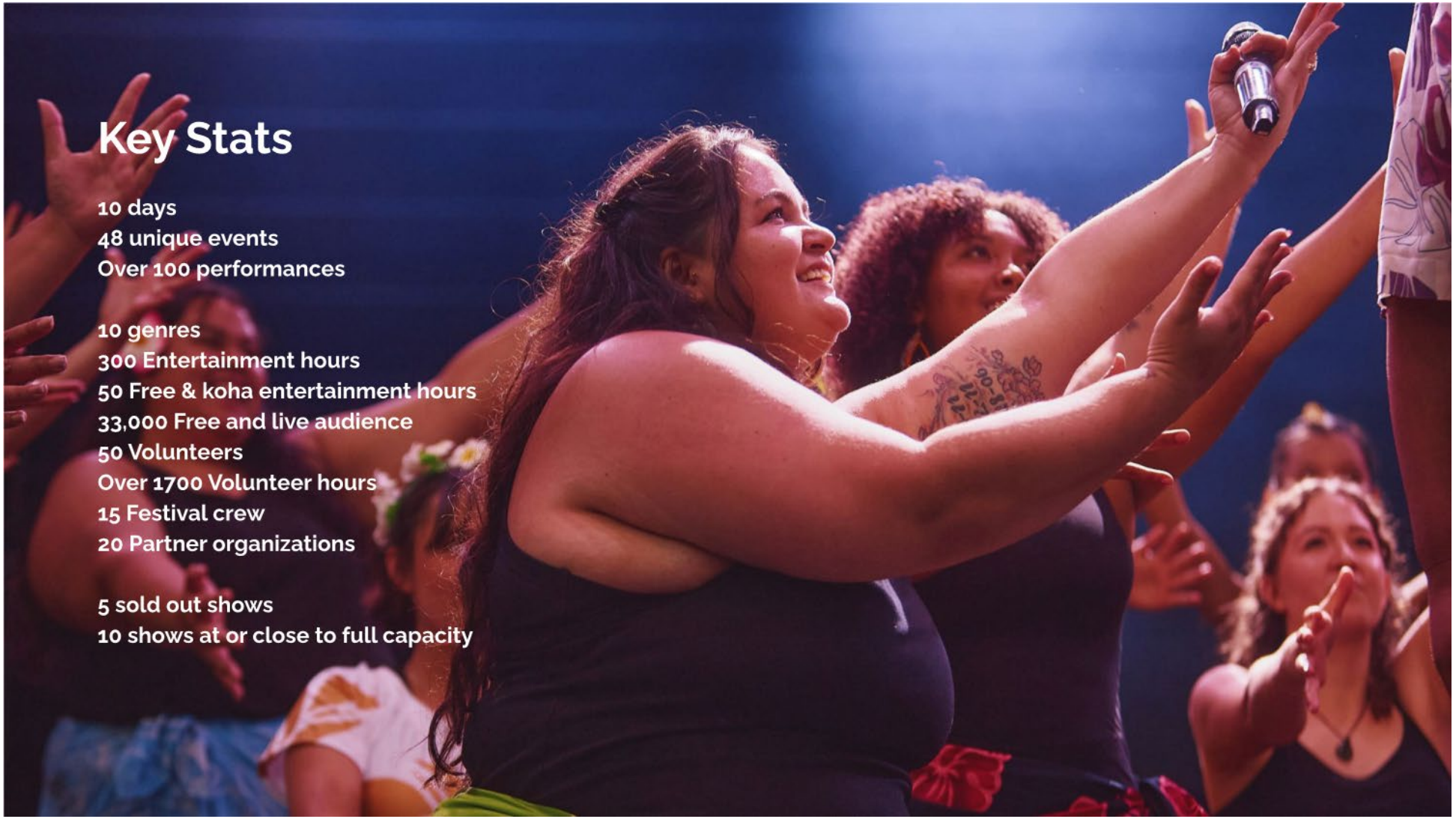

The hard mahi undertaken over the past five years came to fruition this year with the Festival truly delivering on all fronts.
Record breaking attendance at ticketed events were complimented by a significant broadening in audience demographics.
The following data was compiled by:
King St
Festival Management
Sam Scott - Economic & Social Impact Consultant
This report was developed as an extension to the full Economic & Social Impact Report commissioned by the Foundation in 2023.


Festival Snapshot
This year's Hamilton Arts Festival Toi Ora ki Kirikiriroa, more than any prior, was a celebration of the Waikato's performing arts community.
The festival programme championed community led events giving four hyper-local productions (Cheehoo: Jandals to Jazzhands, Sunset Symphony, To Shiver the Sky, Big Band Jazz Spectacular) the festival's largest platform, the Rhododendron Lawn stage.
These four events alone saw over 400 local performers perform to a combined audience of over 8,000 people.

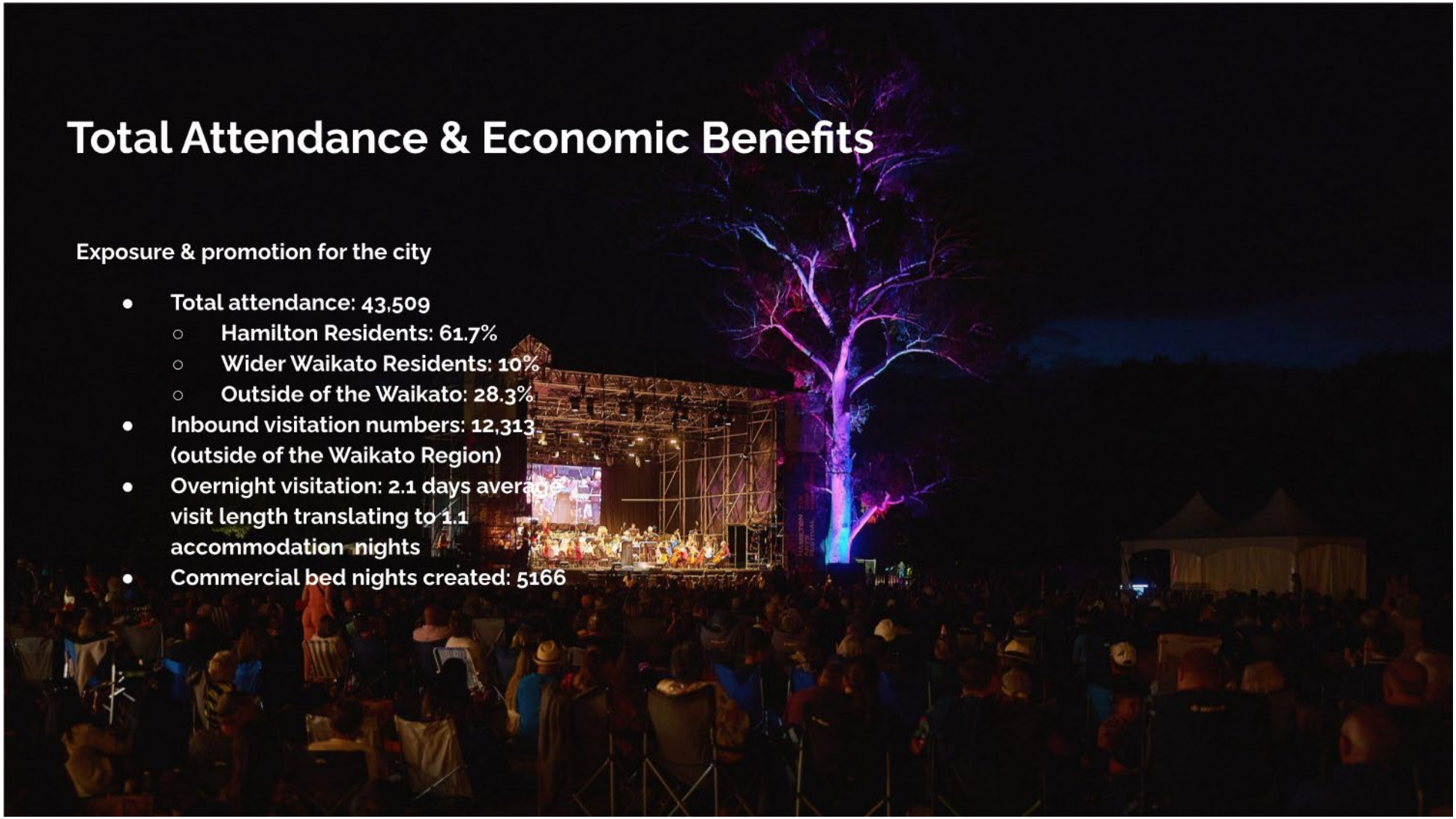

'Cheehoo: Jandals to Jazzhands was a full-length variety show on the main stage at a major festival. They have created a vehicle for new and emerging Pacific performers to learn and grow alongside established talent, and they seem to have had a lot of fun along the way.' - NZ Herald

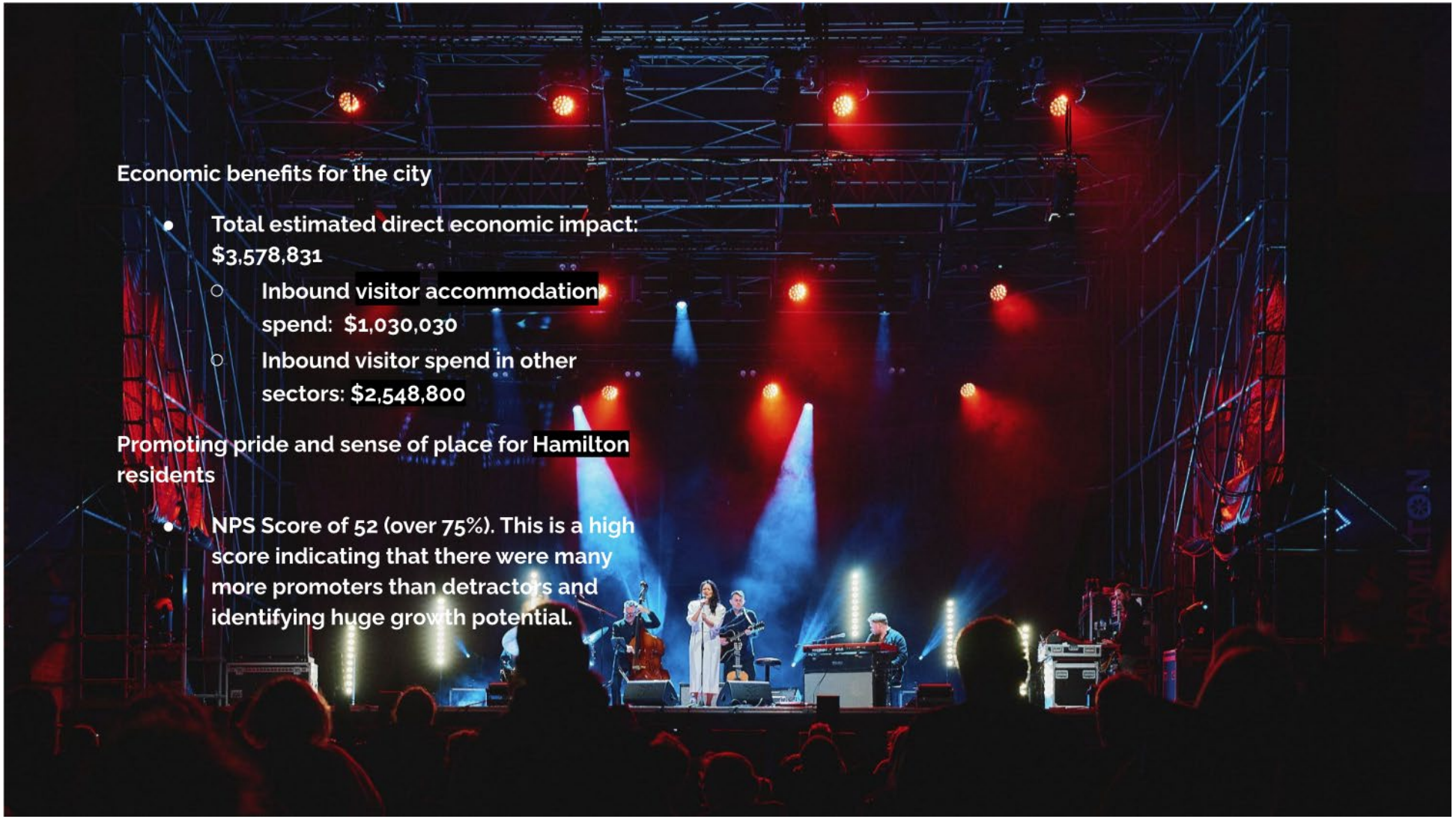

Festival Artists
Award winning drama, musical theatre, Pasifika excellence, comedy, dance, Toi Māori, contemporary and classical music - this year's programme was a diverse celebration of predominately Aotearoa New Zealand stories.
• 1026 Total number of artists employed
○ 922 were local
○ 104 were national
○ 2 were international
• $238,000 = Total amount invested directly into our creative economy via artist fees (excluding GST)
• $13,000 = Spent on accommodation rooms for artists


“Is Hamilton the coolest city in the country?”
- The Listener


Key Stats
10 days
48 unique events
Over 100 performances
10 genres
300 Entertainment hours
50 Free & koha entertainment hours
33,000 Free and live audience
50 Volunteers
Over 1700 Volunteer hours
15 Festival crew
20 Partner organizations
5 sold out shows
10 shows at or close to full capacity

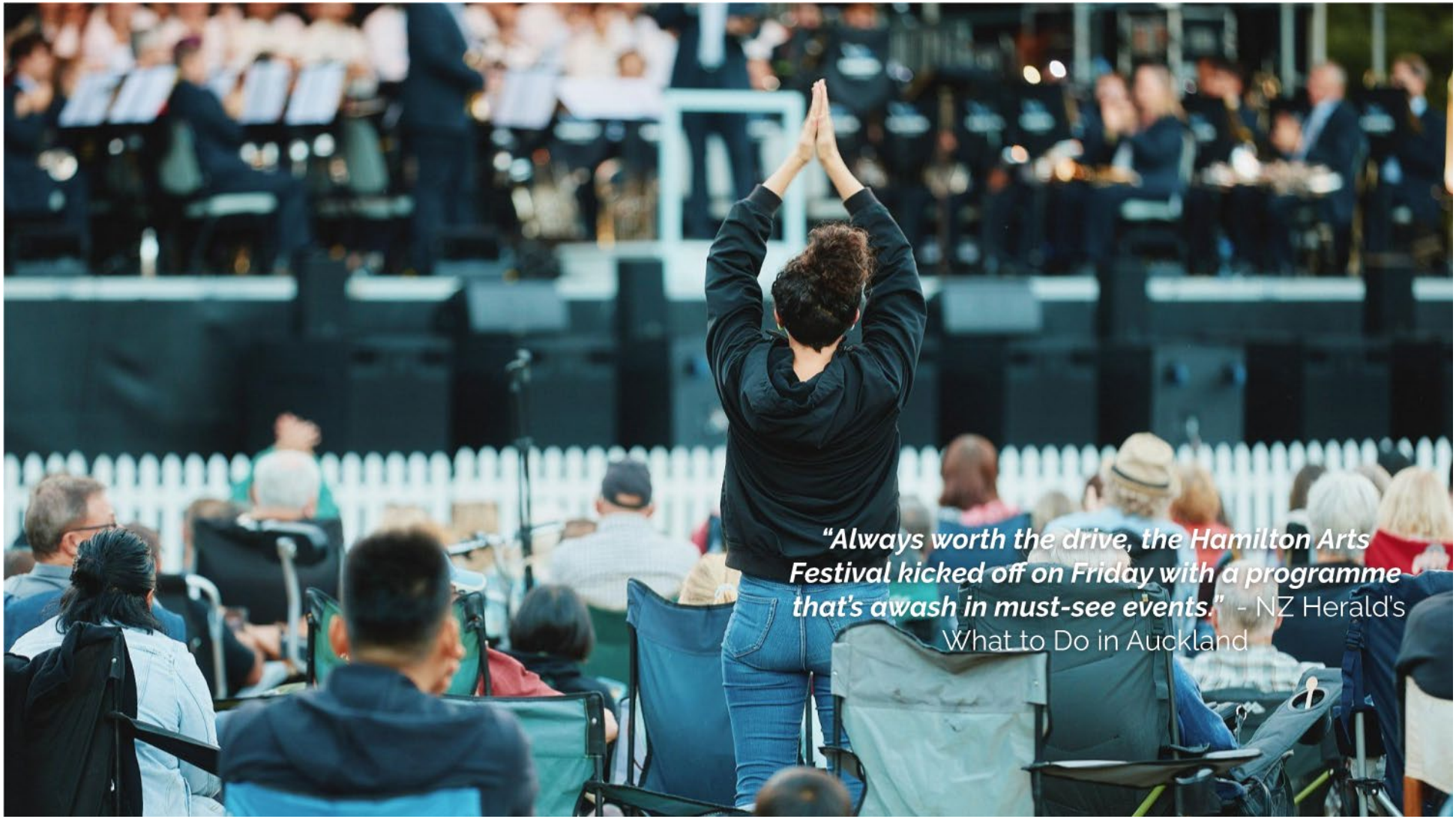

Key Stats Cont...
Total attendance was estimated at 43,509
10,069 attended a ticketed event
33,440 attended a free and live event
Ticket events saw a positive 100% increase vs FY23.
Attendance at free or koha events saw a downturn due to the cancellation of cultural festival *This is Kiwi Indigo Festival* due to wet weather which was to feature over 300 local performers to an estimate audience of 5,000.


Total Attendance & Economic Benefits
Exposure & promotion for the city
Total attendance: 43,509
Hamilton Residents: 61.7%
Wider Waikato Residents: 10%
Outside of the Waikato: 28.3%
Inbound visitation numbers: 12,313 (outside of the Waikato Region)
Overnight visitation: 2.1 days average visit length translating to 1.1 accommodation nights
Commercial bed nights created: 5166


Economic benefits for the city
Total estimated direct economic impact: $3,578,831
Inbound visitor accommodation spend: $1,030,030
Inbound visitor spend in other sectors: $2,548,800
Promoting pride and sense of place for Hamilton residents
NPS Score of 52 (over 75%). This is a high score indicating that there were many more promoters than detractors and identifying huge growth potential.


Our Festival Audience
There was a significant shift in attendee demographics this year with a noticeable uptake in younger and culturally diverse audiences.
Ethnicities*
NZ European 58.2%
Asian 11.5%
European 11.5%
Māori 10.7%
Other 5.5%
Pasifika 3.8%
Latin American 3.0%
*Please note that the above was based on the 495 attendees interviewed. Observationally, the ethnic mix was significantly greater.


Our Festival Audience Cont...
Gender Identities
Male 30.0%
Female 68.8%
Non-binary 0.4%
Prefer not to say 0.8%
Age
Under 18 5.7%
18 - 24 8.0%
25 - 34 22.1%
35 - 44 21.9%
45 - 54 16.0%
55 - 64 11.1%
65 - 74 11.1%
75 - 84 3.7%


"Always worth the drive, the Hamilton Arts Festival kicked off on Friday with a programme that's awash in must-see events." - NZ Herald's What to Do in Auckland

Festival Reach

Festival Programmes - 25,000 distributed throughout Hamilton, the greater Waikato and beyond.

Programme stands - 21 - distributed to Hamilton Libraries, Hamilton Museum, Hamilton City Council building, iSites, cafes and partner venues

Outdoor - billboards, posters, bus backs, flyers, signage at Hamilton Gardens

Online - total digital impressions

Print - Waikato Times, Hamilton Press, South Waikato News,Piako Post, Matamata Chronicle, Franklin County News, Taupo Times

Radio - Mai FM, The Edge, More FM, The Breeze, Magic, The Sound



Digital Campaign Summary

Hamilton Arts Festival's digital campaign started on the 25th of October, 2023 and ended on the 2nd of March, 2024.

We used a combination of Google Search, Facebook carousel, single image and video ads promoting Hamilton Arts Festival brand, Bic Runga and highlight shows.

We applied geotargeting to Auckland, Waikato and Bay of Plenty.




Website Performance
It is evident that the 2024 website traffic results had an increasing number of users throughout the campaign period compared to 2023.
The number of users overall almost doubled.
Bounce rate increased and the average session duration dropped.
This is a good indication that users found what they needed on the website quickly whether it was to learn more about the event or to purchase a ticket.

Publicity

With positive exposure in lauded media institutions including The Listener and RNZ, this year's publicity campaign was successful on both local and national levels.

Publicity was focussed not only highlighting specific shows in the festival but also positioning Hamilton Kirikiriroa as a revitalized city with cultural clout, adding to the city's value proposition, driving incremental visitation and expansion opportunities.





PRINT PLACEMENTS:

Newspapers placements:
NZ Herald,
Waikato Times,
Waikato Business News

Magazine placements:
The Listener,
Kia ora Mag,
North & South,
Motorhomes magazine,
Woman's Day (La Soupco),
Australian Women's Weekly (Georgia Lines),
Canvas (Prima Facie).



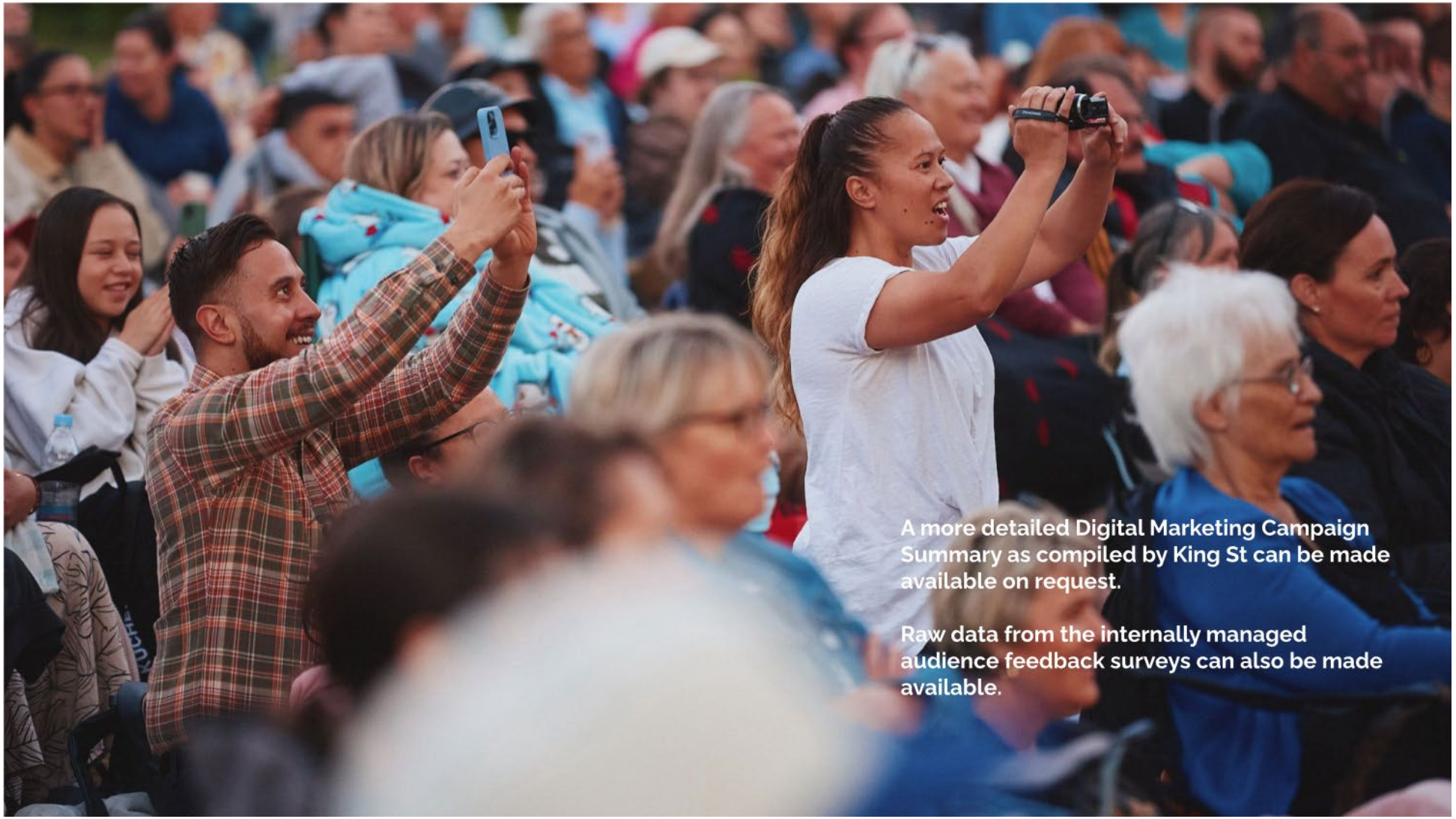


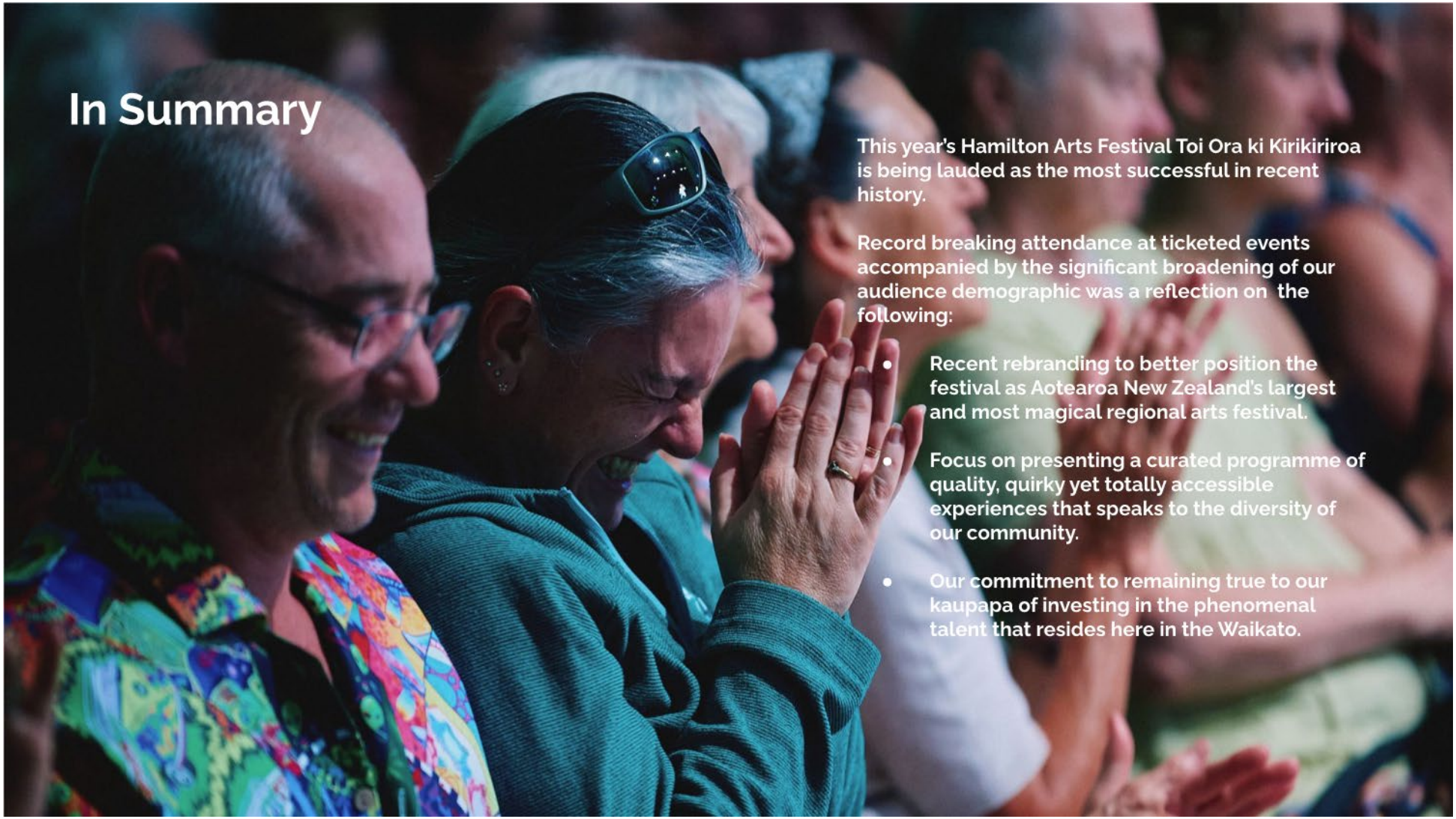
RADIO PLACEMENT EXAMPLES:

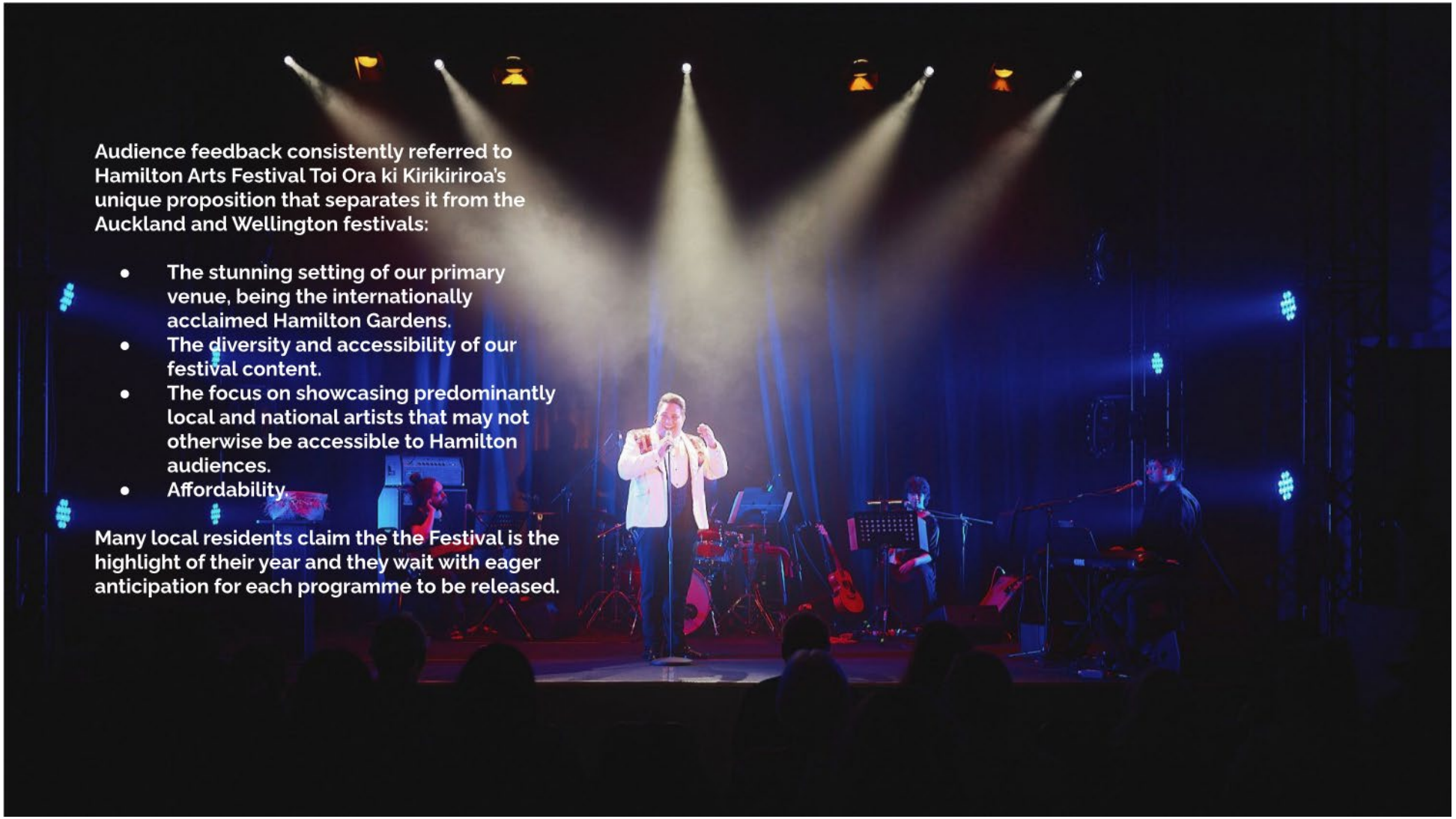
RNZ Concert - To Shiver the Sky,
Jazmine Mary on Music 101,
Spark LIVE on RNZ Afternoons, Rutene Spooner's Thoroughly Modern Maui on Culture 101,
Kōpū: Leaving white feminism at the door,
Fast favourites: Billy T winner Abby Howells (La Soupco),
Fast Favourites: Kiwi actor Morgana O'Reilly cast in White Lotus,
Road trip with actor and playwright Morgana O'Reilly

Item 10

Attachment 2

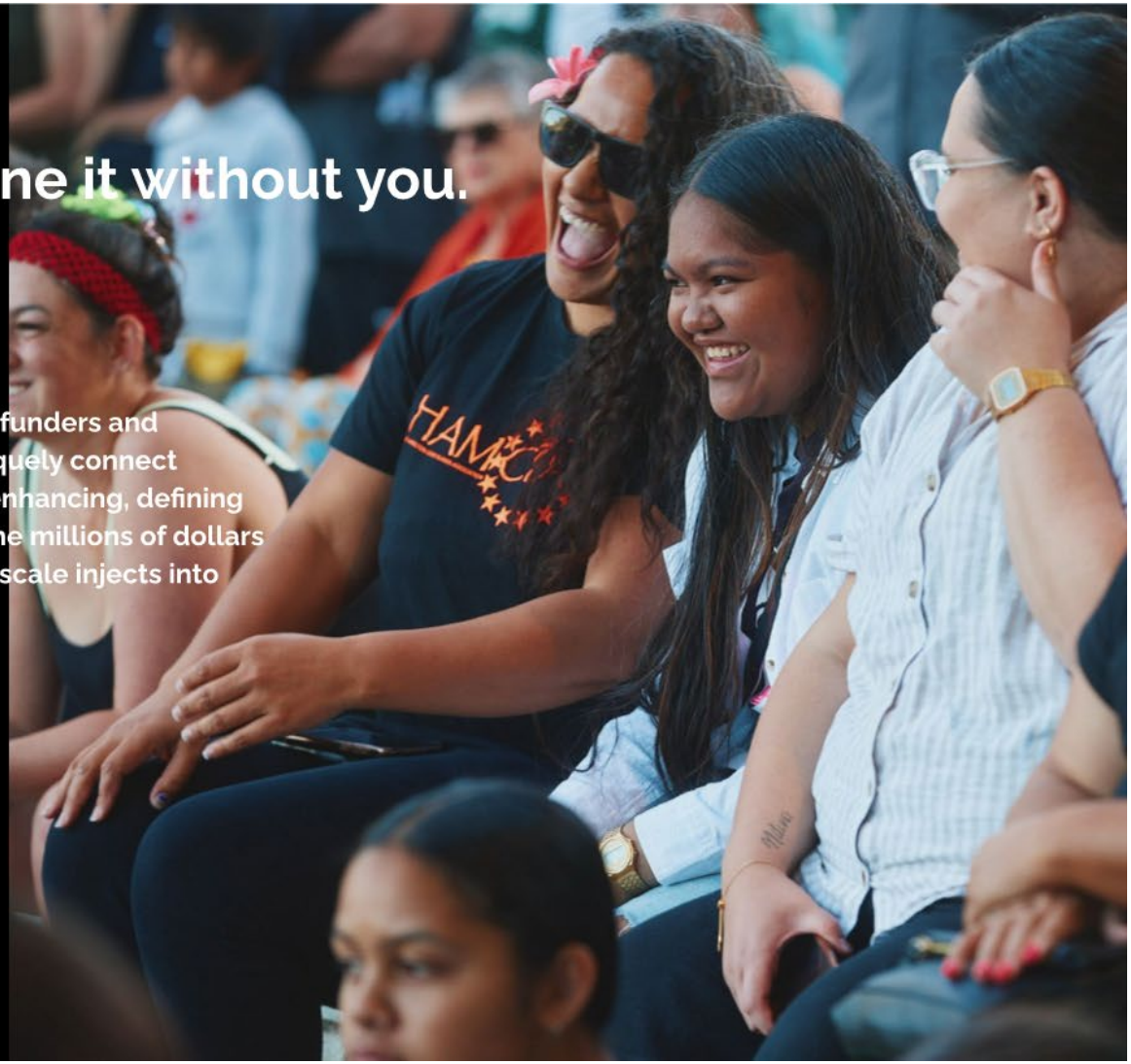

A more detailed Digital Marketing Campaign Summary as compiled by King St can be made available on request.
Raw data from the internally managed audience feedback surveys can also be made available.


In Summary
This year's Hamilton Arts Festival Toi Ora ki Kirikiriroa is being lauded as the most successful in recent history.
Record breaking attendance at ticketed events accompanied by the significant broadening of our audience demographic was a reflection on the following:
• Recent rebranding to better position the festival as Aotearoa New Zealand's largest and most magical regional arts festival.
• Focus on presenting a curated programme of quality, quirky yet totally accessible experiences that speaks to the diversity of our community.
• Our commitment to remaining true to our kaupapa of investing in the phenomenal talent that resides here in the Waikato.

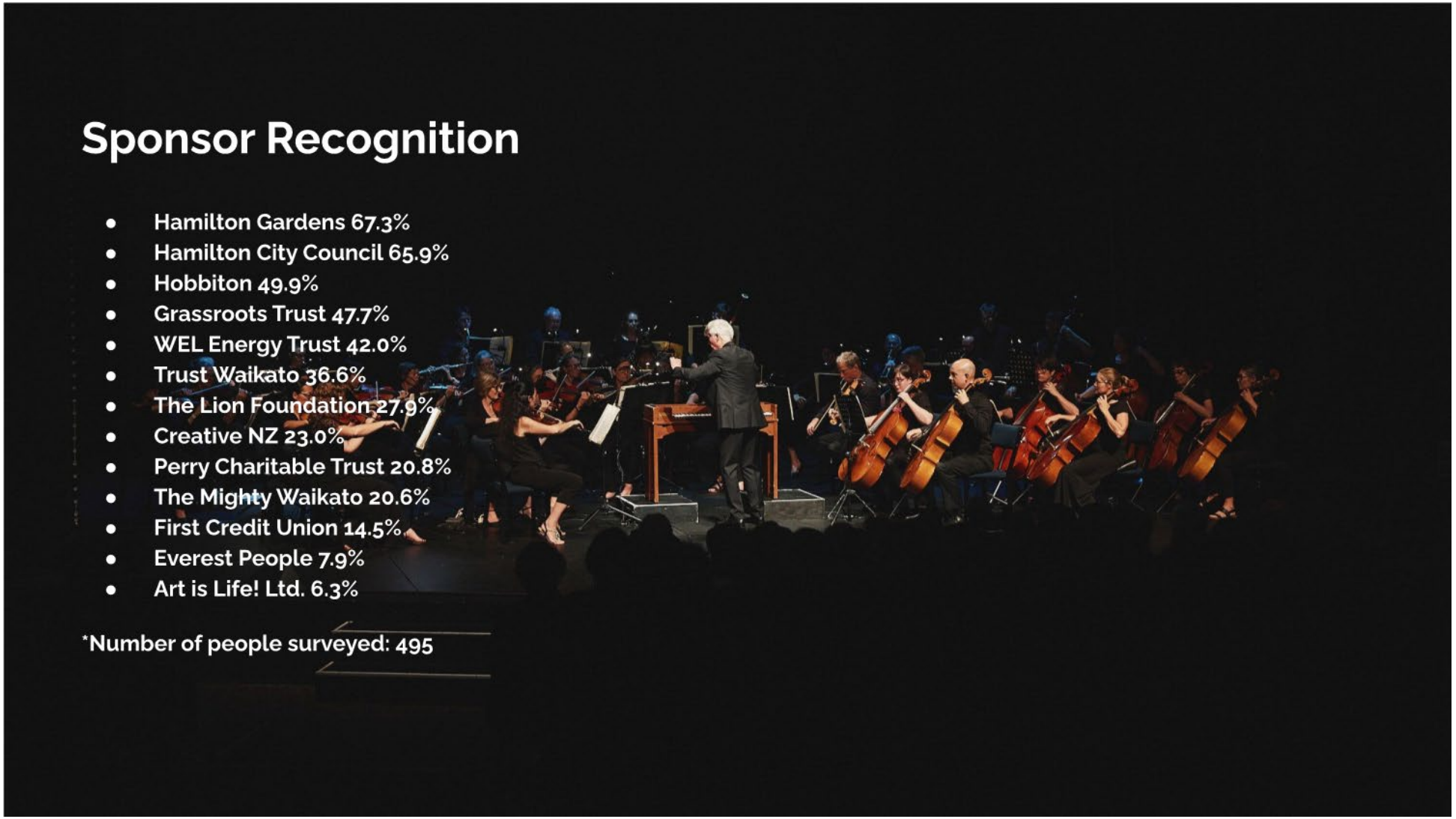

Audience feedback consistently referred to Hamilton Arts Festival Toi Ora ki Kirikiriroa's unique proposition that separates it from the Auckland and Wellington festivals:
• The stunning setting of our primary venue, being the internationally acclaimed Hamilton Gardens.
• The diversity and accessibility of our festival content.
• The focus on showcasing predominantly local and national artists that may not otherwise be accessible to Hamilton audiences.
• Affordability.
Many local residents claim the the Festival is the highlight of their year and they wait with eager anticipation for each programme to be released.

And we couldn't have done it without you.

The true stars of this year's Festival are our visionary funders and sponsors that understand that live arts events uniquely connect individuals and communities in ways that are life enhancing, defining of our personal and national identities... that and the millions of dollars of immediate economic benefit that events of this scale injects into our city.



Sponsor Recognition



- Hamilton Gardens 67.3%
- Hamilton City Council 65.9%
- Hobbiton 49.9%
- Grassroots Trust 47.7%
- WEL Energy Trust 42.0%
- Trust Waikato 36.6%
- The Lion Foundation 27.9%
- Creative NZ 23.0%
- Perry Charitable Trust 20.8%
- The Mighty Waikato 20.6%
- First Credit Union 14.5%
- Everest People 7.9%
- Art is Life! Ltd. 6.3%

*Number of people surveyed: 495

THANK YOU TO OUR WONDERFUL SPONSORS

MAJOR FUNDERS

WEL Energy Trust
grassroots trust
Trust Waikato – Te Puna o Waikato
The Mighty Waikato – Where magic runs deep
Perry – Brian Perry Charitable Trust
creative nz – Arts Council of New Zealand Toi Aotearoa
The Lion Foundation

MAJOR

Hamilton City Council – Te kaunihera o Kirikiriroa
Hamilton Gardens

PLATINUM

KING ST.
ACLX

SILVER

Everest – all about people
Lottery Grants Board – Te Puna Tāhoe
Cleland Hancox – Chartered Accountants
Hobbiton – Movie Set

BRONZE

first credit union
Village – A Montana Kitchen

MEDIA PARTNERS

Waikato Times – Te Reo o Waikato
mediaworks
GO Media

DELIVERY PARTNERS

Roommate Cabins
Mark Hamilton Photographer
Phoenix – Decoration Hire Ltd
Stronglite Staging
Hamilton Film Society
Showing Waikato
rimuhosting

EVENT PARTNERS

The Meteor
Indigo
Clarence St Theatre
cbd South
Zarohan

HAMILTON ARTS FESTIVAL
TOI ORA KI KIRIKIRIROA
23 FEBRUARY - 3 MARCH


Funding Gods permitting, see you next year...

Hamilton City Council
Te kaunihera o Kirikiriroa

2024/25 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Aramax Kiwi Walk and Run Series 2025 ("Hamilton Gardens Trail")		
EVENT DATE	5 April 2025		
APPLICANT	SMC Events Limited		
EVENT LOCATION	Hamilton Gardens, Waikato River paths	**EVENT TYPE**	Sports
EVENT OVERVIEW	• A nationwide fun run and walk (with three achievable distances) to celebrate the kiwi culture & our beautiful landscape. • Specifically tailored to celebrate and market the aesthetics of each region. The Hamilton Event starts and finishes at Hamilton Gardens. • Refer Aramax Kiwi Walk and Run Proposition and Marketing Plan 2025.		
TARGET MARKET	• Local families and participants – family friendly event • Visitors to region who are looking to attend an event and explore a new part of NZ – "exploring their own backyard" – around 60% of attendees are from outside the region.		
EVENT OBJECTIVES	• To run an event on a bespoke 'Hamilton' course that celebrates the uniqueness of Hamilton's landscapes, for both residents and those visiting the region to enjoy.		
ATTENDANCE	1290 total ○ 620 from Hamilton ○ 670 from outside Hamilton	**BED NIGHTS**	1,200 bed nights
EXTERNAL FUNDING	• This event is supported by other sponsorship funding sources.		
PREVIOUS COUNCIL SUPPORT	• This event has received council support via the event sponsorship fund in 2021-2023 of $10k per annum.		
PAST EVENT PERFORMANCE	• The event takes place at Hamilton Gardens and uses the surrounding river paths. • The event organiser is an experienced and has been managing some of NZ's largest and most successful events for 25 years including including the ASB Polyfest (whereby SMC is contracted to the Polyfest Trust) and the Sanitarium Weet-Bix Kids Tryathlon, the Fulton Hogan Mount Festival of Multisport. Other events include: Big Boys Toys, Ellerslie International Flower Show and the Teddy Bears Picnic.		

SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE**	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
	• Gold Sponsor of the Kiwi Walk & Run Series – Hamilton • Opportunity to include tourism opportunities in the confirmation email with for example an exclusive discount as an event participant. i.e. 15% discount or similar • Opportunity for an expo site in the event village • The Great Hamilton City Pit Stop (opportunity) - Run by Hamilton City staff - Hand out branded water bottles/fruit/lollies or other	• Social media promotional opportunities • Council support will be included in ALL aspects of marketing & promotional activity including in radio ads & social media posts	• Placement of logo across all relevant digital event materials, including website, registration platform, registration confirmation • 4 flags placed in prime location in the event start/finish chute + around event village • As supplied by HCC

	Hamilton City branded merchandise to participants on course or at the start of each course. Could tie in full interactive activation to engage with participants		
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES**	**RECOGNITION AND ACKNOWLEGDMENTS**	
	• 10 complimentary entries to the Hamilton event • Invites to staff, councillors, mayor as desired	• Verbal recognition on event day by onsite emcee	

MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	$10,000	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		3
Generation of overnight visitation to city		3
Generation of incremental income to city businesses		2
Number of anticipated participants		3
Utilisation of city assets		4
	Total	19 / 30

MANAGEMENT COMMENT
Approve - $9,000 for 2025 event. Recommended. A growing event with strong corporate support plus an ongoing focus to attract greater audiences to the event and potential for more visitation. Low investment for good returns across the range of criteria. Demonstrates some city infrastructure capability.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0062024/25 From SMC Events Ltd (Kiwi Walk & Run Series)
Form Submitted 25 Mar 2024, 1:11PM NZDT

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Event Sponsorship Fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found here.

Organisation Name and Contact:

Organisation name * SMC Events Ltd (Kiwi Walk & Run Series)

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0062024/25 From SMC Events Ltd (Kiwi Walk & Run Series)
Form Submitted 25 Mar 2024, 1:11PM NZDT

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *	Miss Lauren Watson
Contact Person for this Application *	Miss Lauren Watson Please enter the name of the primary contact person for this application.
Position of contact person	Event Director
Contact Person's Email Address *	lauren@smcevents.co.nz Please enter the email address for the primary contact given above.
Contact Person Mobile Phone Number *	021795977 Please enter the contact phone number for the primary contact given above.
NZ Charity Registration Number (CRN)	**New Zealand Charities Register Information** **Reg Number** **Legal Name** **Other Names** **Reg Status** **Charity's Street Address** **Charity's Postal Address** **Telephone** **Fax** **Email** **Website** **Reg Date** Must be formatted correctly.
Office Address (complete if different from above)	500 Mount Wellington Hwy Mount Wellington Auckland 1060 New Zealand
Is your Organisation a Legal Entity? *	☑ Yes ☐ No
Organisation Website	http://www.kiwiwalkrun.co.nz Must be a URL.
Organisation type	○ Charitable Trust ○ Trust ○ Sole Trader ○ Incorporated Society ◉ Company ○ Other

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0062024/25 From SMC Events Ltd (Kiwi Walk & Run Series)
Form Submitted 25 Mar 2024, 1:11PM NZDT

○ Charitable
Company

If other, please state

Is your organisation GST registered? *
☑ Yes ☐ No

If 'Yes' please provide your GST number
072754506
Please enter your GST number.

Please list prior event experience of both the organisation and event organiser *
SMC has established a history in delivering professional, world-class events in a wide range of fields across New Zealand. Since 1994, SMC has developed from a small business into one that delivers large-scale international events, many on an annual basis.

SMC has specifically focused predominantly on events that have a strong community focus, including the ASB Polyfest (whereby SMC is contracted to the Polyfest Trust) and the Sanitarium Weet-Bix Kids Tryathlon, the Fulton Hogan Mount Festival of Multisport. Other events include: Big Boys Toys, Ellerslie International Flower Show and the Teddy Bears Picnic.

Is there a contract in place with the event organiser or organisation team? *
☐ Yes
☑ No

Does your organisation hold intellectual property rights to the event? *
☑ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *
Aramex Kiwi Walk & Run Series

Start date of Event *
05/04/2025

Finish date of Event *
05/04/2025

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0062024/25 From SMC Events Ltd (Kiwi Walk & Run Series)
Form Submitted 25 Mar 2024, 1:11PM NZDT

Time of the Event *
9am-2pm

Location or Venue *
Hamilton Gardens

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Sport

If Other, please describe

Amount of Hamilton sponsorship sought *
$10000

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Aramex Kiwi Walk & Run Series is the only event of its kind in NZ, encouraging kiwi's of all ages, ethnicities, economic status, fitness level and backgrounds to come and enjoy our beautiful backyard. There is nothing better for mental and physical health than being outdoors in nature - a get away from the busy city, from screens and stress.... and to top it off, we've put a fun twist on it. There are three achievable distances to walk a stunning native course with kiwi themed pitstops along the way, such as: Cookietime Pitstop, JetPlane Pitstop, Kiwifruit Pitstop, Jaffas, Pics Peanut Butter and Ems Power Cookies. Finish the event off with a Beehive Kiwi BBQ Sausage sizzle! Its all about showcasing our beautiful places and spaces, enjoying what NZ has to offer us and getting inspired to get into nature. Each participant receives an sustainable medal that can be repurposed into a fridge magnet. We hand out rubbish bags at the start line and encourage participants to pick up old rubbish along the track in exchange for a prize at the finish line. We are cupless in order to reduce the quantity of waste the event makes. Around 60% of event attendees are from outside the region, prime demographics is 40 year old females going for a weekend away with their girlfriends.

No more than 500 words

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0062024/25 From SMC Events Ltd (Kiwi Walk & Run Series)
Form Submitted 25 Mar 2024, 1:11PM NZDT

Attach any other event outline documents here

Filename: HCC prop 2025.pdf
File size: 17.6 MB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Kiwi Walk & Run Business Plan v2.pdf
File size: 7.7 MB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Hamilton event budget 2025.xlsx
File size: 10.0 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Walk Series Marketing Plan 2024.docx
File size: 3.2 MB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0062024/25 From SMC Events Ltd (Kiwi Walk & Run Series)
Form Submitted 25 Mar 2024, 1:11PM NZDT

Filename: HCC prop 2025.pdf
File size: 17.6 MB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *
☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	400	600		
Spectators	100	50		
Trade	20	20		

Entry Fees

Adult	Child	Older people	Other
29	15	29	

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	500	2
Motels	100	2
Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes

☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
2

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
As per attached document

Idea 2

Idea 3

Idea 4

Idea 5
Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
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Form Submitted 25 Mar 2024, 1:11PM NZDT

4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

Full Name of Organisation *	SMC Events Ltd
Full Name of Authorised Signatory *	Lauren Watson
Position of Authorised Signatory *	Event Director
Date of Declaration *	25/03/2024

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
Very easy

How many hours did it take you to complete this application?
2

Please add any other comments you may have about how we can improve our funding form or process.
Great process. Very straight forward

Thank you for taking the time to complete this feedback section.


THE aramex
KIWI WALK & RUN
TRAIL SERIES

Proposition

- We love exploring New Zealand and getting onto our beautiful trails
- The Aramex Kiwi Walk & Run Series is a trail walk and run event targeted at the non elite
- There's a kiwiana food theme, complete with iconic kiwi flavours
- We have a beautiful backyard, and we can't wait to explore it with you, so rally up your friends and let's go!
- We have a programme that leaves the courses cleaner than how we found them!





Our Purpose

To create the reason for kiwis to come together and explore our beautiful country

Track Record

- 28 year history of managing major events
- Past events include:
  - Ellerslie International Flower Show
  - World U19 Basketball Championship
  - Contact Tri Series (NZ Triathlon Series)
  - Land Rover Horse of the Year
  - ASB Polyfest
  - NZ Pro Beach Volleyball Tour
- Current events include:
  - Sanitarium Weet-Bix Kids TRYathlon (NZ & Australia)
  - Big Boys Toys
  - Tauranga Half Ironman & Mount Festival of Multisport
  - Aramex Kiwi Walk & Run Series



2024 Hamilton Event Stats

Event Attendance: 832 (477 in 2023)

79% Female, 21% Male

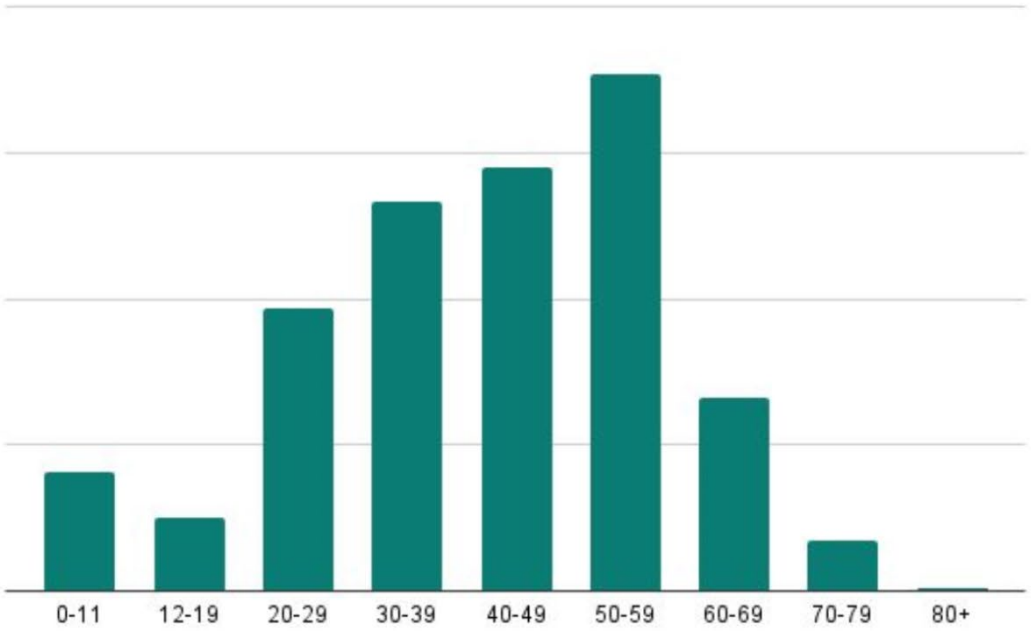
57% participated with friends or family

92% Event good-excellence rating

61% walkers, 39% runners

50% attended from outside of the host city

2024 Hamilton Event – Age Breakdown





2024 Series Vision

Event Re-branded

Event Attendance: 6,000 +

More interaction / chill out zone post event

90% Event excellence rating

Increase on course entertainment

2024 Events

Taupo – 9 March

Christchurch – 23 March

Hamilton– 6 April

Tauranga – 27 April

Auckland – 5 October

Hawke's Bay – 12 Oct

Rotorua – 19 October








Alchemy & Tonic
Alchemy & Tonic



Course maps

(all course maps can be found on our website)







Pitstops

Aramex Jaffa's

Activated by the amazing Aramex team, the famous red table has become well loved by many with a combination of friendly staff and the classic kiwi jaffa's. Featuring on both the short and long course, this was favorite for all!



Ems Power Cookies

Ems Power Cookies are a favorite vegan friendly and energy packed snack to help fuel our participants!



Pitstops

Cookie Time

Cookie Time is a favorite at all our events! It's hard to say no to these on your journey



Pics Peanut Butter

Pics came on as a new pitstop for 2023 and has been loved by all! Their slugs proved to be a popular teat for participants to snack on!



Pitstops

Jetplanes

Another participant favourite! The perfect mid-walk/run pick-me-up, a handful of jetplanes and you're off again



realCOCO coconut water

Real Coco Coconut Water was at the finish line in both sparking or still – people love this addition!



Beehive Sausages

Famous Premier Beehive Sausages as part of our finish line experience. Nothing beats a delicious snag after a trail walk/run



Sustainability

We at the Aramex Kiwi Walk & Run Series are conscious about sustainability and our desire to reduce waste, be sustainable, and leave NZ trails MORE beautiful that how we found them.

A couple ways we have achieved this is through our rubbish collection scheme, being a cup less event and providing dual use medals.

We hand out rubbish bags at the start line, participants are encouraged to pick up old rubbish on course in exchange for prizes at the end of the event.

The cup-less aspect ensures we are reducing the amount of waste that is created, as well as encouraging participants to bring their own reusable trail cups/containers.

Our medals have been made with a sustainable use in mind – previously The 2024 medals were super-sized and doubled as a coaster. Participants are encouraged to collect them across the series for their own unique addition to their home. The medals were made of FSC certified wood.

2024 event medals follow a similar theme but with a new concept/design to double as a fridge magnet.








LOCAL FOOD







Marketing

We use a range of marketing channels and promotional tools to promote the events as part of the series.

Marketing was focused on a wide variety of channels promoting the whole series, and the individual events.

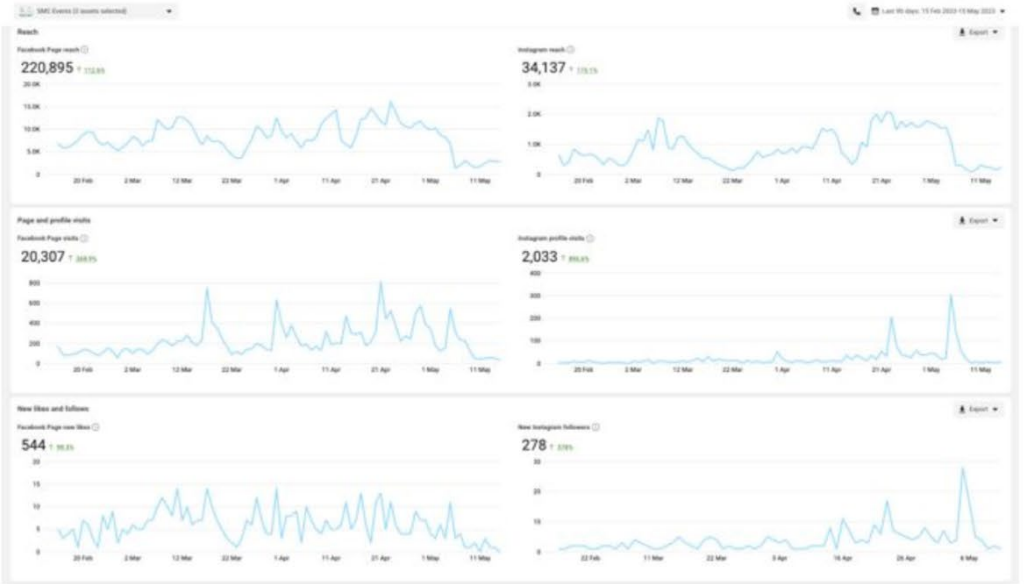
Social Media

Social Media was again one of the most used platforms to promote and create further awareness for the series, as well as each individual event, and convert entries.

The Aramex Kiwi Walk & Run Series has continued to grow with an engaged audience. A range of social media ads were published in the lead up to each event in the series, with great results converting numerous entries.

Across Instagram and Facebook, organic posts continued to build throughout the series, with regular event updates, imagery, and announcements being posted every 1-2 days.

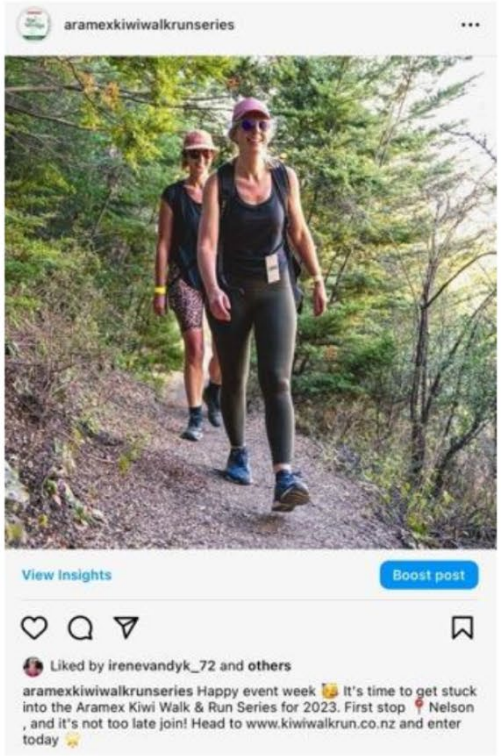
The Aramex Kiwi Walk & Run Series social media channels has seen a significant increase in reach, profile visits, and likes and followers this year!



Social Media








THE aramex
KIWI WALK & RUN
TRAIL SERIES
Life's too short for asphalt

Electronic Direct Mail (EDM)

Electronic Direct Mail (EDM) newsletters were another key tool to communicate important announcements and general information with our audience.

EDMs were sent to the database throughout the series offering key event updates, content and imagery from previous events, sponsor inclusions, and key participant information.

13,287 subscribers to the database

Open rate of 33% (above industry average rate of 18%)

EDM's sent every 1-2 weeks



Thanks for joining us at the McLeans Forest Trail today!

For our second event of the 2024 series and our first event in Christchurch, we hope you had a great time exploring all the trails and soaking up all of the kiwi tastes and flavours throughout the event.

Post Event Survey

Outdoor Signage

We use a range of outdoor signage around the country including:

- 12x6m digital billboards
- Large scale printed printed billboards
- Small but multiple printed billboards







Radio

We run a range of radio ads through Media Works to feature on More FM, The Breeze, and Accurate Traffic (More FM, The Rock, The Edge, The Breeze, The Sound, Mai FM, George FM).

In 2023 over 100 ads were played across these channels in the 2 week lead in to main events. On top of this we had multiple ad libs of 2-3 mins each.

More FM, The Breeze & other channels also did some entry giveaways on their social media channels.





Influencers

Amelia Hooper - Turangi, Hawkes Bay, Tauranga, Auckland (12.5k followers)
Irene van Dyk – Hawkes Bay (5k followers)
Stacey Huston – Auckland (700+ followers)
Subaru's Art + Matilda Green, Subaru Ambassadors - Auckland (102k/158k followers)
Subaru's Hannah Berry, Subaru Ambassador - Tauranga giveaway (19.5k followers)











Community Partnerships

We work with numerous partnerships that engage with to market at a community level

- Kia Ora Magazine
- Park Run Waikato University
- Park Run Hawkes Bay
- Heart & Sole
- Lions Club Mt Manganui
- Rotary Nelson
- Nelson Language School
- AUT University
- Wild Things NZ
- Go Run Girls
- Snap Fitness
- Fitness is Fun Tauranga
- Kerikeri Striders




20 Wednesday 1 March 2023

The Kiwiana-inspired pit stops along the race route have become a favourite with competitors in the Aramex Kiwi Walk and Run Series, which will make its first stop in Nelson later this month. *Photo: Supplied.*

Nature run for Nelson trails

JACK MALCOLM

Hundreds of runners and walkers will get a taste of Kiwiana later this month as the Aramex Kiwi Walk and Run Series makes a stop in town.

Snaking its way through the Maitai Valley and up the Centre of New Zealand, the course gives locals and visitors a taste of what Nelson has to offer on its doorstep.

There are two options for runners, with the six kilometre course starting at Branford Park and running down to the Atawhai end of Walters Bluff, while the 13km option adds on an internal loop through the Waahi Taakaro Golf Club.

It is the first time the series has visited Nelson, with the event on March 15, having run events for the last three years after starting as a response to people reconnecting with nature while in Covid-19 lockdowns, says series manager Lauren Watson.

"Everyone was in their pods and homes . . .and we had New Zealand to ourselves.

"So many people don't get out in nature and experience the whole magical world of the New Zealand bush."

The event was themed as a fun way to get out in nature, with the series having a strong Kiwi focus.

Pit stops along the race route will include L&P, Cookie Time biscuits and jet plane candies.

"Who doesn't love going for a walk in the bush and there's a massive table of cookies and lollies," says Lauren.

At the time of speaking, she says 100 per cent of registered attendees were from out of town, with early bird tickets still available online. "We're really excited to be coming to Nelson ... the courses are really good."








COOKIE TIME


Short Course
Short Course


generation HOMES
aramex
SUBARU
countdown



Medals

A premium looking, metal medal that is sustainable sourced for 2024.

Following on with theme of sustainability – these medals with turn onto a key chain and/or fridge magnet








countdown
asics
SUBARU


WIN A





Why should HCC fund the KWRS

Firstly, we would like to reinforce that we are committed to hosting a **successful event for Hamilton long term**. We are pleased how engaged the local community is with the event, and find it a pleasure to work with many local businesses and enthusiasts and the feedback we get is always to positive! We try and keep as low impact on non-participating local residents as possible and we believe this is noticed and appreciated. We are dedicated to making this a successful event for your region.

Over the past 3 years we have established a solid foundation for the Hamilton Leg of the Kiwi Walk & Run Series. It has proved to be one of the most popular events of the series.

Despite the impact of COVID and severe weather events, the series continues to grow.

Our projected numbers for the Hamilton event are as follows:
- 2025 – 1000+

Over 60% of participants travel from outside the region. Our prime demographic is 40-50 year old females having a 'weekend away'.

In 2024 we undertook an extensive review of course strategy (including terrain, elevation, distances etc) and gleaned much feedback from participant surveys. We are excited to host the event at the Hamilton Gardens once again.

We have 3 different course options available:
- 5km
- 10km
- 15km

I hope that you will continue to fund this event as we grow together to capture a wide range of walkers and runners from Hamilton!

Hamilton City Funding Benefits

Designation
- Gold Sponsor of the Kiwi Walk & Run Series - Hamilton

Online entry platform:
- HCC logo on entry platform web page + entry form

Kiwi Walk & Run Series Instagram Page involvement:
- 2 posts re Hamilton City in the lead in to the event. Can be 'thank you' posts or could be posts about local tourism experiences

EDM to 10,000 database:
- 2 tiles / content pieces re Hamilton City in the lead in to the event. Can be 'thank you' posts or posts about local tourism experiences as supplied by Hamilton City

Event confirmation email:
- Once participants have entered a Kiwi Walk & Run Series event they receive an entry confirmation email:
    - We will include the HCC logo on all confirmation emails
    - Opportunity to include tourism opportunities in the confirmation email with for example an exclusive discount as an event participant. i.e. 15% discount or similar

Hamilton City Funding Benefits

Complimentary entries
- 10 complimentary entries to the Hamilton event
- Invites to staff, councillors, mayor as desired

Sponsor Introductions
- Kiwi Walk & Run Series will facilitate personal introductions with other Kiwi Walk & Run Series sponsors & councils for a collaborative partnership

Website:
- Hamilton City will have representation on the Kiwi Walk & Run Series website (www.kiwiwalkrun.co.nz)

Onsite involvement:
- Opportunity for an expo site in the event village

Event signage:
- 4 flags placed in prime location in the event start/finish chute + around event village
- As supplied by HCC

Large scale outdoor billboards as signage:
- Will include the HCC brand

Digital Ads:
- Google and Facebook paid digital advertising to include the HCC brand (In appropriate sized ads)



Hamilton City Funding Benefits

The Great Hamilton City Pit Stop (opportunity)
- Run by Hamilton City staff
- Hand out branded water bottles/fruit/lollies or other Hamilton City branded merchandise to participants on course or at the start of each course
- Could tie in full interactive activation to engage with participants

Emcee mentions:
- Emcee mentions throughout day – a script as provided by HCC

Volunteers:
- A number of volunteers will be required to assist with different elements of the event
- We work with local community groups, and pay donations for volunteerism
- Hamilton City branding on all volunteer communications
- Opportunity to provide Hamilton City branded bags and inserts specifically for all volunteers

Brand and marketing collateral:
- Hamilton City will have access to all event logos and marketing material

Contribution requested

To continue with the $10,000 + GST assistance for the 2024 event

Aramex Kiwi Walk & Run Series Marketing Plan 2024.

The trail walk & run event with a kiwi twist!

Life's too short for asphalt!

(7) Events:

- Turangi (Tongariro River Trail)
- Christchurch (McLeans Forest Trail)
- Hamilton (Hamilton Gardens Trail)
- Tauranga (McLaren Falls Trail)
- Auckland (Botanic Gardens Trail)
- Hawke's Bay (Vineyard Trail)
- Rotorua (Trek the Forest)

Each event within the series will have their own theme, flavour, and identity, depending on the location and course.

Theme/Overview

- Walk & run series for all fitness levels (different types of courses/distances)
- Showcasing beautiful NZ trails
- Iconic kiwi treats on course
- 'Explore your own backyard'

Target Audience

Primary:

- 40-50 year old females
- Female friendly/social groups
- Active, enjoy getting outdoors
- Weekend away
- Established runners/trail runners

Secondary:

- Families

Brand Identity

The brand identity and all marketing to follow is simple and clean with limited clutter. The messaging is concise, and imagery-focussed to showcase the regions and areas in which the events are taking place. Clean, high-quality imagery will be used.

Marketing Tone

The tone of content is to be concise, but conversational. The brand talks directly with its audience instead of talking at it. The objective of communication is to be seen as listening to the audience, working with them, and bringing them on the journey of the event from the minute they enter through to post-event comms. The brand is approachable, willing to help, and always going the extra mile for our customers – existing and potential.

Marketing Channels

Social media

The series & each individual event will be marketed across social media as its main platform of promotion/awareness.

A large social media campaign using both organic and paid content will create the theming for the rest of the marketing to follow from other channels.

Building the audience via social media will be an initial key focus early in the year, with the focus changing to converting entries and building awareness on the specific events in the lead-up to the series.

'Events' will be set up for each event of the series on Facebook, each with its own identity and flavour promoted within.

The social media will be imagery focused, showcasing the scenery and unique aspects of each event.

Instagram is a growing focus of this series, and regular content will be shared across this platform focusing on images from past events and influencer integration.

Post across both channels to include:

- Imagery of event locations
- Competitions and giveaways
- Sponsor integration
- Entry call to actions
- General event information (key dates, announcements, entry details etc.)
- Event tips
- Targeted paid ads

Posts should be a minimum of 2x per week on FB & IG with frequency increased closer to the event. Posts should only be made when we have something to say.

Competition posts work well to create engagement and invite new people to the page. Ideally, run one a month in coalition with sponsors and relevant calendar events.

Important to regularly go through 'likes' on each post and 'invite' to the page – especially when running ads as these are targeting new audiences.

EDM

Continuing to build a database is a key focus of EDM marketing. EDMs will be sent out from the launch of the 2024 series with a range of content to drive entries, and offer exclusive sponsor deals, promote the regions where the events are located, and share event updates.

Regular updates will be sent via EDM and content will include:

- Event details, updates, and announcements
- Sponsor integrated content
- Giveaways
- Entries, call to action

Only send EDMs when you have something to say. Ensure the database is downloaded regularly. Use 'click bait' titles so people have incentive to open.

In addition to these EDMs, all participants will receive an event week email, the Monday of their event which contains participant notes and any important information.

Facebook Ads

A Facebook ad campaign will run to build awareness for the event. This will kick off once entries are open and build in frequency and scale closer to the event. Regular changing of ads to target different demographics and audiences is key. The copy and imagery will be regularly tweaked to keep ads fresh.

Ads will run on a 2 week cycle to targeted audiences with tweaks and changes made based on the outcome with ads extended based on success rate. Ads will promote the whole series as soon as entries are open, with more specific events targeted closer to the event date. Each event will have its own ad campaign in the 4-6 weeks leading up to the individual event.

- Have multiple ads running at once
- Allow a few days for an ad to gain traction, so plan ahead
- Use ads to boost the event pages (event page responses)
- Use ad manager to create tailored ads for different audiences
- Create new audiences and test them with campaigns to see what gets the most engagement
- Leave an ad for approx.. 5 days before making changes
- Work with different ad sets, A/B testing and multiple copies and imagery options within the ads to ensure they are kept fresh and the best ads are put forward to audiences
- Schedule ads for 2 weeks generally or longer if the audience isn't getting over exposed
- Always have a strong call to action
- The general rule is that $10 will reach 1000 people
- Work with a daily budget as opposed to lifetime

Website

The series website will continue to house event information, updates, and important details on the event including schedule, course maps, and entry information. This will be regularly updated as a key platform for event information.

- Ensure copy on the website is updated semi regularly to ensure it continues to rank highly
- Google prefers websites with new content, which could work with blog updates?
- Ensure keywords are used to help with google ranking

Influencers

Free entries and offers are sent to a range of lifestyle, sporting, and active 'influencers' to encourage them to attend or promote the event. Content created by these individuals further spreads awareness of the event to new audiences. Content can be re-shared directly to Kiwi Walk Run Series channels. Opportunity to work with key sponsors to tie in their ambassadors in this content creation.

- Engage with influencers for individual events AND whole series to reach different audiences and locations
- Ensure it feels organic
- Focus on smaller/micro-influencers
- Check engagement on profiles to ensure they are a right fit

Outdoor Advertising/Billboards

A range of outdoor advertising will be installed in key locations up to 8 weeks before the event in suitable high foot traffic locations. Digital billboards at distressed rates will also look to be sourced.

Radio

A radio campaign will be launched ahead of each event in the series. The key objective of this will be to build awareness of the series/event on another platform. Entry giveaways and adlib content will be curated on the individual stations with additional engagement and content opportunities explored eg. Inviting radio hosts to participate in one and comment on their experience when advertising the next, offering activation onsite?

- Need to go out to each region station to strike up individual deals and packages
- Free entries
- Auckland not necessary

Video Content

To showcase the event, unique scenery and the regions in which they are taking part in a video/hype reel will be created and used as a key marketing tool for the event. The video will be shared across multiple channels including social, EDM, and digital to further promote the event.

- Get footage taken from one or two events, use these to create multiple videos
- Need an overall highlights reel that is used to promote the series
- Pitstop focussed video
- Finish line energy video
- General event content
- Engage with a quality videographer who understands the vibe and objectives of the brief

Google Ads/Ad words

To increase awareness of the series, a google ad words campaign will be undertaken to increase the ranking and visibility of the series. Using keywords, the event will be a highly ranked result when searching for ‘trail run events’ ‘trail walk events’ ‘walking events’ etc. Alongside the ad word campaign, the kiwiwalkrun.co.nz website will also undertake a google ad campaign to ensure it is highly ranked when searching.

Community Engagement/Leveraging Networks

A key objective is to continue to build awareness and engagement across various people and groups. A range of leverage networks, groups, and events will be worked with to share event information and promote the event.

Leverage groups to include:

- Trail running groups
- Local community groups
- Regional tourism databases
- Sponsor networks

Timelines

October 2023
- Launch EOM (separate launch plan)

November 2023
- Opening week special
- Whole series ads
- 1x EDM
- 3-4 FB/IG posts p/w

December 2023
- Whole series ads
- 1x EDM (xmas)
- 3 FB/IG posts p/w

January 2024
- Whole series ads
- 1x EDM
- 3 FB/IG posts p/w

February 2024
- Whole series ads
- Event-specific ads (first 3x events)
- 2x EDM (1 month til first event/call to action/pitstop announcements etc.)
- 3-4 FB/IG posts p/w
- Engage community leverage groups & influencers

March 2024
- Whole series ads
- Event-specific ads (first 3x events)
- 2x EDM
- 3-4 FB/IG posts p/w
- Corflutes up in key locations

April 2024
- Whole series ads
- Event-specific ads (first 3x events)
- 2x EDM
- 3-4 FB/IG posts p/w
- Corflutes up in key locations

May 2024
- Whole series ads
- Event-specific ads (first 3x events)

- 2x EDM
- 3-4 FB/IG posts p/w
- Corflutes up in key locations

Event Breakdowns

Turangi
- More hard-core runners
- Training event
- Flat course

Christchurch
- You ask we listen, lower south island here we come
- Weekend trip/day trip if local
- Type of course?

Hamilton
- Iconic Hamilton gardens
- Ladies weekend away
- Relatively flat course
- Families
- Day trip from Auckland/Tauranga/Roto areas
- Exclusive access to parts of the gardens

Tauranga
- Access to canal
- Iconic McLaren Falls, 3rd year same location
- Autumn colours
- Undulating

Auckland
- Family
- Flat/easy
- Iconic and beautiful gardens
- Explore your own backyard
- Locals
- People from outside of Auckland who haven't seen the gardens before

Hawke's Bay
- Vineyard/wine
- Ladies weekend away
- Scenic
- More walk/experience event
- Hilly course/undulating
- Images to include vineyard/scenic/destination vibe

Rotorua
- Blue Lake iconic
- Easy to travel to north island area
- More hard core but still easy lake walk

- Girls weekend
- Family trip

Hamilton Event Budget - Kiwi Walk & Run Series 2025

		2025 forecast	
Income:			
Hamilton City Council	$	10,000.00	
Entries	$	32,000.00	
Sponsorship & funding (yet to be sourced)	$	10,000.00	Yet to be sourced - sponsorship is very tough at the moment
	$	52,000.00	
Expenditure:			
Management/staff:	$	19,138.00	
Admin, consumables, office overhead:	$	3,100.00	
Accounting, legal, insurance:	$	1,300.00	
Trave, accom, meals:	$	2,750.00	Extra onsite staff
Marketing, PR, Video, photo:	$	10,000.00	
Event infrastrucutre:	$	2,700.00	
Participant expneses - timing, medals, entry etc	$	8,200.00	
Security:	$	1,200.00	
Volunteers:	$	1,200.00	
Misc:	$	500.00	
	$	50,088.00	
	$	**1,912.00**	

Hamilton City Council
Te kaunihera o Kirikiriroa

2024/25 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Round the Bridges 2024		
EVENT DATE	17 November 2024		
APPLICANT	Hamilton Harrier Club Inc and Classic Events		
EVENT LOCATION	Garden Place, Civic Square, CBD, Hamilton Gardens, Waikato River paths	**EVENT TYPE**	Sports
EVENT OVERVIEW	• Round the Bridges is one of NZ's oldest annually contested outdoor running and walking events and attracts participants of all ages for a 1km, 2km, 6km or 12km run and walk throughout the Hamilton CBD. • Refer Round the Bridges Strategic Business Plan, Marketing and Promotional Plan, Sponsorship Proposal and additional document.		
TARGET MARKET	• Local community, runners and walkers, families and corporate groups		
EVENT OBJECTIVES	• To retain the event's iconic status in the City of Hamilton • To ensure the event remains fiscally sound and sustainable • To enhance the attractiveness to sponsors, to build exposure and participation • To encourage participation from the business community to build culture and enjoyment by entering as a team • Through funding support, keep price to enter low as possible so is affordable for people from all socio-economic backgrounds to participate • To secure long term funding • To grow school support and encourage children to participate • To grow the overall participation number to 7000 • To display excellence in event and business management		
ATTENDANCE	8,550 total ○ 6,550 from Hamilton ○ 2,000 from outside Hamilton	**BED NIGHTS**	Not provided – statement of 25% of participants being from outside of Hamilton
EXTERNAL FUNDING	• This event is supported by other external funding and sponsorship sources.		
PREVIOUS COUNCIL SUPPORT	• The event has been supported by event sponsorship funding from 2012-2022. • The event was last awarded $17,000 for it's 2023 event.		
PAST EVENT PERFORMANCE	• The event was established in 1945. The 2023 event attracted just under 6,000 entrants. 25% of attendees were from outside Hamilton. • The Hamilton Harriers Club is the owner of this event and they contract Classic Events Ltd (an experienced Hamilton event company) to deliver it in November each year. Classic Events currently run many of the Waikato's most loved events, most recently Balloons over Waikato. Round the Bridges has been run by Classic Events for 8 years.		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE**	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
	• Recognition for Hamilton as home of the ionic Round the Bridges • Naming rights of the premier 12 km race to include coverage/profile in all media pertaining to this event, including branding on all	• Social media promotional opportunities • Council support will be included in ALL aspects of marketing & promotional activity including in radio ads	• Placement of logo across all relevant digital event materials, including website, registration platform, e-ticket confirmation and event certificate • Onsite and course

	promotional material "Hamilton City Council 12km" • Complimentary site for Council marquee in Garden Place • Ability for Council representative to open race and hand over winners trophy (Mayor) • Space in Garden Place to activate with your spinning wheel and/or photo frame and provide giveaways	& social media posts	signage with Council logo •
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES** • 25 complimentary passes into 12km race to be used for staff or promotion	**RECOGNITION AND ACKNOWLEGDMENTS** • Verbal recognition on event day.	

MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	$25,000	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		4
Generation of overnight visitation to city		3
Generation of incremental income to city businesses		3
Number of anticipated participants		3
Utilisation of city assets		5
	Total	**22 / 30**

MANAGEMENT COMMENT
Approve - $20,000 for 2024 event. Recommended. A well-established event with strong corporate support plus an ongoing focus to attract greater audiences to the event and potential for more visitation. Low investment for good returns across the range of criteria. Demonstrates good city infrastructure capability.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0082024/25 From Round the Bridges
Form Submitted 9 Apr 2024, 11:12AM NZST

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Event Sponsorship Fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found here.

Organisation Name and Contact:

Organisation name * Round the Bridges

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
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Form Submitted 9 Apr 2024, 11:12AM NZST

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *
Mrs Michele Connell

Contact Person for this Application *
Mrs Jenni Muhlmann
Please enter the name of the primary contact person for this application.

Position of contact person
Jenni Muhlmann

Contact Person's Email Address *
jenni@classicevents.co.nz
Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *
+64 27 292 4220
Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information
Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)
10 Bisley Rd
Enderley Hamilton 3214 New Zealand

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Organisation Website
http://www.roundthebridges.co.nz
Must be a URL.

Organisation type
○ Charitable Trust ○ Trust ○ Sole Trader
◉ Incorporated Society ○ Company ○ Other

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2024 Event Sponsorship Application Form
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	○ Charitable Company
If other, please state	
Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	17-981-484 Please enter your GST number.
Please list prior event experience of both the organisation and event organiser *	The Hamilton Harriers Club is the owner of this event and they contact Classic Events Ltd an experienced Hamilton event company to deliver it in November each year. Classic Events currently run many of the Waikato's most loved events, most recently Balloons over Waikato, which Michele Connell has run for 20 years. Classic Events also runs 2 Motorhome Caravan & Leisure Shows, and a 2nd Hand Caravan show. Round the Bridges has been run by Classic Events for 8 years.
Is there a contract in place with the event organiser or organisation team? *	☑ Yes ☐ No
Does your organisation hold intellectual property rights to the event? *	☐ Yes ☑ No
If not, who?	Hamilton Harrier Club inc

Event Details

*** indicates a required field**

Name of the Event *
Round the Bridges

Start date of Event *
11/11/2024

Finish date of Event *
17/11/2024

Time of the Event *
bib collection daily week prior, racing starts from 8am

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Location or Venue *
Garden Place, Victoria St and on the river paths

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Community

If Other, please describe

Amount of Hamilton sponsorship sought *
$25,000

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Round the Bridges is an iconic event in our city, run each November on the 3rd

Sunday. It feels like the start of summer, right after race day the Christmas Tree goes up in Garden Place ... it is the start of good times for our city.

Every year our community comes out in their thousands to support Round the Bridges, through rain and shine. It is one of the Waikato's most loved events.

Round the Bridges was established in 1945 by the Hamilton Harriers Club, with the intention to create an event that promotes enjoyment, participation, competition, and excellence in the sport of road and cross country running. And that ethos remains today ... whether you are a competitive runner in the Hamilton City Council 12km or walk around the course with friends in the 6km event, Lugtons Round the Bridges has evolved and grown, now firmly stamping its place as this communities longest running most loved mass participation event.

Round the Bridges goal continues to remain accessible to EVERYONE... irrelevant of age, ability or socio-economic background. We provide a tiered pricing registration system, offer age and CSC price reductions and super affordable children's pricing.

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We offer a range of event categories to appeal to everyone:

1 & 2km Kids Challenge - for 7 - 13 year old

6km & 12km distances - open for all, and can be walked, jogged or run.

Corporate Team Challenge - Open for any workplace to enter a team, to compete to be the fastest in the 12km distance.

There are prizes for the top athletes, and medals for everyone.

We pride ourselves on being a vehicle for good health and well-being.

This event encourages pride in our city like no other. The course IS OUR CITY!

Please see document attached for evidence of how Round the Bridges demonstrates pride in the city!

No more than 500 words

Attach any other event outline documents here

Filename: RTB Promoting Pride for Hamilton 2024.pdf
File size: 927.5 kB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: RTB Strategic Plan 2023-2025.pdf
File size: 1.7 MB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Round the Bridges BUDGET 2024.pdf
File size: 128.2 kB

Marketing and Promotion Plan

2024/25 Event Sponsorship Fund
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This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: RTB Marketing and Promotional Plan.pdf
File size: 118.1 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: RTB Sponsorship Proposal Package 2024.pdf
File size: 324.8 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	4500	1500		
Spectators	2000	500		
Trade	50			

Entry Fees

Adult	Child	Older people	Other
from $25	From $8	From $12	

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Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels		
Motels		
Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other: Yes, with 25% of our participants from out of Hamilton, we would assume they stay family/friends or in Hotels

What is the anticipated average stay in Hamilton for participants?
2 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Recognition of the 12km race sponsor to include coverage/profile in all media pertaining to this event, including branding on all promotional material for this race

Idea 2
Complimentary Corporate site for a HAMILTON CITY COUNCIL tent in the higher profile positioning of Garden Place

Idea 3
25 complimentary entries into 12km race, to be used for staff and/or promotion

Idea 4
Space in Garden Place to activate with your spinning wheel and/or photo frame and provide giveaways

Idea 5
Placement of the HAMILTON CITY COUNCIL logo across all relevant digital event materials

pertaining to the race, including the website, registration platform, e-ticket confirmation and downloadable certificate

Idea 6
Acknowledgement of sponsorship via event day announcements
• On-site/on course signage – created by RTB and provided by HCC
HAMILTON CITY COUNCIL representative to hand over the winner Trophy at prizegiving (This is usually Mayor Paula Southgate)
HAMILTON CITY COUNCIL Social media promotional opportunities pertaining to race

Idea 7
Recognition as Hamilton being the home of the iconic Round the Bridges to include, permission for the use of Round the Bridges event name, logo and imagery in any promotional material when required to market the city

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
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Full Name of Organisation *	Hamilton Harriers Club - Round the Bridges
Full Name of Authorised Signatory *	Lucy Kibblewhite
Position of Authorised Signatory *	Hamilton Harriers Club President
Date of Declaration *	09/04/2024

Your feedback

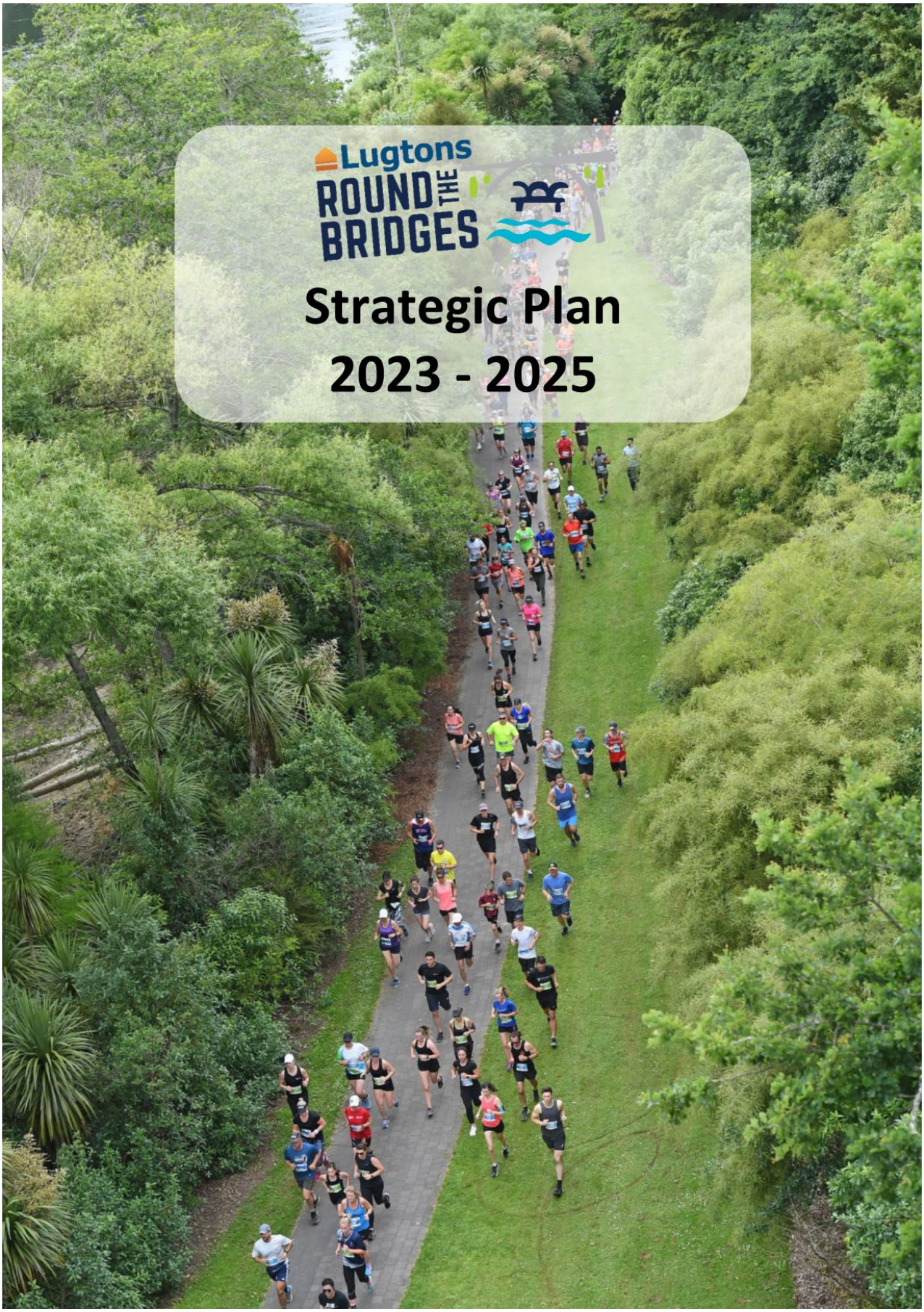
We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
Very easy

How many hours did it take you to complete this application?
2

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.


Lugtons
ROUND THE BRIDGES
Strategic Plan
2023 - 2025

Established in 1945 by the Hamilton Harriers Club, Round the Bridges started out as a road race designed to showcase some of New Zealand's top athletes. Nowadays the event welcomes people of all shapes and sizes, from primary school students right through to running legends and aims to continue to offer a fantastic day out which the whole family can enjoy

Event Goals:

- To retain the event's iconic status in the City of Hamilton
- To ensure the event remains fiscally sound and sustainable
- To enhance the attractiveness to sponsors, to build exposure and participation
- To encourage participation from the business community to build culture and enjoyment by entering as a team
- Through funding support, keep price to enter low as possible so is affordable for people from all socio-economic backgrounds to participate
- To secure long term funding
- To grow school support and encourage children to participate
- To grow the overall participation number to 7000
- To display excellence in event and business management

Key Strategies:

Our Key Strategic Planning addresses 2 main areas:

Sponsors

To focus on providing sponsors with a high level of satisfaction through being involved with an Iconic Event that gives them significant exposure.

Participants

To provide an enjoyable experience from registration to race, involving all ages and fitness levels and providing a safe race to challenge all abilities.

Target Market

- To continue to remove the financial barrier to entry
- To provide an overall fantastic experience
- Pride in having this event in Hamilton City

This is a confidential document and is the sole property of Round the Bridges. It may not be photocopied, distributed or disseminated to any party without the express permission.

Marketing and Promotional Plan

A comprehensive marketing plan is curated to encourage participation in this event utilising several different marketing components booked from July to November annually.

SOCIAL MEDIA

Facebook and Instagram is our most cost effective and interactive way in which we market to our audience. We have 7123 engaged followers on FB, and a growing Instagram fanbase. We will activate our Social Media campaign from 1st July, to promote the first stage of our registrations – Super Saver. This will be promoted using paid campaigns, page posts and boosted posts.

The aim this year is to target to a wider regional area to encourage out of towners to come and enjoy the event. We will base our campaign around the ENGAGE, INTERACT and EDUCATE mechanics, across our 4-tiered registration time frames, Super Saver, Early Bird, Online Entry and late entries.

RADIO & PRINT

Round the Bridges enjoys a partnership with NZME, encompassing radio and print. Our promotional partner is the HITS. We have a comprehensive $30,000 radio campaign with radio commercials booked from July – November on Hits, ZM, Newstalk ZB, Coast and Hauraki. We have a further allocation of budget for promotional activity which includes, on air activity with booked promo trailers, Facebook promotions, on air competitions and community activations.

We also have a further print component in Te Awamutu Courier and Waikato Herald, to encourage registration over each of our tiered registration time frame period.

EMAIL DIRECT MARKETING - EDMS

We have a strong and engaged database which grows each year from past competitors. Our targeted newsletters commence from July with monthly frequency, moving to weekly leading up to the event in November. We have a database of nearly 20,000 past participants.

ONLINE – GOOGLE DISPLAY ADVERTISING

As entry to this event is online, we run an online campaign using the STUFF and NZ Herald platforms. W will also look into the Google Display Network, targeting various websites and pages, that our participants are visiting. These multi sized animated online ads are booked to work in with our tiered entry structure closing dates, from July to November.

OUTDOOR ADVERTISING

An event in the mighty Waikato is not an event if you do not use the fantastic pole banners along Wairere Drive. These are booked from 2nd October – 13th November. We also plan on utilising the static Billboard Space on the Lugtons building on Victoria Street, from mid-July – November. We will also book additional billboard space on the Pukete/Wairere Drive and Ruakura sites to coincide with our tiered registration time frames.

Sponsorship Proposal Package

Round the Bridges has 2 core races, the 12km and 6km.
We would like to offer HAMILTON CITY COUNCIL naming rights of the premier race – the 12km race.

HAMILTON CITY COUNCIL will be affiliated with everything pertaining to the race and offers greatly increased profile; with the race referred to as the Hamilton City Council 12km.

Benefits Include:

- Recognition of the 12km race sponsor to include coverage/profile in all media pertaining to this event, including branding on all promotional material for this race
- Complimentary Corporate site for a HAMILTON CITY COUNCIL tent in the higher profile positioning of Garden Place
- 25 complimentary entries into 12km race, to be used for staff and/or promotion
- Placement of the HAMILTON CITY COUNCIL logo across all relevant digital event materials pertaining to the race, including the website, registration platform, e-ticket confirmation and downloadable certificate
- Recognition as Hamilton being the home of the iconic Round the Bridges
- Permission for the use of Round the Bridges event name, logo and imagery in any promotional material when required to market the city
- HAMILTON CITY COUNCIL representative to hand over the winner Trophy at prizegiving (This is usually Mayor Paula Southgate)
- HAMILTON CITY COUNCIL Social media promotional opportunities pertaining to race
- The use of our event imagery incorporating HAMILTON CITY COUNCIL spaces during one of this regions most loved and successful events, such as Garden Place, the Hamilton Gardens, Fairfield Bridges etc
- Acknowledgement of sponsorship via event day announcements
- On-site/on course signage – created by RTB and provided by HCC









PLEASE NOTE: This event budget is a guideline only based on previous years budgets.

Registration opens for RTB in July and is open until event day in November.
The particpation fees outlined below is the bests guess based on previous years.

	ROUND THE BRIDGES INCOME	Forecast 2024
ACC Code	SPONSORSHIP	$ 55,000.00
ACC Code	FUNDING	$ 35,000.00
ACC Code	PARTICIPATION FEES	$ 90,000.00
ACC Code	ADDITIONAL INCOME	$ 3,000.00
	Total Income	**$ 183,000.00**

	ROUND THE BRIDGES EXPENSES	Forecast 2024
ACC Code	ENTRY RELATED	$ 27,425.00
ACC Code	COURSE RELATED	$ 21,672.50
ACC Code	MARKETING & COMMUNICATIONS	$ 17,700.00
ACC Code	PRIZES AND GIVEAWAYS	$ 12,900.00
ACC Code	EVENT STAFF	$ 5,300.00
ACC Code	SPONSOR RELATED	$ -
ACC Code	MAIN VENUE RELATED (HQ)	$ 25,700.00
ACC Code	ENTERTAINMENT	$ 3,500.00
ACC Code	ADMINISTRATION	$ 7,000.00
ACC Code	EVENT FEES	$ 62,500.00
	Total Expenses	**$ 183,697.50**
	Total Profit	-$ 697.50

Round the Bridges Promotes Pride for our City and our Community!

Round the Bridges is an iconic event that spills over with pride for Hamilton city … with the longevity it has run (nearly 80 years!), year on year participant growth and the fact the course embraces OUR CITY. With the start and finish line on our main street in the CBD, the course runs along our river path, through our gardens and crosses our 2 bridges, encompassing the most beautiful parts of Hamilton. **That is something to be proud of.**

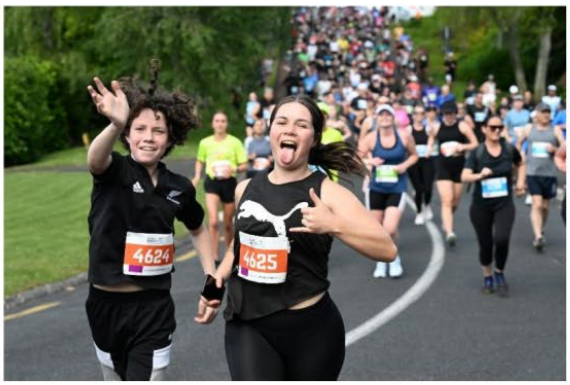
This event is a mass participation fun run and walk accessible to all ages, all abilities, and all socio-economic backgrounds. Everyone can be a part of it, and we provide an exceptional event experience for ALL people to be welcomed and enjoy participating in. This event is a not be missed event for our community. **That is something to be proud of.**

Encouraging our community to live a balanced, active, and healthy lifestyle by offering a picturesque running course, a safe fun environment with recognition for everyone whist providing an event that is uniquely Hamilton. **That is something to be proud of.**

Feeling a part of a team, a connection to whanau, and to be involved in something bigger, is incredible for your mental health and wellbeing. Whether it is a corporate, family, school, fundraising or sports teams. There is no better or more effective way of being included then then inviting groups of people to train together, promoting healthy living, and getting active. **That is something to be proud of.**









Our community comes out in their thousands to enjoy this event …. Auckland has one, so does Tauranga, Wellington and Queenstown … but so do we …and its EPIC!

Round the Bridges is an iconic event for our city and region, it is one of the only running races that keep on increasing in numbers, yet continues to keep registration costs low, and embraces our community bringing us together and welcoming everyone to join in the fun!

That Is most definitely something to be proud of.













Hamilton City Council
Te kaunihera o Kirikiriroa

2024/25 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Balloons over Waikato 2025		
EVENT DATE	17- 23 March 2025		
APPLICANT	Balloons over Waikato Trust		
EVENT LOCATION	Innes Common and Claudelands Oval	**EVENT TYPE**	Community
EVENT OVERVIEW	• Balloons over Waikato is one of the last free large-scale events in New Zealand and one of the biggest in the Waikato, with approximately 100,000 spectators over the 5-day festival. • The purpose of the Balloons over Waikato Trust is to run an annual ballooning event that continues to maintain Balloons Over Waikato's position as the premier hot air balloon event in New Zealand and a major hallmark event for the Hamilton region, to be recognised both nationally and internationally. • Refer BOW Strategic Plan 2024- 2026, Marketing Plan 2025 and Sponsorship Proposal 2025		
TARGET MARKET	• Target market is local and regional residents and domestic audience for overnight visitation.		
EVENT OBJECTIVES	• To grow the level of participation and number of spectators through excellence in event entertainment, organisation and communication.		
ATTENDANCE	60,182 in total ○ 50,130 from Hamilton ○ 10,070 from outside Hamilton	**BED NIGHTS**	525 bed nights
EXTERNAL FUNDING	• The budget provided shows income from sponsorship and grants. • Council has previously been one of only four strategic partners of the event. • Refer BOW Draft Budget 2025		
PREVIOUS COUNCIL SUPPORT	The event has also received event sponsorship funding on an annual basis since 2008 – 2023. In 2023/24, the event received $130k of funding via the event sponsorship fund.The event is supported by exclusive use of Innes Common for event week every year and parks fees are waived. A discounted venue hire arrangement is also negotiated by H3 for use of the Claudelands Oval and other venue space on site.		
PAST EVENT PERFORMANCE	Balloons over Waikato is owned by the Balloons over Waikato Trust and is governed by 5 Trustees. The event has been run for the last 20 years by Michele Connell, owner of Classic Events, with 2024 being the final event delivered by this team. Classic Events will remain under contract until 30th June 2024. Note: The Trust is currently recruiting a new General Manager, to deliver Balloons Over Waikato 2025, assisted in the process by Michele Connell. The Trust plans to have a new General Manager in place by July 2024.		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE**	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
	• Strategic Level Partner (only one of four) • Exclusive naming rights to the "Hamilton City Council Opening Fiesta" and promotion on all marketing for this event • Opportunity to profile	• Personalized recognition and acknowledgement in social media • Council support will be included in ALL aspects of marketing & promotional activity including in radio ads & social media posts	• Exclusive branding on all pilot and crew bags • High profile positioning of the Hamilton Balloon at all lift offs from Innes Common and placement of the Council Marquee in prominent position at

	Hamilton in all national and international marketing		Innes Common for duration of the Festival. • Council logo will be included in ALL aspects of marketing & promotional activity
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES**		**RECOGNITION AND ACKNOWLEGDMENTS**
	• Ability for Mayor to open the Hamilton City Council Opening Fiesta • Ability for Council to supply branded merchandise or host at the morning (at Council's cost) • VIP hospitality package to be used at Council's discretion (10 x family invitations for 20 adults and 20 children, 10 x parking passes and 4 x VIP invites for use by Mayor and guests)		• Recognition as hosts of Balloonist party welcome evening. • Council being acknowledged in the news and press/media releases(s). • Council being given verbal acknowledgement during presentations(s)/public announcement(s).

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$150,000

MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	5
City exposure benefits	4
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	4
Number of anticipated participants	4
Utilisation of city assets	5
Total	**25 / 30**

MANAGEMENT COMMENT
APPROVE $130,000 for 2025 event Recommended. An iconic legacy event for Hamilton and fit with the event sponsorship fund criteria for pride and profiling. High community support and new audience appeal. Without Council's partnership, this festival could not continue. Funding for this event is very challenging and reliant on Council support.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0102024/25 From Balloons over Waikato
Form Submitted 8 Apr 2024, 12:46PM NZST

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Event Sponsorship Fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found here.

Organisation Name and Contact:

Organisation name * Balloons over Waikato

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Please enter the registered (legal) name of your organisation.

Name of Event Organiser *
Mrs Michele Connell

Contact Person for this Application *
Mrs Jenni Muhlmann
Please enter the name of the primary contact person for this application.

Position of contact person
Jenni Muhlmann

Contact Person's Email Address *
jenni@classicevents.co.nz
Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *
+64 27 292 4220
Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information
Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)
10 Bisley Rd
Enderley Hamilton 3214 New Zealand

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Organisation Website
http://www.balloonsoverwaikato.co.nz
Must be a URL.

Organisation type
○ Charitable Trust ◉ Trust ○ Sole Trader
○ Incorporated Society ○ Company ○ Other

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	○ Charitable Company
If other, please state	
Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	73-519-551 Please enter your GST number.
Please list prior event experience of both the organisation and event organiser *	Balloons over Waikato is owned by the Balloons over Waikato Trust and is governed by 5 Trustees. The event has been run for the last 20 years by Michele Connell, owner of Classic Events, with 2024 being the final event delivered by this team. Classic Events will remain under contract until 30th June 2024. The Trust is currently recruiting a new General Manager, to deliver Balloons Over Waikato 2025, assisted in the process by Michele Connell. The Trust plans to have a new General Manager in place by July 2024.
Is there a contract in place with the event organiser or organisation team? *	☐ Yes ☑ No
Does your organisation hold intellectual property rights to the event? *	☐ Yes ☑ No
If not, who?	Balloons over Waikato Trust

Event Details

*** indicates a required field**

Name of the Event *
Balloons over Waikato

Start date of Event *
17/03/2025

Finish date of Event *
23/03/2025

2024/25 Event Sponsorship Fund
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Time of the Event *
7am each morning and some evenings

Location or Venue *
Innes Common and Claudelands

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Community

If Other, please describe

Amount of Hamilton sponsorship sought *
$150,000

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The purpose of the Balloons over Waikato Trust is to run an annual ballooning event that continues to maintain Balloons Over Waikato's position as the premier hot air balloon event in New Zealand and a major hallmark event for the Hamilton region, to be recognised both nationally and internationally.

The events core objective is to deliver a world class event through excellence in entertainment, organisation and communication.

Balloons over Waikato is one of the last free largescale events in New Zealand with attendance numbers attracting approximately 100,000 spectators over the 5 days.

The Trust wants to ensure this much-loved event remains safe, free and accessible for everyone, continuing to give back to the wider community.

The festival programme features 5 mornings of competitive flying tasks which incorporate community events and local partnerships, including sponsor activations based at Innes Common at Hamilton Lake. In 2025 we are once again planning for a balloons visit to

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a region in the greater Waikato community, as well as afternoon and evening activities around the city, such as the Walk Thru balloon in Garden Place and the BASE Basket Burn.

The week will conclude with the ZURU Nightglow, for the 3rd year at Claudelands Oval. The event consists of live entertainment, food vendors, carnival rides and the stunning balloon glow choreographed to music, finishing off with the fireworks extravaganza!
No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: BoW Strategic Plan 2024-2026.pdf
File size: 317.7 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: BOW BUDGET 2025.pdf
File size: 58.3 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

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Attach your Marketing and Promotion Plan here *

Filename: Marketing and Promotional Plan 2025.pdf
File size: 117.1 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Proposal 2025.pdf
File size: 662.8 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *
☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	130	50	20	
Spectators	50,000	10,000		
Trade				

Entry Fees

Adult	Child	Older people	Other

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	75	7

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Motels		
Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
7 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Naming rights to BOW opening morning, the Hamilton City Council Opening Fiesta - Please see FULL SPONSORSHIP PROPOSAL ATTACHED

Idea 2
Space for onsite activations at Innes Common on the opening morning, to include but not limited to signage, marquees and interactive activities

Idea 3
Branding on pilot and crew bags

Idea 4
Hamilton City Council logo appearing on all promotional media as 1 of 4 strategic partners

Idea 5
VIP ZURU Nightglow tickets for HCC and the Major including VIP parking

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

2024/25 Event Sponsorship Fund
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Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

Full Name of Organisation *	Balloons over Waikato
Full Name of Authorised Signatory *	Steve Gow
Position of Authorised Signatory *	BOW Trust Chairman
Date of Declaration *	08/04/2024

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
Very easy

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How many hours did it take you to complete this application?
2

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.


Strategic Plan
2024 - 2026
© Balloons over Waikato Trust

BALLOONS OVER WAIKATO MISSION STATEMENT

To promote, advance and encourage hot air ballooning for the entertainment of the general public and the promotion of the Waikato region.

TRUST VISION

To grow the level of participation and number of spectators and maintain Balloons Over Waikato's position as the premier hot air balloon event in New Zealand and a major hallmark event for the region, nationally and internationally, through excellence in entertainment, organization and communication

Event Goals:

- To strive to provide a world class distinctive Event that is entertaining, fiscally sound and sustainable
- To enhance the attractiveness to sponsors, to build exposure and participation
- To enhance the abilities of the organisation to continue to develop and grow
- To secure long term funding
- To be recognized nationally & internationally for Event excellence
- To be recognized nationally & internationally as having a role in Waikato and New Zealand's tourism/event development
- To achieve administrative excellence in support of core activities
- To display strong leadership and excellence in practice that ensure effective business management
- To be internationally recognised, as a festival which provides world class opportunities for pilots and crew.

Key Strategies:

Our Key Strategic Planning addresses 3 main areas:

Sponsors

To focus on providing sponsors with a high level of satisfaction through being involved with an Iconic Event that gives them significant exposure.

Balloonists

The focus here is on providing an event that promotes ballooning, challenges pilot skills in a competitive situation and encourages the enjoyment of the sport

Public

To focus on providing an entertaining, accessible, safe and free event to as large an audience as possible

Target Market

- To facilitate the identification and continued re-evaluation of our target market.
- To continue to capture and satisfy their enchantment for ballooning.

This is a confidential document and is the sole property of the Balloons Over Waikato Charitable Trust. It may not be photocopied, distributed or disseminated to any party without the express permission of the Trust.

MARKETING AND PR PLAN 2025

An extensive marketing campaign is created each year utilising traditional media such as radio and print, along with editorial, TV coverage and a comprehensive social media campaign.

The target market is wide … from families, to older couples, to Hamilton lovers to those from out of town who love the magic of ballooning. This event appeals to everyone.

The Marketing objective for Balloons over Waikato is multi-faceted. Being a FREE event, with many sub events within the week, the marketing has been curated to cover all parts of the festival. Promotion is split between promoting the daily morning flights from Innes Common, to the evening events at The Base and Waipa, to the Love the Centre Walk Thru balloon in Garden Place to the FREE ticketed event at Claudelands - the ZURU Nightglow.

SOCIAL MEDIA

Facebook and Instagram continues to be our most connected way to talk to our large numbers of followers of the event around the world most cost effectively. The BOW page currently has 33,384 people following.

Instagram has increased to 3,720 followers. The impact and reach from posting our own, and sharing Instagram stories during the event this year was phenomenal.

Social Media Plan:

December:	Save the events – start the with an invite and interest campaign
January:	ZURU toy giveaways, Special Shape announcements, Pilot Introductions, Event pages
February:	Start informative messaging campaign, continue above content
March:	Heavy informative messaging then into sharing content during event week

RADIO

BOW has enjoyed a long and successful partnership with NZME to the value of over $70,000 per year. This includes promotion in the form of radio advertising, on air interviews, community information, social media and on-air competitions, as well as offering MCs and on site activations.

PRINT

The NZME relationship also covers full page advertising I the local papers Te Awamutu Courier and Waikato Herald

Editorial

BOW also enjoys great success with editorial placement in local and national online and print publications with topics covered for the 2024 event ZURU Nightglow, General Event, Specials Shapes attending, and various pilot interviews.

OUTDOOR

23 flags along Wairere Drive are booked form early March for the entire month to promote the event coming to the city

OTHER MEDIA

Each year we attempt to get nationwide coverage of the festival by inviting all television networks to join us. This year BOW General Manager Michele Connell appeared on TV1s BREAKFAST, along with images and video, talking about 25 years in the air and the hunt for a new GM.

However it looks, the event team will be committed to attempting to have nationwide media join us annually is an integral part of the marketing plan.





SPONSORSHIP PROPOSAL

The pride of our city is undoubtedly Balloons over Waikato. It is an iconic event to our region, with imagery from the event used in marketing from our RTO to local businesses to schools and clubs. This event without question, is a highlight in our communities calendar and one we can all be very proud of.

To celebrate the opening morning of Balloons over Waikato, we continue to offer Hamilton City Council naming rights to 'The Hamilton City Council Opening Fiesta'. This will be Hamilton's morning, with the event formally opened by BOW Chairman Steve Gow and Her Worship the Mayor Paula Southgate.

The Tuesday morning should be branded with Hamilton City Council signage and marquees, and we encourage similar great activity as the last couple of years, such as the HCC Spinning Wheels and photo frame which created a lot of fun on the morning.





BRANDING

There is nothing that shows pride in a city then to proudly carry city merchandise. Over the last few years Hamilton City Council has kindly supported the festival with merchandise, providing 35 pilots duffle bags and 150 crew eco bags.

All festival pilots and crew are supplied a bag, that are branded with the Hamilton City Council logo. The pilots receive the larger duffle bag and crew the functional eco bag. Traditionally these are branded as 'Hamilton', however they could be branded with whatever you like … they could promote some aspect of the city (Hamilton Zoo, Hamilton Gardens) or even to connect the city with the event (Hamilton City Council, the home of Balloons over Waikato).





BOW Benefits

- Logo / Hamilton name inclusion on ALL promotional media and publicity as 1 of 4 strategic partners of Balloons over Waikato
- Exclusive Naming of the 'Hamilton City Council Opening Fiesta'
- High profile positioning of the Hamilton Kirikiriroa Balloon at all lift offs from Innes Common
- Hamilton Marquee in place at Innes Common for duration of the festival
- Exclusive branding on all pilot and crew bags (provided by HCC)
- Recognition and continued branding associated as Hamilton, the home of 'ballooning' and 'Balloons over Waikato' nationally.





ZURU Nightglow Hospitality

- VIP Hospitality - 10 x Family invitations **(**20 adults + 20 children)
- 10 VIP parking passes
- 4 x VIP invitations for Mayor and her guests, and preferential parking

BOW Requirements

- Provide Hamilton Marquee for use at Innes Common for duration of the Festival
- Provide additional Hamilton Marquee for use at the ZURU Nightglow
- Provision of Hamilton branded 35 Pilot Bags (Duffle) and 150 bags for crew (Eco)
- Waiving of all fees and bonds for the use of Hamilton City grounds and parks (sound check fees, park bonds etc)
- $150,000

PLEASE NOTE: This event budget is a guideline only based on previous years budgets.
The end of the BOW Financial year is 30 June 2024
With the 2024 event only concluding on 23rd March, the 2025 budget will not be confirm

Code	BOW Budget - 2024	Mar-24
Code	**INCOME**	BUDGET B-Forecast
	SPONSORSHIP | TOTAL	$ 300,100.00
	GRANTS | TOTAL	$ 233,000.00
	SPECIAL PROJECTS | TOTAL	$ 30,000.00
	Total Income Other	$ 16,000.00
1960	**Income - Contra Sponsorship**	$ 300,000.00
	TOTAL INCOME	**$ 879,100.00**
Code	**EXPENDITURE**	
	ADMINISTRATION EXPENSES | TOTAL	$ 263,429.44
	ACCOMMODATION | TOTAL	$ 8,260.00
	AIRFARES & TRAVEL | TOTAL	$ 17,540.00
	BALLOONISTS COMPETITIONS | TOTAL	$ 1,070.00
	ENTERTAINMENT | TOTAL	$ 60,130.00
	FREIGHT & ASSISTANCE | TOTAL	$ 24,000.00
	HOSPITALITY | TOTAL	$ 42,770.00
	INSURANCE | TOTAL	$ 9,200.00
	MARKETING | TOTAL	$ 14,570.00
	BALLOONISTS & OTHER EXP | TOTAL	$ 24,538.00
	VENUE EXPENSES | TOTAL	$ 144,910.00
	TOTAL EXPENDITURE	$ 610,417.44
	Growth Strategy Development	$ -
	Contra Sponsorship	$ 300,000.00
	Net Income / Loss	-$ 31,317.44

Hamilton City Council
Te kaunihera o Kirikiriroa

2024/25 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Xmas at Suburbs		
EVENT DATE	7 December 2024		
APPLICANT	Suburbs Community Sports Club		
EVENT LOCATION	Suburbs Club, Flagstaff, Hamilton	**EVENT TYPE**	Community
EVENT OVERVIEW	• Annual Christmas at the park event hosted by Suburbs Community Sports Club in Flagstaff, Hamilton. • Will feature stage performances (dancers, singers, musicians), a Kaumātua tent for Gold Card holders, a festival of food trucks, a children's play area, and new event Community craft Stalls. • Free entry with donations from the event to 'I AM HOPE' NZ. • Refer Xmas @ Suburbs Business Plan and event flyer and Sponsorship Proposal Package 2024.		
TARGET MARKET	• Target market is local community		
EVENT OBJECTIVES	• To provide an occasion for the Suburbs club to give back to their community, and the chance to thank their members, their suburb, their neighborhood, and their city with a fun-filled day and a variety of entertainment for kids of all ages and whānau to enjoy.		
ATTENDANCE	• 5,600 – 10,600 from Hamilton • 840 from outside Hamilton	**BED NIGHTS**	50 bed nights
EXTERNAL FUNDING	• The budget provided shows income from other sponsorships is sought. Council appears to be sole funding grant application. Any profit will be donated to 'I am Hope' NZ. • Refer Xmas at Suburbs Budget 2024.		
PREVIOUS COUNCIL SUPPORT	• Unconfirmed council support noted on 2019 event flyer. Event has never received funding from the event sponsorship fund.		
PAST EVENT PERFORMANCE	The Christmas event has been held since 2012. The new event coordinator has previous event coordination experience.		

	NATIONAL & LOCAL EXPOSURE	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	• Shared naming rights to the event	• Recognition and acknowledgement in social media • Council support will be included in ALL aspects of marketing & promotional activity including in radio ads & social media posts and in venue marketing	• In site / stage event advertising • Live Big screen advertising • Council logo appearing on any document or advertisement relating to the project

	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEGDMENTS
Sponsorship Benefits Available to Council		

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$30,000

MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	1
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	2
Number of anticipated participants	2
Utilisation of city assets	3
Total	13 / 30

MANAGEMENT COMMENT
Decline Not recommended. Application lacks strong links to the overall fund assessment criteria to warrant funding. Applicant to be redirected to apply for a future Community Initiatives Grant (September 2024).

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0112024/25 From Suburbs Community Sports Club
Form Submitted 13 Apr 2024, 6:08PM NZST

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

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Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found here.

Organisation Name and Contact:

Organisation name * Suburbs Community Sports Club

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Please enter the registered (legal) name of your organisation.

Name of Event Organiser *
Mr Robbie Neha

Contact Person for this Application *
Mr Robbie Neha
Please enter the name of the primary contact person for this application.

Position of contact person
Event Co-ordinator

Contact Person's Email Address *
robbie@mykaitiaki.co.nz
Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *
02108243347
Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information
Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Organisation Website
http://www.hamiltonsuburbs.co.nz
Must be a URL.

Organisation type
○ Charitable Trust ○ Trust ○ Sole Trader
◉ Incorporated Society ○ Company ○ Other

2024/25 Event Sponsorship Fund
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○ Charitable
Company

If other, please state

Is your organisation GST registered? *

☑ Yes ☐ No

If 'Yes' please provide your GST number

179-725-76
Please enter your GST number.

Please list prior event experience of both the organisation and event organiser *

The Suburbs Community Sports Club offers sporting and cultural opportunities for our local community and beyond, which includes the in-house commercial kitchen and bar facilities. Suburbs has previously hosted the annual charitable event - 'Christmas in the Park' on their grounds at Flagstaff , which was the Club's way of giving back to their supportive community. The annual event began in 2012, but was disrupted in 2020 by the COVID 19 epidemic. It was a fun, free, activity day which included entertainment and annual fundraising for charities which included the Alzheimers Society, the Waikato Hospital Children's Ward, Rainbow place and the Waikato Family Centre. The Suburbs club is aiming to once again host the event in 2024 - renamed 'Xmas @ Suburbs' and proceeds will go towards the charity - 'I AM HOPE' NZ.

The new Event Co-ordinator is Robbie Neha, who is a former Suburbs junior and Senior rugby player and a member of the Suburbs Executive Committee. Robbie is a 35-year veteran Television Producer/Director who has formerly worked for the TV3 network, TVNZ, Whakaata Maori and the Sky TV network. At present he is Company Director of his own Media Production Company - MyKaitiaki Media ltd. Robbie's role as a TV Producer is to oversee every aspect of a television production, including the conception, budget, writing, and editing of a project. He is responsible for making crucial decisions, such as selecting the cast and crew, the scripting, and the direction and editing of TV shows, documentaries, and Sports outside broadcasts. Robbie has worked on numerous local, regional and international TV shows, including sporting World Cups and Commonwealth and Olympic games. He has also worked as a Project Manager and Events Coordinator for the National Māori Performing Arts Festival, the Tūhoe Ahurei, the National Rā Maumahara commemorations at Ōrākau and Rangiaowhia, 'Xmas at the Pah' at Tārewanga Marae in Ōtorohanga, Regional Matariki national commemorations and numerous Marae openings and commemorations in the Waikato and the King Country. Robbie is also on the Executive Committees for Volunteering Waikato, Whāingaroa Environment Centre in Raglan, The Pirongia Te Aroaro o Kahu Restoration Society and the Pirongia Heritage and Information Centre.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0112024/25 From Suburbs Community Sports Club
Form Submitted 13 Apr 2024, 6:08PM NZST

Is there a contract in place with the event organiser or organisation team? *
☐ Yes
☑ No

Does your organisation hold intellectual property rights to the event? *
☑ Yes
☐ No

If not, who?

Event Details

*** indicates a required field**

Name of the Event *
Xmas at Suburbs

Start date of Event *
07/12/2024

Finish date of Event *
07/12/2024

Time of the Event *
2pm to 6pm

Location or Venue *
Suburbs Club - Commodore Ave, Flagstaff, Ham

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Community

If Other, please describe

Amount of Hamilton sponsorship sought *
$30,000

Event Description and Attachments

*** indicates a required field**

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Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Due to COVID-19, our Christmas at the park event has been sidelined for a few years as many of the former volunteers have either moved away, found new employment or become unavailable. This event to be hosted by the Suburbs Community Sports Club relies heavily on Club and Community volunteers, and we have now re-stocked our volunteer ranks to once again plan to host the 2024 event. Hamilton is now all set for a rocking 2024-2025 festive season with this much-anticipated, iconic, Community 'Xmas at Suburbs' Park spectacular on December 7th at the Suburbs Sports Club at Flagstaff Park, Hamilton.

We are yet to confirm our headline Act at this stage, but we are currently negotiating with a popular and iconic Chartbusting New Zealand group.

We are hoping to pull out all the stops this year and improve on former events at Suburbs, by featuring some of Hamilton's most talented dancers, singers, musicians, a Kaumātua tent for Gold Card holders, a festival of food trucks, a children's play area, and new event Community craft Stalls. The focus of this event will once again be Community fun and proceeds and donations from our event will go to a 'I AM HOPE' NZ, a worthy Hamilton charity. Santa Claus will make a timely appearance on the day and best of all, 'Xmas at Suburbs' will be once again be FREE and there will be many donated prizes and giveaways for attendees.

No more than 500 words

Attach any other event outline documents here

Filename: CATP Flyer 2019.jpg
File size: 178.9 kB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Business Plan - Xmas @ Suburbs.pdf
File size: 280.5 kB

Current Event Budget

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This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Xmas @ Suburbs Budget Apr 2024.pdf
File size: 144.1 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Content Campaign Plan Apr 2024.pdf
File size: 180.6 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Proposal Package 2024.pdf
File size: 125.8 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

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Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	300	100	20	
Spectators	5000 - 10000	500	100	
Trade	300	100	20	

Entry Fees

Adult	Child	Older people	Other
0	0	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	5	1
Motels	5	1
Camping ground	10	1
Schools	10	1
Home hosted	20	1

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
Max 1 night

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Shared Naming rights of the Event

Idea 2

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Premium Advertising across all Event Social Media, Print Media and On-air advertising

Idea 3
On site/Side of Stage Event Advertising

Idea 4
'LIVE' Big Screen advertising during Event

Idea 5
Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with

2024/25 Event Sponsorship Fund
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the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

Full Name of Organisation *	Suburbs Community Sports Club
Full Name of Authorised Signatory *	Robert Tongaporutu Ringatu Neha
Position of Authorised Signatory *	Event Co-ordinator
Date of Declaration *	13/04/2024

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
Easy

How many hours did it take you to complete this application?
1 week

Please add any other comments you may have about how we can improve our funding form or process.
It is difficult for this event in particular to estimate how many Hotels, Motels & Accommodation facilities attendees will use for our 4 hour event, particularly considering it is a FREE event, open for all to attendees not only from Hamilton, but throughout the Waikato.

Thank you for taking the time to complete this feedback section.

Business Plan for The Flagstaff Club inc t/a Suburbs Community Sports Club

The Suburbs Community Sports Club has been in operation since 1961. The Club was formerly located in the suburb of Enderley, and relocated to Flagstaff park on Commodore Avenue in 1999.

Organisational Structure

The Suburbs community sports club Executive committee consists of the following: Chairperson, Deputy Chairperson, Secretary, Treasurer, Finance Officer, Facilities Manager, Club Administrator, Funding Manager and Social/Communications Officer. All members of the Executive exist in a voluntary role. Alongside the Club Executive Committee, there are also voluntary Sub-Committees operating including: Junior Rugby, Senior Rugby, Touch Rugby, Netball, Lacrosse and the 'Xmas @ Suburbs' Sub-Committee.

Suburbs Club Members, Beneficiaries, and potential customers

The Suburbs Community Sports Club provides our Hamilton City-wide community with a wide range of sporting activities (currently lacrosse, netball, touch rugby, junior and senior rugby) within a centralised facility. We believe this is benefitting all age groups within the community by improving health and physical activity within a fair play sporting environment. The provision of an excellent sporting culture is fundamental to the well-being of the local community. Not only is Suburbs Community Sports Club offering magnificent sporting opportunities, it also provides a fun, family, social and cultural environment by making available the in-house commercial kitchen and bar facilities.

Governance and Operations

The 'Xmas @ Suburbs' Committee are a working group of Suburbs Club, Sports delegates and Community volunteers who meet monthly to co-ordinate and organise the 'Xmas @ Suburbs' free community event held at Flagstaff Park on Commodore Avenue, Flagstaff, Hamilton North. The Christmas event has been held since 2012, but has been on hold since 2019 due to the COVID-19 nationwide epidemic.

'Xmas at Suburbs' Key Management Members

Event Co-Ordinator: Robbie Neha [Media Production Company Director]
Committee Members: Mike Gregan [WRU], Graham Bond [Club Captain], Helen Davies [DGC], Rachael Connelly [Rototuna Primary], Maree Clarkin [Lacrosse President], Des Tyler [Senior Men's Rugby Manager], Heather Vincent [Junior Rugby delegate], Tanja Bolli [Life Member], Leanne Smith [Netball delegate], Matt Moore [Touch delegate], Josh Wright [Cricket delegate].

Vision

'To create a sense of community and wellbeing, whilst promoting a worthy cause'.

Purpose

'Xmas @ Suburbs' creates a sense of community, helps those in need, and fosters a spirit of generosity and empathy. When we give, we contribute to the betterment of society, reinforcing our shared values and beliefs. At the same time, giving can help us connect with others, build relationships, and experience the joy and fulfillment of helping each other, and helping support worthwhile charities.

Core Business

The main objective of our Sub-Committee is to ensure the Suburbs community sports club hosts our annual event - 'Xmas @ Suburbs' at Flagstaff Park, Hamilton. Our Club's intention is to host a free event to entertain our community and attendees, to give back to our community supporters and sponsors, and to donate proceeds from the event to a worthwhile charity.

Offer and Value Proposition

'Xmas @ Suburbs' is a free Christmas community event hosted by the Suburbs community sports club. It provides an opportune occasion for the Suburbs club to give back to their community, and the chance to thank their members, their suburb, their neighborhood, and their city with a fun-filled day and a variety of entertainment for kids of all ages and whānau to enjoy. The 'Xmas @ Suburbs' event will include a wide variety of entertainment and acts including; Schools, kindergartens, dance troupes, kapa haka, dragon dancing, solo artists and bands. There will be specific entertainment areas for children and rangatahi, fun water activities, food and craft stalls, amusement rides, and kaumātua and elderly tents. The event will provide recycling and water stations, car parking and assisted access for those attendees with disabilities.

Event Benefits

Giving is important because it allows us to impact the world, no matter how small positively. Whether we give our time, money, or resources, our acts of generosity can create a ripple effect, inspiring others to do the same. Moreover, giving can help us develop a sense of purpose and meaning in our lives, contributing to our overall well-being and happiness. Proceeds, donations, sponsorship and contributions from 'Xmas @ Suburbs' are given to a worthy charity annually. The 2024 charity recipient will be

'I Am Hope' NZ.

'Fixing youth mental health is a team effort. Everyone in New Zealand has some stake in mental health, and everyone in New Zealand can be part of the solution. Working together, we can forever change the face of youth mental health'.

Past charity recipients of 'Xmas @ Suburbs' have been Alzheimers Society, the Waikato Hospital Children's Ward, Rainbow Place and the Waikato Family Centre. Community donations from our Suburbs event have substantially assisted worthwhile charitable causes.

Revenue Streams, Sales Channels and Marketing

Revenue Streams:

- **Product sales:** Online, mobile, and on site & in-club sales.
- **Stalls income:** Affiliate Event stall proceeds go towards event charity
- **Affiliate income:** Monetize - Blog**,** Social Media posts & Texts with charity links.
- **Advertising income:** Reserve Website space for advertising and Sponsors
- **Video income:** Monetize a 'Text' donation campaign on Event Big Screen

Direct Sales Channels:

- **Mobile point-of-sale (POS):** Mobile and remote sales on site at event.
- **Brick-and-mortar location:** On site event sales in a standalone location.
- **E-commerce platform:** Online store and integrated e-commerce platform alongside charity
- **Social Media channels:** Facebook, Instagram, Websites – Club & Charity.
- **Sales representatives:** For wholesale, retail, sponsorship & other sales.

Other Income Channels:

- **Affiliate income:** Blogging or Web content with affiliate charity & sponsors.
- **Advertising income:** Reserved advertising spaces on Website.
- **E-Sales:** E-Sales via Website and affiliate charity website.
- **Video income:** Event Big Screen with ad monetization.
- **Webinars and online classes:** Online subscription to Club & affiliated charity.

Marketing and Advertising

Online Marketing Methods:

- Informative blog content
- Online landing page sales funnels
- Social media via Facebook, Instagram, LinkedIn, TikTok, Pinterest, Twitter, other Video content on YouTube, Meta or other online platforms
- Paid online advertising via Google AdSense or other networks
- Email and/or SMS marketing
- Customer loyalty program

Traditional Advertising and Public Relations Outlets

- Radio
- Television
- Newspaper
- Magazines
- Direct mail
- Doorhangers, Business & neighbourhood Flyer distribution
- Event and Team sponsorships

Structure, Suppliers and Operations

- **Business structure:** Incorporated Society
- **Permits:** Hamilton City Council, NZTA, Waste Management, Recycling
- **Certifications:** Club special license & certifications to operate
- **Roles and responsibilities:**
  Governing Body - Suburbs Community Sports Club Executive
  - Suburbs Club Liaison – Graham Bond [Club Captain]
  - Event Co-ordinator – Robbie Neha [Club Executive]
  - Sponsor & Advertising Co-ordinator – Heather Vincent [Junior Rugby] Tania Bolli [Life member]/Matt Moore/Graham Bond
  - Marketing, Promotion & Social Media – Matt Moore [Touch], Audrey Quigley
  - Financial Co-ordinator – Brendon Stone [Chartered Accountant], Kitty Mihaere [Chartered Accountant]
  - Stalls Co-ordinator – Robbie Neha [Club Executive]
  - Entertainment Co-ordinator – Mike Gregan [Rugby]/Robbie Neha [Club Executive]
  - Activities Co-ordinator – Rachael Connelly [Club Executive], Leanne Jones [Netball]
  - Security – Des Tyler [Rugby], Hamilton Māori Wardens
  - Waste Management/Recycling/Portaloos – Helen Davies/Leanne Smith/Josh Wright [Cricket]
  - Car Parking Co-ordinator – Maree Clarkin [Lacrosse]
  - Water Station Co-ordinator – Chris & Wendy Tane [Touch]
  - Health & Safety Co-ordinator – Shane Townsend, St Johns

Standard Operating Procedures (SOPs):

Our 'Xmas @ Suburbs' working group/Committee of volunteers meet monthly during the months of: – April, May, June, July, August, fortnightly during the months of: September and October and weekly during the months of November and December, leading up to the tentative event date of **Saturday the 7th December – 2pm to 6pm.**

Fundraising Event Budget Forecast

	Estimated	Actual
Total Income	$61000	
Total Expenses	$44000	
Total raised for 'I am Hope' NZ	$17000	

Income	Estimated	Actual
Event Proceeds		
Car Parking	$ 1000	
Stalls	$ 4000	
Children's Area	$ 4000	
Totals	$ 9000	

Income	Estimated	Actual
Sponsorship		
Gold Sponsors [TBC]	$10000	
Silver Sponsors [TBC]	$ 5000	
Bronze & other sponsors [TBC]	$ 5000	
Funding Grants [TBC]	$30000	
Totals	$50000	

Income	Estimated	Actual
Donations		
Koha Buckets	$ 1000	
'Text' Donations	$ 1000	
Totals	$ 2000	

Expenses	Estimated	Actual
Promotion		
Advertising	$ 1000	
Distribution	$ 500	
Graphic Design	$ 1000	
Stationary - Paper/Photocopying/Postage/Printing	$ 1000	
Website	$ 1000	
Social Media	$ 1000	
Totals	$ 5500	

Expenses	Estimated	Actual
Program		
Staff/Marshalls	$ 2000	
Prod Costs - Stage/Speakers/Big Screen/Sound Desk/Staff	$16000	
Photographer	$ 1000	
Volunteer T-Shirts	$ 3000	
Travel/Transport	$ 1000	
Waste Management	$ 1000	
Portaloos	$ 2000	
Water Stations	$ 2000	
Totals	$27000	

Expenses	Estimated	Actual
Site Decorations		
Banners & Signs	$ 2000	
Tables	$ 1000	
Chairs	$ 1000	
Security Fencing	$ 1000	
Gazebos	$ 2000	
Totals	$ 7000	

Expenses	Estimated	Actual
Miscellaneous		
Couriers	$ 500	
Fuel	$ 500	
Permits	$ 500	
Phone	$ 500	
St Johns	$ 1000	
Volunteers Expenses	$ 500	
Volunteer Food & Water	$ 1000	
Totals	$ 4500	

Marketing & Promotion Plan

CAMPAIGN CONTENT PLAN						
August Planning	**5 Months Out**	**Prepare messaging, Build influencer List, Script Ads, Design Posters**			**Find target Audiences, Build Site Prospect List**	
September Planning	**4 Months Out**	**Pretest Content**	**Review Website**	**Schedule Ads *Digital & Print***	**Draft Social Media Posts**	**Write Outreach Templates**
October Planning	**3 Months Out**	**Distribute Content**	**Populate Website**	**Flood Ads *Digital & Print***	**Upload Social Media Posts**	**Write Outreach Templates**
November Planning	**2 Months Out**	**Moderate Comments**		**Share, Share, Share**		**Begin Outreach**
December Planning	**Event Month**	**Get Easy Wins**	**Reclaim Links**		**Continue Outreach**	**Continue Social Media Push**
Project Wrapup	**Post Event**	**Build Relationships** **Note future journalistic opportunities** **Monitor Social Media**			**REVIEW.** **Take notes for next time** **Measure Results** **Collect Data & Feedback** **Consolidate Event Contacts**	

'Xmas @ Suburbs 2024'

Sponsorship Tiers

Thank you for showing an interest in joining us as a sponsor for Xmas @ SUBURBS 2024 to be held at Flagstaff Park. Proceeds from this event will be once again gifted to another worthy charity –

'I Am Hope' NZ

Below are the proposed Sponsorship Tiers based on your contribution to enable the Suburbs Community Club to host this FREE Community Event.

Platinum Sponsor
$10,000 (Limited to 1 sponsor)

Naming Rights for the Event (ie "*Company Name" – Xmas @ Suburbs)*

Inclusive & ongoing consultation with Event Committee

Premium Advertising across all Event & Suburbs Club Social Media,

including all Print Media, Radio, Event Stage advertising

& 'LIVE' Big Screen advertising during Event

Public Stage Donor of Charity Cheque at end of event

Gold Sponsor
$5,000 (Limited to 3 sponsors)

70% share marketing across all advertising

Dominant Social Media Marketing, Logo on Print Media

3 items of promotional material displayed at the Event (provided by your company)

1 item of Promotion located at Side of Stage, & 'LIVE' Big Screen advertising

Silver Sponsor
$2000

Medium Social Media Marketing

2 items of Promotions displayed at the Event (provided by your company)

Company name listed on all Print Media, & 'LIVE' Big Screen advertising

Bronze Sponsor
S500

Minimal Social Media Marketing

1 item of Promotional Material displayed at the Event (provided by your company)

& 'LIVE' Big Screen advertising

‘XMAS @ SUBURBS’ Fundraising Event Budget

	Estimated	Actual
Total Income	$61000	
Total Expenses	$44000	
Total raised for ‘I am Hope’ NZ	$17000	

Income	**Estimated**	**Actual**
Event Proceeds		
Car Parking	$ 1000	
Stalls	$ 4000	
Children’s Area	$ 4000	
Totals	$ 9000	

Income	**Estimated**	**Actual**
Sponsorship		
Gold Sponsors [TBC]	$10000	
Silver Sponsors [TBC]	$ 5000	
Bronze & other sponsors [TBC]	$ 5000	
Funding Grants [TBC]	$30000	
Totals	$50000	

Income	**Estimated**	**Actual**
Donations		
Koha Buckets	$ 1000	
‘Text’ Donations	$ 1000	
Totals	$ 2000	

Expenses	**Estimated**	**Actual**
Promotion		
Advertising	$ 1000	
Distribution	$ 500	
Graphic Design	$ 1000	
Stationary - Paper/Photocopying/Postage/Printing	$ 1000	
Website	$ 1000	
Social Media	$ 1000	
Totals	$ 5500	

Expenses	Estimated	Actual
Program		
Staff/Marshalls	$ 2000	
Prod Costs - Stage/Speakers/Big Screen/Sound Desk/Staff	$16000	
Photographer	$ 1000	
Volunteer T-Shirts	$ 3000	
Travel/Transport	$ 1000	
Waste Management	$ 1000	
Portaloos	$ 2000	
Water Stations	$ 2000	
Totals	$27000	

Expenses	Estimated	Actual
Site Decorations		
Banners & Signs	$ 2000	
Tables	$ 1000	
Chairs	$ 1000	
Security Fencing	$ 1000	
Gazebos	$ 2000	
Totals	$ 7000	

Expenses	Estimated	Actual
Miscellaneous		
Couriers	$ 500	
Fuel	$ 500	
Permits	$ 500	
Phone	$ 500	
St Johns	$ 1000	
Volunteers Expenses	$ 500	
Volunteer Food & Water	$ 1000	
Totals	$ 4500	


Christmas
at The Park
Suburbs Community
Sports Club
G.J. Gardner.
Rainbow Place
Hospice Services for Children & Young People
Sunday
15th Dec'2019
2pm – 7pm @ Flagstaff Park
FREE Parking off Endeavour Ave
LIVE Family Entertainment Featuring:
The MONROE's, Daughters of Ally
& Many more...
THANKS TO OUR SPONSORS:
THE BREEZE
LONE STAR HAMILTON
NISSAN
Jim Wright NISSAN
VCE
ARBORTREE
Lodge
FOSTER MAINTAIN
Schick
Hamilton City Council
Te kaunihera o Kirikiriroa
Find us on Facebook / Christmas-at-the-Park-Flagstaff
sketch

Hamilton City Council
Te kaunihera o Kirikiriroa

2024/25 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Sunset Symphony - performed by Trust Waikato Symphony Orchestra and presented by Orchestras Central		
EVENT DATE	22 February 2025 (as part of the Hamilton Arts Festival)		
APPLICANT	Orchestras Central Trust		
EVENT LOCATION	Rhododendron Gardens, Hamilton Gardens	**EVENT TYPE**	Arts
EVENT OVERVIEW	• A cornerstone event of the Hamilton arts calendar and Hamilton Arts Festival – a relaxed and friendly orchestral concert under the stars on the Rhododendron Lawn, Hamilton Gardens - the largest single orchestral event in Hamilton attracting between 5,000- 6,000 people of all ages and backgrounds. • Orchestras Central's most significant annual event, with koha entry. • Presented as an 'umbrella-ed' event in the Hamilton Arts Festival. The sponsorship propositions in this application are unique to Orchestras Central and TWSO and would have no conflict with the Hamilton Arts Festival. The Foundation engages Orchestras Central to provide the Sunset Symphony Performance. • Refer Sunset Symphony Business Plan, Marketing and Promotions Information and Sponsorship Proposal Package 2024.		
TARGET MARKET	• Target market is the whole family/ whānau.		
EVENT OBJECTIVES	• To provide accessible shared musical experiences for creative and social well-being for all the community.		
ATTENDANCE	• 5,868 from Hamilton • 208from outside Hamilton	**BED NIGHTS**	26 bed nights
EXTERNAL FUNDING	• The budget provided shows income from other sponsorships and funding are being sought. Some confirmed and unconfirmed. • Refer Sunset Symphony Event Budget 2025.		
PREVIOUS COUNCIL SUPPORT	• Hamilton City Council has previously supported Sunset Symphony through the Community Event Fund (revised in 2023 and repurposed as Community Services Grant and Community Initiatives Grant)		
PAST EVENT PERFORMANCE	• Trust Waikato Symphony Orchestra (TWSO) has presented the 'Sunset Symphony' over many years (archives show since 2007).		

	NATIONAL & LOCAL EXPOSURE	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	• Elevation of Council as Major Sponsor • A specific musical work within the programme as chosen by HCC from the confirmation programme e.g music from star wars 'sponsored by' HCC • Naming sponsorship for the specific event,	• Recognition and acknowledgement in social media • Council support will be included in ALL aspects of marketing & promotional activity including in radio ads & social media posts and in venue marketing	• Council logo appearing on any document or advertisement relating to the event

	for example sponsorship of the conductor or soloist		
Sponsorship Benefits Available to Council	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEGDMENTS	
	• Hosting for up to 10 guests in the VIP tent prior and through event.		

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$12,000

MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	
City exposure benefits	
Generation of overnight visitation to city	
Generation of incremental income to city businesses	
Number of anticipated participants	
Utilisation of city assets	
Total	N/A

MANAGEMENT COMMENT

N/A for sponsorship – Decline.

This activity is already supported via the Hamilton Arts Festival which incorporates the event.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0122024/25 From Orchestras Central Trust
Form Submitted 14 Apr 2024, 3:25PM NZST

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Event Sponsorship Fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found here.

Organisation Name and Contact:

Organisation name * Orchestras Central Trust

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Application No. ESF0122024/25 From Orchestras Central Trust
Form Submitted 14 Apr 2024, 3:25PM NZST

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *
Ms Catherine Gibson

Contact Person for this Application *
Ms Catherine Gibson
Please enter the name of the primary contact person for this application.

Position of contact person
Chief Executive

Contact Person's Email Address *
ceo@orchestras.org.nz
Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *
(02) 2192 4945
Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)
CC53039

New Zealand Charities Register Information	
Reg Number	CC53039
Legal Name	Orchestras Central Trust
Other Names	Orchestras Central
Reg Status	Registered
Charity's Street Address	Gallagher Academy of Performing Arts University of Waikato Knighton Road Hamilton 3240
Charity's Postal Address	PO Box 25026 Waikato University Hillcrest Hamilton 3255
Telephone	64 22 192 4945
Fax	
Email	ceo@orchestras.org.nz
Website	https://www.orchestras.org.nz
Reg Date	12:00am on 1 Feb 2016

Information retrieved at 11:37am on 14 Apr

Must be formatted correctly.

Office Address (complete if different from above)

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Organisation Website
https://www.orchestras.org.nz/
Must be a URL.

Organisation type
◉ Charitable Trust ○ Trust ○ Sole Trader
○ Incorporated Society ○ Company ○ Other

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	○ Charitable Company
If other, please state	
Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	118560329 Please enter your GST number.
Please list prior event experience of both the organisation and event organiser *	Established in 2016, Orchestras Central presents a dynamic programme of over 35 events each year, providing the professional management of our whānau of orchestras – Trust Waikato Symphony Orchestra, Youth Orchestra Waikato, Rusty Player Orchestra and the professional OCT Ensemble. Across any year we have around 400 musicians involved and through our events we connect with around 9,500-10,000 members of the Waikato community. In addition, we offer skills development projects including player coaching and workshops in composition and community and advanced conducting to build capability and resilience in our arts community. Our core funder is Creative New Zealand as part of the multi-year Toi Uru Kahikatea investment programme. Major funders include Trust Waikato (including naming sponsorship of Trust Waikato Symphony Orchestra), WEL Energy Trust and Lottery Communities- Waikato. Over the past year smaller grants to support specific events have been received from The Lion Foundation, Norah Howell Trust, Waipa District Council and Hamilton City Council. Orchestras Central is extremely experienced at delivering successful events and achieving/ exceeding the expected outcomes from all our funders. Hamilton City Council can be confident that we have the skills and experience to deliver 'Sunset Symphony' in 2025. Hamilton Arts Festival: https://hamiltonartsfestival.co.nz/about/ "The annual Hamilton Arts Festival Toi Ora ki Kirikiriroa (formerly Hamilton Gardens Arts Festival) has been the Waikato's premier arts event for 25 years. Our vibrant outdoor festival showcases an exciting collection of the region's creative community and a curated selection of national and international touring shows. With the award-winning Hamilton Gardens as its primary venue, the festival showcases the best of Waikato's performing artists alongside a curated selection of some of the most compelling shows from across the country and abroad. In the last three years particularly, the festival has grown into one of national significance; becoming a major contributor to sustaining many artists, arts organisations

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and local businesses. Music, theatre, dance, comedy, family events and arts experiences provide opportunities to inspire, and to be inspired, each year."

Is there a contract in place with the event organiser or organisation team? *
☐ Yes
☑ No

Does your organisation hold intellectual property rights to the event? *
☐ Yes
☑ No

If not, who?
Hamilton Arts Festival/ Orchestras Central the nature of the relationship is detailed under Event Outline

Event Details

*** indicates a required field**

Name of the Event *
Sunset Symphony, performed by Trust Waikato Symphony Orchestra and presented by Orchestras Central

Start date of Event *
22/02/2025

Finish date of Event *
22/02/2025

Time of the Event *
8pm

Location or Venue *
Rhododendron Gardens, Hamilton Gardens

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Arts

If Other, please describe

Amount of Hamilton sponsorship sought *

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$12,000

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Trust Waikato Symphony Orchestra (TWSO) has a proud history of presenting the iconic 'Sunset Symphony' over many years (archives show since 2007).

A cornerstone event of the Hamilton arts calendar and Hamilton Arts Festival – a relaxed and friendly orchestral concert under the stars on the Rhododendron Lawn, Hamilton Gardens - the largest single orchestral event in Hamilton attracting between 5,000- 6,000 people of all ages and backgrounds.

The programme is carefully crafted to include popular classical tunes, music from the movies, something to sing and dance along to, something for the young and something for the 'young at heart'.

Entry by koha/donation removes barriers to attendance. Our objective is to provide accessible shared musical experiences for creative and social well-being for all our community.

Our player focus is to offer development opportunities for young and aspiring musicians. The preshow entertainment features the young musicians of Te Rauhii and our youth orchestra. The concert soloists are up-and-coming artists, often graduates of the University of Waikato, we also look to feature our more advanced community players.

Since 2016, TWSO has been part of Orchestras Central's stable of four orchestras. Sunset Symphony remains the highlight of our own annual calendar. We present over 35 events across our community orchestras TWSO and Rusty Player Orchestra, Youth Orchestra Waikato - for young aspiring musicians, and our professional OCT Ensemble. Our annual budget is around $550,000 - that Sunset Symphony occupies such a significant portion of this demonstrates the scale of commitment.

We are grateful that Hamilton City Council has previously supported Sunset Symphony through the Community Event Fund.

The relationship between Hamilton Arts Festival and Orchestras Central is unique to our organisation.

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Orchestras Central presents 'Sunset Symphony' as an 'umbrellaed' event in the festival. The sponsorship propositions in this application are unique to Orchestras Central and TWSO and would have no conflict with the Hamilton Arts Festival.

The relationship:

The Hamilton Gardens Summer Festival Foundation (The Foundation) engages Orchestras Central to provide the following services:

• Sunset Symphonic performance; symphonic concert for general audience, entry by donation, Rhododendron Lawn, Hamilton Gardens.

Orchestras Central:

• creates and secures rights for the concert programme

• engages and pays for conductor, soloists, MC and professional musicians supporting community players, for all rehearsal costs and performance

• collects donations at performance and holds all returns.

• contributes $16,000 plus GST towards technical costs to the Foundation to cover

- Videographers, crew and equipment for live feed to screen

- Specific audio requirements for the orchestra

- Screen and projector costs

- Contribution to weatherproof staging and technical costs.

The Foundation provides:

• main stage and backstage facilities, bag checks and security

• basic technical support including sound and lighting

• previously fireworks display (not 2024)

• access to VIP tent

Marketing:

• primarily the Foundation's responsibility.

• Orchestras Central actively promotes through our key communication

channels. We retain the koha/donations - pro-active publicity is key.

No more than 500 words

Attach any other event outline documents here

Filename: 2024 Sunset Symphony photos.pdf
File size: 1.3 MB

Filename: 2024 Sunset Symphony preshow slides.pdf
File size: 5.3 MB

Business Plan for the Event

This should include the following:

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- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Sunset Symphony Business Plan 2025.pdf
File size: 806.3 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Current event Budget_organisation cash flow.pdf
File size: 302.3 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Marketing and Promotions Information.pdf
File size: 175.0 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Proposal Package.pdf
File size: 291.9 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

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☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	68	8	0	
Spectators	5800	200	0	
Trade	N/A	N/A	N/A	

Entry Fees

Adult	Child	Older people	Other
0	0	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	2	2
Motels		
Camping ground		
Schools		
Home hosted	6	4

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
2 nights

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Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Elevation of Hamilton City Council logo to Major Sponsor on our Website Supporters page. Currently listed under Funders and Supporters. https://www.orchestras.org.nz/our-supporters/

Idea 2
Hosting for up to 10 HCC guests in the VIP tent prior to and through the event

Idea 3
A specific musical work within the programme as chosen by HCC from the confirmed programme e.g. Music from Star Wars proudly 'sponsored by HCC'

Idea 4
Naming sponsorship for the specific event, for example sponsorship of the
Conductor, or
Soloist - often a young up-and-coming opera star from the University of Waikato or similar.

Idea 5
Hamilton City Council logo appearing on any document, advertisement relating to the project.
Messaging and acknowledgement on rolling screen presentation during the pre show event.

Idea 6
Hamilton City Council being given verbal acknowledgement by the MC during the event.

Idea 7
Hamilton City Council being acknowledged in Orchestras Central's e-news and any Orchestras Central specific press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.

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3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

Full Name of Organisation *	Orchestras Central Trust
Full Name of Authorised Signatory *	Catherine Gibson
Position of Authorised Signatory *	Chief Executive
Date of Declaration *	14/04/2024

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
OK

How many hours did it take you to complete this application?
8

Please add any other comments you may have about how we can improve our funding form or process.

Thank you for taking the time to complete this feedback section.

‘Sunset Symphony’ 2025

Business Plan

As at 14 April 2024

ORCHESTRAS CENTRAL
Ngā Tira Pūoru o te Pokapū

Orchestras Central Trust known as **Orchestras Central / OC**

orchestras.org.nz
Based at the Gallagher Academy of Performing Arts Gate 1, University of Waikato, Knighton Road, Hamilton 3216 |PO Box 159, Waikato Mail Centre, Hamilton 3240

Registered Charitable Entity under the Charities Act 2005 Registration Number CC5303

ORCHESTRAS CENTRAL

"BEING OF THE WAIKATO – OUR PLACE"

OUR PURPOSE

Orchestras Central (OC) is driven by an unshakeable belief in the transformative potential of orchestras. Through our orchestras and projects, we provide lifelong experiences to engage the breadth of different communities. We believe orchestras are for everyone and an essential part of a thriving region. By making orchestral music accessible throughout the Waikato, we create connection, support wellbeing, and help people and creativity flourish. We envision an organisation that continues to grow in reach and impact, whilst being flexible and responsive to our changing cultural, social and environmental landscape.

TE WHAKAKITENGA He hua, ki ngā tāngata katoa o Waikato, o roto i ngā wheako

OUR VISION All people of the Waikato can benefit from extraordinary orchestral experiences.

TE KOROMAKINGA Ko tā mātou he tuku wheako tira pūoro e taea ana e tētahi, puta noa i te rohe o Waikato, te toro. He wāhanga nui o te Hapori, waihoki, he whakaaweawe, he whakahākoakoa i te iti me te rahi ahakoa te tangata.

OUR MISSION We provide orchestral experiences that are accessible throughout the Waikato, deeply part of our community, and bring inspiration and joy to people of all ages and backgrounds.

NGĀ PUTANGA E HIAHIATIA ANA

- He pūnaha rauropi tira pūoro whakakapakapa
- Kia whātoro ki ngā minenga maha, kia whai wāhi hoki ai te mahi a te kaiwhakatangitangi
- He hōtaka ā-tau hihiri me ngā kaupapa, hononga whakaharahara
- He hononga tūturu ki ngā hapori kanorau
- Kia whakamānawatia te hirahira a te tangata whenua o Waikato, ō rātou tikanga me ā rātou tāonga
- Kia noho hei rōpū whakahaere toronga matua mō ngā wheako tira pūoro ki Waikato
- Kia manawaroa, kia pūmau

OUR DESIRED OUTCOMES

- A flourishing orchestral ecosystem
- Extensive audiences and player participation
- A compelling annual programme with dynamic partnerships and projects
- Strong social connections across diverse communities
- Recognition of the relationship of tangata whenua and their tikanga with their taonga in the Waikato
- The go-to organisation for orchestral experiences in the Waikato
- Resilience and Sustainability

NGĀ UARĀ

- Rata - e rata ana, e tahuri ana ki ngā hiahiatanga e ara ake ana i tō tātou ao hurihuri
- Mahi Tahi - e whakamānawa ana i te pakari o te whai wāhitanga a tēnā, a tēnā
- Marere - he urutomo te mahi e kitea ai te papai a tēnā, a tēnā tangata
- Whakaute - he whakamānawa i te mana o te tangata whenua me ngā ahurea katoa o te rohe o Waikato
- Huritao - he iwi whai whakaaro mātou, mā te ako ka whanake, ka pai ake
- Arotahi - ngā mahi e mahi nei e mātou, ka mahia kia tika, kia eke

OUR VALUES

- Responsive - we adapt to the changing needs of the world around us
- Collaborative - we recognise the strength of combined contributions
- Generous - we work inclusively, seeking to get the best out of everyone
- Respectful - we acknowledge the mana of tangata whenua and the diverse cultures in the Waikato region
- Reflective - we are considered and use what we learn to develop and improve
- Focused - what we do we do well

BACKGROUND AND CONTEXT

As the orchestral hub for the Waikato, Orchestras Central aims to connect communities across the region through accessible and inspiring orchestral experiences for people of all ages and backgrounds. Orchestras Central and our people have a vision for a flourishing orchestral ecosystem in the Waikato, fostering a lifelong love of music making along the way.

We present a dynamic programme of over 35 events each year, providing the professional management of our whānau of orchestras – Trust Waikato Symphony Orchestra, Youth Orchestra Waikato, Rusty Player Orchestra and the professional OCT Ensemble. Whether someone is just starting out in music, returning after time away, an established professional or a passionate music advocate – there is a place for them at Orchestras Central.

We seek to empower people of all ages and backgrounds to engage with music making at any level, and enabling access to the myriad of wellbeing benefits that are fundamental to a flourishing population. We also actively champion diverse musical pathways in our ever-changing world, and proudly provide development and collaborative performance opportunities fit for 21st century music making.

Each orchestra presents a vibrant array of concerts, community engagement mahi, skills development workshops and interdisciplinary collaborations with some of Aotearoa New Zealand's leading artists. We partner with the University of Waikato, local schools, Waikato-Tainui, and professional organisations to amplify our reach, enabling music-makers and music-lovers to experience world-class orchestral experiences across the Waikato. There is something for everyone at Orchestras Central, with opportunities for school tamariki and whānau, enthusiastic amateurs, professional artists and music appreciators of all kinds to get involved with. Our orchestras and programmes are socially and culturally inclusive. Low cost/ no cost (and a 'pay what you can' option for community musicians) offers no barriers to participation as a player or audience member.

Distinctive Offering

Our orchestras are varied and strong, comprising of:

Trust Waikato Symphony Orchestra (TWSO)
PARTICIPATION IN MUSIC MAKING GIVING PLAYERS A CREATIVE OUTLET AND STRENGTHENING COMMUNITY
Skilled amateur musicians who perform an annual programme of concerts in the community
- By with and for the community.

Rusty Player Orchestra (RPO)
JOYFUL PARTICIPATION AND MUSIC MAKING, BUILDING PEOPLE'S CONFIDENCE
- Amateur musicians who get together to enjoy a shared music experience in a relaxed setting.

Youth Orchestra Waikato (YOW)
GIVING YOUNG PEOPLE A SENSE OF BELONGING & ACHIEVEMENT, AND BUILDING PATHWAYS TO FUTURE MUSICAL SUCCESS
- Young aspiring musicians given development opportunities for musical and social growth

OCT Ensemble
CURATED PERFORMANCES AND COLLABORATIONS THAT EXCITE OUR COMMUNITY
- Professional players who deliver to specific audience engagement strategies and player development across all orchestras

TRUST WAIKATO SYMPHONY ORCHESTRA

Presenting a varied annual programme to engage with a wide audience with a focus on collaborations, broadening the programme offering and exploring new venues.

Through our strategic partnership with the University of Waikato we offer soloist development opportunities to their music graduates and senior students, such as the winner of the University of Waikato Concerto Competition. The Conservatorium of Music's highly skilled and professional Artist Teachers also feature throughout our programming as performers and coaches.

We seek to represent New Zealand works across all our programming and look for repeat performances for any new work commissioned and premiered.

Sunset Symphony







Orchestras Central's most significant annual event.

A relaxed performances for all the family on the Rhododendron Lawn, Hamilton Gardens to an audience of between 5,000 and 6,000 as part of the Hamilton Arts Festival.

A programme of light classical/pop music designed to appeal to the whole whānau.

Young musicians from YOW and Te Rauhii perform in the pre-show entertainment.



Goals

A flourishing orchestral ecosystem

- young players from YOW and Te Rauhii offered a pre-show performance platform
- competent/emerging players in TWSO offered opportunity to step forward as soloist
- emerging artists offered development opportunity as soloists
- professionals support the volunteer/amateur musicians

Extensive audiences and player participation

- an estimated 6,000 attended the 2024 'Sunset Symphony' performance (largest audience yet)
- keen participation in TWSO's Sunset Symphony
- demonstrated popularity and enthusiasm for the community experience and participation in barrier free access to the arts

A compelling annual programme with dynamic partnerships and projects

- a carefully crafted programme to appeal to all members of the community
- Te Rauhii students part of the pre-show entertainment
- University of Waikato graduates offered solo / professional opportunites

Strong social connections across diverse communities

- The diverse 6,000 audience representative of our community experiences social connectivity and social well-being outcomes though the shared arts experience.

Recognition of the relationship of tangata whenua and their tikanga with their taonga in the Waikato

- our Māori name is used appropriately on all collateral.

The go-to organisation for orchestral experiences in the Waikato

- Orchestras Central is recognised for its professional and efficient management of the Sunset Symphony event

Objectives

Quality

- Established and robust strategic and planning processes are in place and followed
- All communication and reporting is accurate and timely

Funder management

- All previous funder requirements / development goals have been met or exceeded for all activity.

Financial health

- Meet or exceed the annual budget approved by the Board which includes the specific activity budget for 'Sunset Symphony'

Organisational health

- Orchestras Central will ensure that the range of activities is appropriate to the size of its staffing capability- Sunset Symphony is successfully delivered with current staffing and volunteers.
- Internal policies are in place and followed, for all employees, contractors, and volunteers

Current Project Plan

Orchestras Central is highly experienced at delivering 'Sunset Symphony' it forms a part of our regular annual workflow.

TBC: Confirmation of 2025 Event from Hamilton Arts Festival

Once confirmed and by early November 2024

- Contract Conductor, devise concert programme.
- Develop rehearsal schedule and runsheet
- Hire and secure orchestra scores and parts from National Library, or overseas hire such as Hal Leonard.
- Engage and contract soloists and M/C
- Open registrations to TWSO community players
- Fill gaps with professional players (on-going)
- Engage preshow act – 'The Nations Go Busking' including Youth Orchestra Waikato and Te Rauhii musicians.
- Book stage risers (stronlite/ACLX)
- submit year forward annual programme including 'Sunset Symphony' to Creative New Zealand by 20 November for approval – received December

TBC Festival launch date

- once festival launched upload event to our website
- send out VIP invitations

January 2025

- begin comms and social media awareness campaign
- call out for volunteers (koha collection and counting, stagehands etc)
- reminder to VIPs to RSVP
- book truck for transportation of orchestral chairs, music stands and large instruments
- end January rehearsals begin

February 2025

- prepare M/C script
- prepare rolling powerpoint presentation
- prepare words for singalong
- prepare and distribute e-newletter with feature article
- ensure all production elements completed, in progress, under control

On the day

- see inserted 2024 runsheet as exemplar

Risks

The force majeure clause in our agreement with the Foundation does not cover cancellation due to inclement weather should there be H&S issues due to rain or wind etc. The festival is unable to offer a postponement day as every day/evening has an event on the main stage - it would be too costly for them to hold a 'dark day' for us just in case. Insurance for underwriting outdoor events is beyond our budget. Whether the event goes ahead or not we are we are committed to contributing $16,000 to the festival and paying our contracted artists.

Mitigation: work closely with the festival to ensure the main stage is as weather-proof as possible. Ensure the size of the orchestra allows for adequate cover. Keep in close contact in the lead up with regards to the weather forecast.

RUN SHEET EXAMPLE from 2024

Sunset Symphony

Date:	Saturday 24th February 2024
Conductor:	Rupert D'Cruze
Venue:	Rhododendron Lawn, Hamilton Gardens
Venue Emergency No:	Dial 111 on a cellular phone, notify event management.
Venue No:	020 442 7384

Time	Location	Task	Volunteers/Staff
Friday 23th February			
3:00pm	Hamilton Gardens	Obtain keys for gate access for the following morning.	Richard
4:45pm	NHR Group	Collect truck.	
10:00pm	Gallagher Academy of Performing Arts	Pack truck.	
Saturday 24th February			
6:00am	Rhododendron Lawn	Erect stage risers	Stronglite Event Hire
8:30am		Stage available for setting	Stronglite Event Hire
8:30am		Stage chairs stacked by the stage	HAF
8:30am		Truck arrives on site. Back truck up to front of stage and unload.	Richard, volunteers
9:00am		Latest time for the completion of the installation of the risers	Stronglite Event Hire
9:00 – 10:00am		Set stage.	Catherine P, Richard, volunteers
9:45am		Load surplus gear into truck and park truck behind the stage.	
10:00 - 2:00pm		Sound crew to install stage microphones.	ACLX
2:00pm		Gates open for performers.	
2:00pm		Sound checks for opening act	"Nations Go Busking", ACLX
2:30 - 3:30pm		Sound check for orchestra	Orchestra, ACLX
		Break.	
4:00 – 5:30pm		Rehearsal.	Orchestra
5:15pm		Collectors report. All vehicles off the lawn. Back stage "secured" ready for the gates being opened to the public.	
5:30pm	Back of stage.	Bucket collectors, VIP enclosure staff and other volunteers briefing.	
5:45pm		**Gates manned**	
6:15pm		**Gates Officially Open, VIP Tent manned**	
7:00pm		Reporting time for curtain raiser.	Richard, Catherine P
7:15 - 7:45pm		Curtain Raiser.	Technician
7:30pm		Reporting time for orchestra	
7:50pm		Musicians on stage to self tune.	

7:55pm		Festival announcements.	Festival staffer.
		MC on stage and introduces concert master and conductor.	
8:00pm		**Concert starts**	
		No break.	
9:15pm		**NO Fireworks.**	
9:20pm		Concert ends.	
9:20 – 9:50pm		Pack up. **Note** the truck cannot be moved until the movement of the truck doesn't present a risk to the public.	
10:00pm	Gallagher Academy of Performing Arts	Unpack truck. The unpacked truck will be left in the GAPA loading dock overnight.	
Sunday 25th February			
8:00am	NHR Group	Truck returned.	

Notes:
Times prior to 2:00pm are a little flexible. All parties have said that they can accommodate others working concurrently on the stage with them.

Concert Programme

Composer	Title	Time
1. Gershwin arr. D.Rose	**Strike Up the Band Overture** 2+1pic 2+1ca.2+1bcl 2+1cfg 4331 T3P hp pno strings	7’
2. Tchaikovsky	**Waltz - Swan Lake** 2+1pic222 42+231 T3P strings	7’
3. Anderson	**Bugler’s Holiday (with H.Kobayashi/tpt)** 2+1pic222 4231 3P strings solo trumpet	3’
4. Bernstein arr. J.Mason	**West Side Story Selection** 2+1pic22+1ca2 4331 3P hp strings	8’
With Katherine Winitana/soprano):		
5. Puccini	**O Mio Babbino Caro – G.Schicchi** 12+1ca22 4000 hp strings soprano solo	3’
6. Puccini	**Chi Il Bel Sogno – La Rondine** 122+1bc1 4000 hp cel pno strings soprano solo	3’
7. Bizet	**Habanera – Carmen** 2222 4230 T 2P strings soprano solo	5’
8. Marquez	Danzon #2 1+1pic222 4231 T 3P pno strings	9’
9. J.Strauss	Radetzky March op.228 2+1pic222 4231. 2P strings	5’
10. Cohen arr. Rozemond	Hallelujah (with K.Winitana/N.Wilkinson) 1222 2000 T P pno strings vocal soloists	5’
11. Moussorgsky	Great Gate of Kiev 2+1pic32+1bc2+1cfg 4331 T 4P hp strings	6’
TOTAL Duration music only		**61’**

TECH SHEET example 2024

Sunset Symphony

Date: Saturday 24th of February 2024
Conductor: Rupert D'Cruze

Key Personnel

Catherine Gibson, Chief Executive	ceo@orchestras.org.nz	022 192 4945
Catherine Polglase, Artistic Manager	artistic@orchestras.org.nz	021 129 7346
Katrina Carswell, Support Manager	support@orchestras.org.nz	027 473 3393
Richard Lummus, Production Manager	production@orchestras.org.nz	022 155 1445
Rupert D'Cruze, Conductor	rdcruze@gmail.com	021 064 8612

Contact Details

Event Organisers and ACLX	GarethAmyes	gareth@aclx.nz	020 442 7384
Stronglite Event Hire	Lloyd		027 473 443
NHR Group		info@nhrgroup.co.nz	07 855 0094
Venue	Gareth Amyes	gareth@aclx.nz	020 442 7384
Helpers			
Collectors	Ralph Evans		021 0259 9901
	Annette Evans		
	Chris Ward	c/o production@orchestras.org.nz	027 720 2080
	Petria Cox	petria_h@hotmail.com	021 251 6696
	Grace Cox		
	Caroline Carter		
Counters	Jane Carswell		
	Tracey Lowndes		

Staffing

Crew:

- Richard Lummus (Stage and photography)
- Chris Ward (Runner/Stage)
- Grace Cox (Runner/Stage)

Front of House (VIP Tent etc)

OCT(2), HAF(2)

- Catherine Gibson networking with VIPs and Board
- Katrina Carswell
- 50 chairs

Gates

Donation collectors (3) per gate with at least one being an adult at each gate.
Up to three gates.

- Ralph Evans
- Annette Evans

Money Counters:

OCT(2). The money is to be counted in one of the portacoms.

- Tracey Lowndes

- Jane Carswell

Stage Seating

HAF: 65 armless chairs with at least eight with vertical backs and flat seat cushions.

Facilities

A tent will be available for the storage of instruments and cases.
Water cooler located back stage.
Two lockable "Portacoms" behind the stage: one for the musical director and one for the counting of the donations complete with three chairs and a table.

Sound

Curtain Raiser

Festival Organisers: All microphones being supplied by ACLX

- Plug in for Acoustic Guitar – Chris Nation
- Plug in for Ukulele and Microphone – Marieke introducing
- Microphone for Lead Violin - Samara
- Microphone for two Violins sharing mic – Scott and Zachary
- Microphone for Lead 2nd part Violin – Bev
- Microphone for two Violins sharing mic – Nick and Kaia
- Microphones for Drumkit

Main Event

Festival Organisers: All microphones being supplied by ACLX

- Two hand held radio microphones for the MC and conductor.
- Microphones required for all instruments. (Player list to be confirmed.)
- 2 Microphones for soloists.

Contact: Ben Mannell ben@aclx.nz 027 622 6652

Lighting

Festival Organisers: Stage lighting is to be erected by ACLX.
The lighting to be bright enough for musicians to not require music standlights. OCT will provide standlights as a backup.

Visuals

Festival Organisers: ACLX to erect the screen(s) and work the live cameras. OCT to contribute to the content to be shown before the event.

Staging

Festival Organisers: 12.5mx10m temporary stage erected by Cammelspace.
OCT: Additional risers for the orchestra to be erected by Stronglite Event Hire.

Stage Manager Checklist

Quantity	Item
3	Banners
	Stand lights
	Gig bag
	Tea, coffee etc
	Collectors' buckets and hats.

ORCHESTRAS CENTRAL
Ngā Tira Pūoru o te Pokapū

Orchestras Central
Risk Assessment and Management Plan

Event	Sunset Symphony
Event type	Trust Waikato Symphony Orchestra public performance
Date or period this Risk Assessment covers	8:00am – 10:15pm Saturday 24th February 2024
Details of Activity	8:00am Truck driven to Hamilton Gardens 8:30 – 10:00am Stage configured by OCT 10am – 2pm Stage available for organiser's stage crew to configure audio system 2pm – 2:30pm Opening act sound checks 2:30 - 3:30pm Orchestra sound check 3:30 – 4pm Break 4pm – 5:30pm Orchestra rehearsal 5:45pm Gates manned 6:15pm Gates open 7:15 – 7:45pm Curtain raiser **8:00pm Concert Starts** 9:20 – 9:50pm Pack truck and return gear to Gallagher Academy of Performing Arts 9:50 – 10:15pm Pack away gear
Venue	Rhododendron Lawn, Hamilton Gardens Contact: Gareth Amyes (020 442 7384)

General

Smoking area policy		No smoking within the venue.
Alcohol and drugs		No alcohol or recreation are drugs permitted at the venue.
First Aid Supplies		OCT First Aid Kit on site.
Safety of children in Orchestras Central care	NA	All volunteers complete a police vet. All parents sign a permission form.
Internet/phone network access		Relevant contact numbers are provided as part of the 'Technical Information' document.
Accidents		All accidents will be reported to the Orchestras Central CE and Board of Trustees and to Worksafe if required. All accidents will also be reported to the venue manager or the facilities manager.
Personnel on Site		Complete list of all support personnel to be provided at the venue. See 'Technical Information' document.

Emergency Procedures		
Fire		If a fire is discovered or suspected: • Sound the alarm by operating the nearest fire alarm call point. • Call the emergency services on 111. • Notify the venue manager. • Commence an evacuation.
Emergency Evacuation		**General** • Unless over ridden by venue specific instructions in the event of an evacuation: • The Stage Manager is responsible for ensuring that the stage, green room, changing rooms and other back stage rooms are evacuated. • The Front of House Manager supported by any other front of house staff and ushers is responsible for the evacuation of the auditorium and public bathrooms etc. • All persons are to evacuate via the nearest exit, proceed to the evacuation point and remain there until the all clear is given. • Do not stop to collect personal belongings. The reporting point is the **Lower Carpark**.
Lockdown		**On being alerted to a lockdown the strategy is to not be detected.** • Seek the nearest cover. • Phone 111 with any relevant information. **If you see an armed intruder:** • Dial 111 to notify the police and follow their instructions. • Notify the event and venue managers.
Accident or Medical Emergency		• Stop the activity. • Assess the situation and ensure the safety of yourself and others. • Administer first aid and seek further treatment if required. (Call 111 for the emergency services if applicable.) • Notify the event and venue managers. • Both venue and OCT accident forms will need to be completed.

Please tick to confirm that you have read and understood the potential hazards below

HAZARD		PRECAUTIONS TAKEN TO MINIMISE RISK
Access/egress for vehicles		Take care when driving vehicles in the area.
Music stands, chairs		Provide H&S information to participants to highlight risk of tripping, falling, instruments being damaged.
Cables		Care to be taken if cables are present. Whenever possible, cables will be secured and gaffer-taped.

I have read the above and am satisfied that:

it constitutes a proper and adequate risk assessment in respect of the activity and that the precautions identified above are sufficient to control the risks

Orchestras Central
Name:

Signature:
Date:

Orchestras Central
Name:

Signature:
Date:

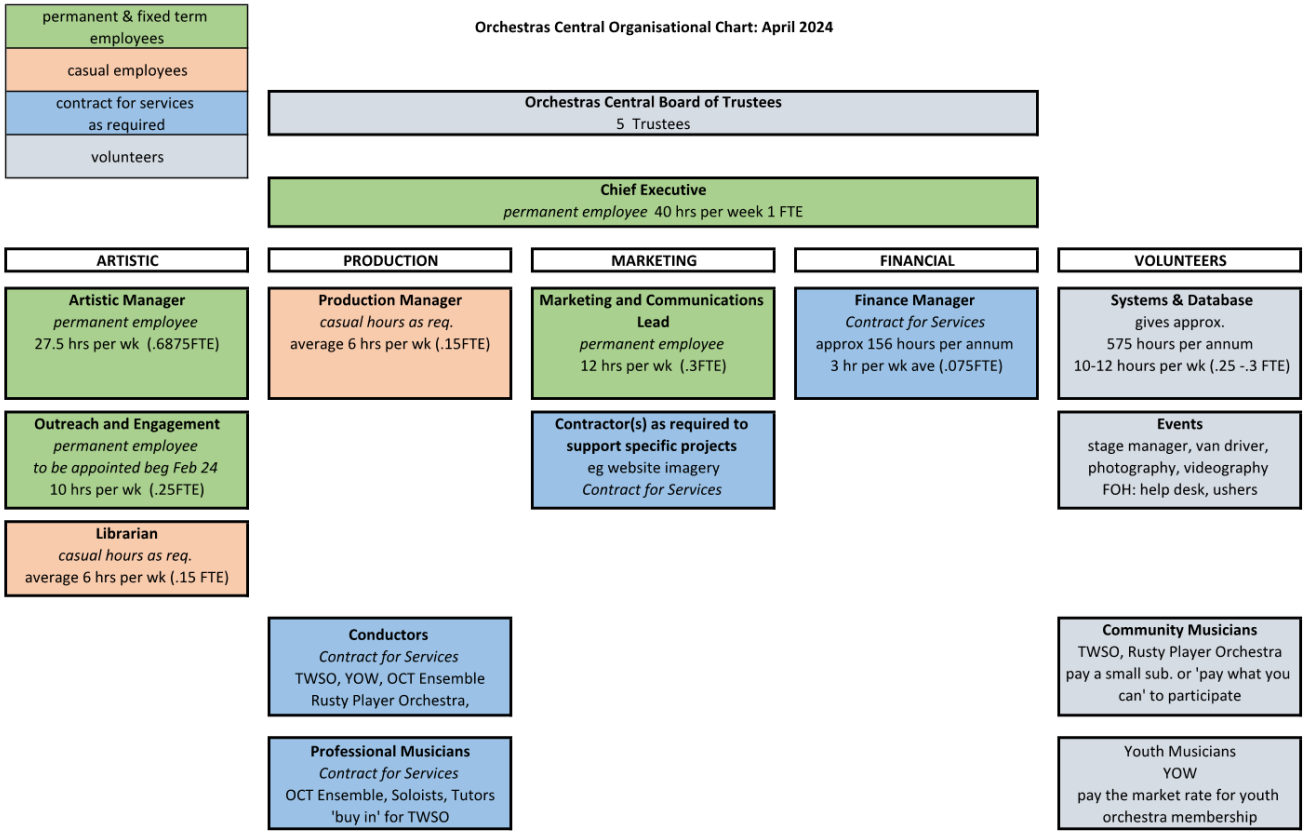
BUDGET: P&L forecast

Orchestras Central

Activity: Trust Waikato Symphony Orchesta_Sunset Symphony_February 2025

OPEX funding and costs calculated at one month

Income	BUDGET	NOTES
Grant Income		
Grant: Lottery Communities Fund Waikato	2,600.00	$1,000 tagged to activity; $1,600 OPEX
Grant: Creative NZ	15,000.00	$5,000 tagged to activity; $10,000 OPEX
Grant: Trust Waikato	5,000.00	OPEX $5,000 see TWSO naming sponsorship for activity
Grant: WEL Energy	6,000.00	OPEX $6,000 per month
Total Grant Income	**28,600.00**	
Donations		
Goods & Services received In Kind: UoW	9,800.00	rehearsal venue and office sapce
Goods & Services received In Kind: other	100.00	discounts
Donations KOHA	8,600.00	based on 2023 actuals
Total Donations	**18,500.00**	
Sponsorship & Partnership Income		
Sponsorship: Trust Waikato	6,000.00	proportion of $20,000 annual sponsorship (2025= year 2/3) 4 TWSO projects per annum
Sponsorship: Hamilton City Council	12,000.00	
Total Sponsorship & Partnership Income	**18,000.00**	
Subscription Income (memberships)		
Subscriptions and memberships: TWSO	1,400.00	2023 actual, players pay a small sub (or pay what you can) for each project to cover incidentals
Total Subscription Income (memberships)	**1,400.00**	
Total Income	**66,500.00**	
Cost of Sales		based on 2023 with 5% CPI increase
Concert Master	1,350.00	
Conductor	4,800.00	
Instrument and equipment Hire - Truck hire under production	300.00	keyboard, any percussion instruments such as tubular bells not owned by Orchestras Central
Marketing - all materials	360.00	Hamilton Arts Festival markets as part of the overall festival
Music Library - hire, paper and printing	1,000.00	
Musicians	2,000.00	professional players to suppport the volunteer amateurs
Musicians Travel - all inc soloists and MD	380.00	
Production costs + sundry expenses	5,000.00	truck hire, stage risers based on 2023
Receptions and Functions	1,600.00	VIP event
Royalties (APRA)	50.00	
Soloist and special guests	4,000.00	
Stripe Fees	80.00	
Venue - Concert (not at GAPA) incl The Pa	16,000.00	
Venue - Rehearsal (GAPA) In Kind	8,500.00	
Total cost of sales	**45,420.00**	
Gross Profit	**21,080.00**	
Operating Expenses		
ACC	50.00	
OPEX general expenses incl. mobile, IT, computer, website subscriptions, licences	580.00	
Contractors - finance	650.00	
Depreciation (one month)	500.00	
Insurance (one month)	400.00	
Rent - office UoW In Kind	1,300.00	
Staff Wages, KiwiSaver	17,600.00	
Total Operating Expenses	**21,080.00**	
Total Expenses	**66,500.00**	
Net Profit	-	


permanent & fixed term employees
casual employees
contract for services as required
volunteers
Orchestras Central Organisational Chart: April 2024
Orchestras Central Board of Trustees
5 Trustees
Chief Executive
permanent employee 40 hrs per week 1 FTE
ARTISTIC
PRODUCTION
MARKETING
FINANCIAL
VOLUNTEERS
Artistic Manager
permanent employee
27.5 hrs per wk (.6875FTE)
Production Manager
casual hours as req.
average 6 hrs per wk (.15FTE)
Marketing and Communications Lead
permanent employee
12 hrs per wk (.3FTE)
Finance Manager
Contract for Services
approx 156 hours per annum
3 hr per wk ave (.075FTE)
Systems & Database
gives approx.
575 hours per annum
10-12 hours per wk (.25 -.3 FTE)
Outreach and Engagement
permanent employee
to be appointed beg Feb 24
10 hrs per wk (.25FTE)
Contractor(s) as required to support specific projects
eg website imagery
Contract for Services
Events
stage manager, van driver, photography, videography
FOH: help desk, ushers
Librarian
casual hours as req.
average 6 hrs per wk (.15 FTE)
Conductors
Contract for Services
TWSO, YOW, OCT Ensemble
Rusty Player Orchestra,
Community Musicians
TWSO, Rusty Player Orchestra
pay a small sub. or 'pay what you can' to participate
Professional Musicians
Contract for Services
OCT Ensemble, Soloists, Tutors
'buy in' for TWSO
Youth Musicians
YOW
pay the market rate for youth orchestra membership

MARKETING AND PROMOTIONS INFORMATION

The Hamilton Arts Festival is primarily responsible for marketing the event – this section of the application is only able to be answered in broad terms.

The Orchestras Central marketing budget is minimal and used for social media paid promotion – therefore an itemised budget is not supplied.

Budget: $360 to be used for paid promotion on social media platforms in the six weeks leading up to the event.

The event will promoted on our website under the "What's On' page on the Festival has launched. https://www.orchestras.org.nz/whats-on/

We will promote the event via our first e-newsletter of the year. All promotional opportunities such as radio interviews, media artist profiles will be actively sought.

Target market: the whole family/ whānau.

Marketing and Promotions Objectives

- To communicate the 'family friendly' all-inclusive nature of the event
- Use language that resonates with our desired audience
- Engaging imagery that connects to Hamiltonians and portrays the event (and fits with our overall 2025 season imagery).
- To connect with potential audience across Hamilton and its wider region who may not think they'd like an orchestral concert (perceptions of elitism)
- Emphasise entry by donation – everyone is welcome.

Orchestras Central Marketing and Communications Lead: Marcus Norman.
Experience includes leading our annual marketing and promotions since mid 2023. Marcus is also a programme producer and presenter for RNZ Concert.
Prior experience: Marcus worked as General Manager for the New Zealand String Quartet and on the management team for Southbank Sinfonia, London.

SPONSORSHIP PROPOSAL PACKAGE

Orchestras Central "Being of the Waikato – our place"

Established in 2016, Orchestras Central delivers governance and professional arts administration to orchestras in the Waikato. We lead the development of the orchestral ecosystem of our region through engagement and participation with our musicians, audience, community and stakeholders. Our purpose is to provide orchestral experiences by, with and for the community.

Our orchestra family comprises:

- Trust Waikato Symphony Orchestra (TWSO)
- Rusty Player Orchestra (RPO)
- Youth Orchestra Waikato (YOW)
- OCT Ensemble

The four orchestras each deliver their own, unique cultural experiences – from our most significant performance – 'Sunset Symphony' by TWSO for 6,000 on the Rhododendron Lawn in Hamilton Gardens, to 'out of the box' concert experiences such as 'Vivaldi by Candlelight' and *Ō tātou wāhi mana; ā tātou korero* 'Stories of Our Place' by OCT Ensemble. The Rusty Players get together for relaxed social musical sessions for well-being and connectivity, to concerts by our young musicians of YOW and their collaborations with Te Rauhii. We present concerts and educational resources for tamariki and whānau and more traditional orchestral experiences for our community of orchestral music lovers. Our orchestras interweave and interact to create a synergistic 'ecosystem' that is well-rounded and engaging for our musicians and increasingly diverse audience. Each event or programme can be experienced on its own or as a multi-faceted journey into the world/ecosystem of the orchestra.

Each year Orchestras Central:

- Presents around 35 events
- Benefits around 400 musicians ranging in age from 10 -70 plus and includes over 13 different nationalities
- Offers experiences that range from in the concert hall, to out of the box and pop ups across different times of the day for around 10,000 audience throughout the Waikato
- Creates connection, supports wellbeing and actively encourages creativity to flourish for people from all walks of life.
- Connects with communities across the Waikato including Huntly, Hamilton, Raglan, Te Awamutu, Cambridge, Putaruru and further afield in Thames.
- Recognises the role of Mori as tangata whenua in the arts and continually advances ngā toi Māori through our programming priorities. Demonstrated through our significant performance projects:
  2019 Te Miha Hamilton
  2021 He Pu, He Puoro, He Purakau premiered Hamilton
  2022 and 2023 *Ō tātou wāhi mana; ā tātou korero* 'Stories of Our Place' premiered 2022 and taken to Te Awamutu December 2023
  2023 *He Aho Rōreka* Huntly and Putaruru

Orchestras Central's reach across diverse populations and communities can help Hamilton City Council to fulfil its objectives and commitment to their community. This can be achieved through sponsorship of the 2025 'Sunset Symphony' performance to be given by Trust Waikato Symphony Orchestra as an umbrella event in the Hamiton Arts Festival.

'Sunset Symphony' is a cornerstone long-standing, high profile event with proven performance outcomes and meets the Council's vision for Hamilton and its priority to have a fun city with lots to do. 'By with and for the community – 'Sunset Symphony' promotes pride and sense of place for Hamilton residents. It offers an additional 'no cost' entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

Specific benefits offered to Hamilton City Council for 2025 'Sunset Symphony'

Website:

- Elevation of Hamilton City Council logo to **Major Sponsors and Funders** on our Website Supporters page. Currently listed under **Funders and Supporters** https://www.orchestras.org.nz/our-supporters/
  This page is replicated throughout the year in our printed programme booklets for all our events reaching an audience beyond just that of 'Sunset Symphony'.
- Orchestras Central specific event listing on our website – acknowledgement of support as part of the blurb – see 2024 listing below as example. Acknowledgement placement above the programme listing.



Trust Waikato Symphony Orchestra

Sunset Symphony

Date & Time:
Saturday 24 February 2024
7:00pm - 9:30pm
Gates open at 6:15pm

Location:
Rhododendron Lawn, Hamilton Gardens
BYO seating

Conductors:
Rupert Dy'Ivon

Featuring:
Soprano - Katherine Wintana
Trumpet - Hiro Kobayashi
MC - Nick Wilkinson

Cost:
Koha entry

One of the Waikato's most beloved and iconic events.

For over a decade, Sunset Symphony has brought our city together to celebrate the best things in life, glorious music, whānau, friends and food all against the stunning backdrop of a Rhododendron Lawn sunset.

Join us to kick off the opening weekend of the festival in classic Hamilton Kiddicinco style. Bring a blanket!

Please note as this is a licensed event, no liquor can be brought onsite.

Programme:
Strike Up the Band Overture | Gershwin arr. D. Rose
Waltz - Swan Lake | Tchaikovsky
Rodgers Holiday | Anderson
West Side Story Selection | Bernstein arr. J. Mason
O Mio Babbino Caro - G. Schicchi | Puccini
Chi Il Bel Sogno - La Rondine | Puccini
Habanera - Carmen | Bizet
Danzon #2 | Marquez
Radetzky March op. 228 | J. Strauss
Hallelujah | Cohen arr. Hazemond
Great Gate of Kiev | Mussorgsky

Social media – Facebook, Instagram

- Orchestras Central specific event posts – acknowledgement of all supporters including Hamilton City Council

Communications

- Hamilton City Council logo appearing on any document, advertisement relating to the project.
- Messaging and acknowledgement on rolling screen presentation during the pre-show event.
- Hamilton City Council being given verbal acknowledgement by the MC during the event.
- Hamilton City Council being acknowledged in Orchestras Central's e-news and any Orchestras Central specific press/media releases(s).

Naming sponsorship for the specific event

This could be an artist e.g.

- Sponsorship of the Conductor, or Soloist(s) (often young up-and-coming opera star(s) from the University of Waikato or similar).
  or a musical work
- Sponsorship of a specific musical work within the programme as chosen by HCC from the confirmed programme e.g. Music from Star Wars 'proudly sponsored by HCC'

This would be acknowledged on all collateral including the rolling screen presentation during the pre-show event and would not conflict with the Trust Waikato's naming sponsorship of the orchestra itself.

On the night hosting

Hosting for up to 10 HCC guests in the VIP tent prior to and through the event

BUDGET: P&L forecast

Orchestras Central

Activity: Trust Waikato Symphony Orchesta_Sunset Symphony_February 2025

OPEX funding and costs calculated at one month

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Total Income	**66,500.00**	
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Conductor	4,800.00	
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Marketing - all materials	360.00	Hamilton Arts Festival markets as part of the overall festival
Music Library - hire, paper and printing	1,000.00	
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Operating Expenses		
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OPEX general expenses incl. mobile, IT, computer, website subscriptions, licences	580.00	
Contractors - finance	650.00	
Depreciation (one month)	500.00	
Insurance (one month)	400.00	
Rent - office UoW In Kind	1,300.00	
Staff Wages, KiwiSaver	17,600.00	
Total Operating Expenses	**21,080.00**	
Total Expenses	**66,500.00**	
Net Profit	**-**	

Orchestras Central - full organisation Cash Flow

2-Apr-24	Cashflow												Cashflow		
as at	Orchestras Central Trust												Orchestras Central Trust		
	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025
Opening Balance - Account 00	151,570.10	179,785.03	170,875.07	127,762.30	112,652.17	109,126.91	138,670.81	174,670.79	133,757.79	99,550.99	117,316.96	173,057.61	152,275.31	180,472.60	170,173.20
	Actual	Actual	Actual	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
Income Received															
Donations: KOHA all orchestras	-	8,403.39	422.05	200.00	-	900.00	200.00	600.00	-	-	-	900.00	-	8,403.39	422.05
Donations: Individual	-	-	-	-	-	-	-	-	-	-	-	400.00	-	-	-
Donations: Campaigns		-	-	-	-	-	-	-	5,000.00	-	-	-		-	-
Grant: Community Trusts			575.00	-		3,500.00	-	7,500.00	8,000.00		34,500.00	-			575.00
Grant: Creative NZ	43,132.48			43,132.48			43,132.48			43,132.48			-		
Grant: Government grants other		-	-	-	-	-	575.00	-	-	-	-	-	43,994.98	-	-
Grant: Hamilton City Council				-	5,175.00	-				-	-	-			
Grant: Trust Waikato											60,000.00				
Grant: WEL Energy						50,000.00									
Joint Ventures: Orchestra for hire		-	-	-	-	-	-	$2,588	$4,600		$3,450	-		-	-
Philanthropic Trusts		-	-	-	-	-	-	-		-	-	$2,000		-	-
Sponsorship: Trust Waikato			-	-	23,000.00		-			-		-			-
Sponsorship: HCC	-	-					13,800.00	-		-	-	4,000.00	-	-	
Subscriptions and memberships: Rusty	299.26	548.67	515.13	100.00	-	1,049.95	-	734.85	-	736.00	-	736.00	299.26	548.67	515.13
Subscriptions and memberships: TWSO	-	1,576.85	80.00	-	824.55	-	-	1,200.60	359.95	-	1,999.85	-	-	1,576.85	80.00
Subscriptions and memberships: YOW	4,021.90	14,719.45	815.00		-	3,470.70	3,292.45	3,470.70	-	-	-	3,470.70	4,021.90	14,719.45	815.00
Sundry income	-	-	-	420.00	-	-	-	-	-	-	522.00	-	-	-	-
Tickets & Programme Sales	-	-	15,776.85	2,001.00	4,999.05	2,198.80	-	6,146.75	2,500.10	-	5,549.90	1,587.00	-	-	15,776.85
Total Income	**47,453.64**	**25,248.36**	**18,184.03**	**45,853.48**	**33,998.60**	**61,119.45**	**60,999.93**	**22,240.40**	**20,460.05**	**43,868.48**	**106,021.75**	**13,093.70**	**48,316.14**	**25,248.36**	**18,184.03**
Expenditure Paid (inc GST where applicable)															
Salaries & Wages (includes PAYE, Kiwisaver etc)	15,334.44	24,797.77	16,652.06	25,251.00	16,832.00	16,832.00	16,832.00	16,832.00	25,251.00	16,832.00	16,832.00	16,832.00	16,101.16	26,037.66	17,484.66
Overheads Paid	2,268.18	2,220.12	6,692.27	2,901.45	4,353.90	2,439.15	2,243.65	3,514.40	3,416.65	2,242.50	2,630.05	5,257.80	2,381.59	2,331.13	7,026.88
Expenses Paid (ie musicians via payroll)	-	750.00	10,225.34	17,876.50	6,371.00	4,650.00	1,380.00	27,123.50	13,360.00	5,544.50	17,807.00	5,958.00		787.50	10,736.61
Expenses Paid (suppliers COS inc GST)	-	6,390.43	26,727.13	7,234.65	7,466.95	7,654.40	3,544.30	12,983.50	7,139.20	1,483.50	8,012.05	5,828.20		6,391.48	28,063.49
GST Paid/Refund Received	1,636.09			6,500.00	2,500.00		1,000.00		5,500.00		5,000.00		1,636.09		
Bank Transfers			1,000.00	1,200.00				2,700.00							1,000.00
Total Expenditure Paid	**19,238.71**	**34,158.32**	**61,296.80**	**60,963.60**	**37,523.85**	**31,575.55**	**24,999.95**	**63,153.40**	**54,666.85**	**26,102.50**	**50,281.10**	**33,876.00**	**20,118.84**	**35,547.76**	**64,311.64**
Bank Balance at end of period for 00 account	179,785.03	170,875.07	127,762.30	112,652.17	109,126.92	138,670.81	174,670.79	133,757.79	99,550.99	117,316.96	173,057.61	152,275.31	180,472.60	170,173.20	124,045.59
	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2024	Feb-2024	Mar-2024
Account 01	**1,719.87**	**1,517.66**	**1,163.81**	**1,301.76**	**1,967.80**	**1,503.03**	**1,168.30**	**1,015.75**	**2,259.83**	**2,082.51**	**1,453.36**	**1,453.36**	**1,453.36**	**1,251.15**	**897.30**
Interest Income															
Bank Transfers			1,100.00	1,200.00				2,700.00							1,100.00
Expenses paid	202.21	353.85	962.05	533.96	464.77	334.73	152.55	1,455.92	177.32	629.15			202.21	353.85	962.05
Bank Balance at end of period for 01 account	1,517.66	1,163.81	1,301.76	1,967.80	1,503.03	1,168.30	1,015.75	2,259.83	2,082.51	1,453.36	1,453.36	1,453.36	1,251.15	897.30	1,035.25
	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2024	Feb-2024	Mar-2024
Account 15	**24,801.67**	**24,920.45**	**24,920.45**	**27,866.13**	**27,866.13**	**27,866.13**	**29,316.13**	**29,316.13**	**29,316.13**	**30,766.13**	**30,766.13**	**30,766.13**	**32,216.13**	**32,334.91**	**32,334.91**
Interest Income	$118.78		$2,945.68	$0.00	$0.00	$1,450.00	$0.00	$0.00	$1,450.00	$0.00	$0.00	$1,450.00	$118.78		$2,945.68
Transfers made															
Bank Balance at end of period for 15 account	24,920.45	24,920.45	27,866.13	27,866.13	27,866.13	29,316.13	29,316.13	29,316.13	30,766.13	30,766.13	30,766.13	32,216.13	32,334.91	32,334.91	35,280.59
Cash available in bank	**206,223.14**	**196,959.33**	**156,930.19**	**142,486.10**	**138,496.08**	**169,155.24**	**205,002.67**	**165,333.75**	**132,399.63**	**149,536.45**	**205,277.10**	**185,944.80**	**214,058.66**	**203,405.41**	**160,361.43**
Term Deposit to be reinvested 18 Sep for 6 mnths	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00	100,000.00
Liabilities as per Balance Sheet															
GST Payable (2-monthly estimated)			6,500.00		2,500.00		1,000.00		5,500.00		5,000.00				6,500.00
Leave liability (total annual leave for all employees)	7,500.00	8,500.00	8,500.00	8,000.00	5,000.00	7,500.00	7,500.00	7,500.00	7,500.00	7,500.00	9,000.00	9,000.00	7,500.00	8,500.00	8,500.00
Grants in advance for 2024						25,000.00	25,000.00	32,450.00	32,450.00	32,450.00	66,950.00	66,950.00			
Cash Remaining at bank if all liabilities paid out	**198,723.14**	**188,459.33**	**141,930.19**	**134,486.10**	**133,496.08**	**135,655.24**	**172,502.67**	**119,883.75**	**92,449.62**	**109,586.45**	**129,327.10**	**109,994.80**	**206,558.66**	**194,905.41**	**145,361.43**

Photography: Trust Waikato Symphony Orchestra - Sunset Symphony 2024

Hi-res jpgs available upon request.

- Kenny from Forty Five Photography









Rupert D'Cruze - Conductor

- Richard Lummus and Sarah Carswell







Hiro Kobayashi -trumpet soloist



Katherine Winitana - vocal soloist







The Nations Go Busking, Te Rauhii (pre-show act)

Orchestras Central
24 February at 16:45 ·

Tonight's the night, and we're so excited! Will you be joining us for Sunset Symphony at the Hamilton Arts Festival Toi Ora ki Kirikiriroa?

Whānau, friends, food and awesome music... the recipe for an epic night out we'd say!

Make sure to tag us in all your sweet as pics, here on Facebook or over on IG @orchestrascent

Our rehearsal last night sounded fab, and we're rearing to go - come and hear our amazing soloists Hiro Kobayashi (trumpet) and Katherine Winitana (soprano) with MC, Nick Wilkinson and conductor Rupert D'Cruze.

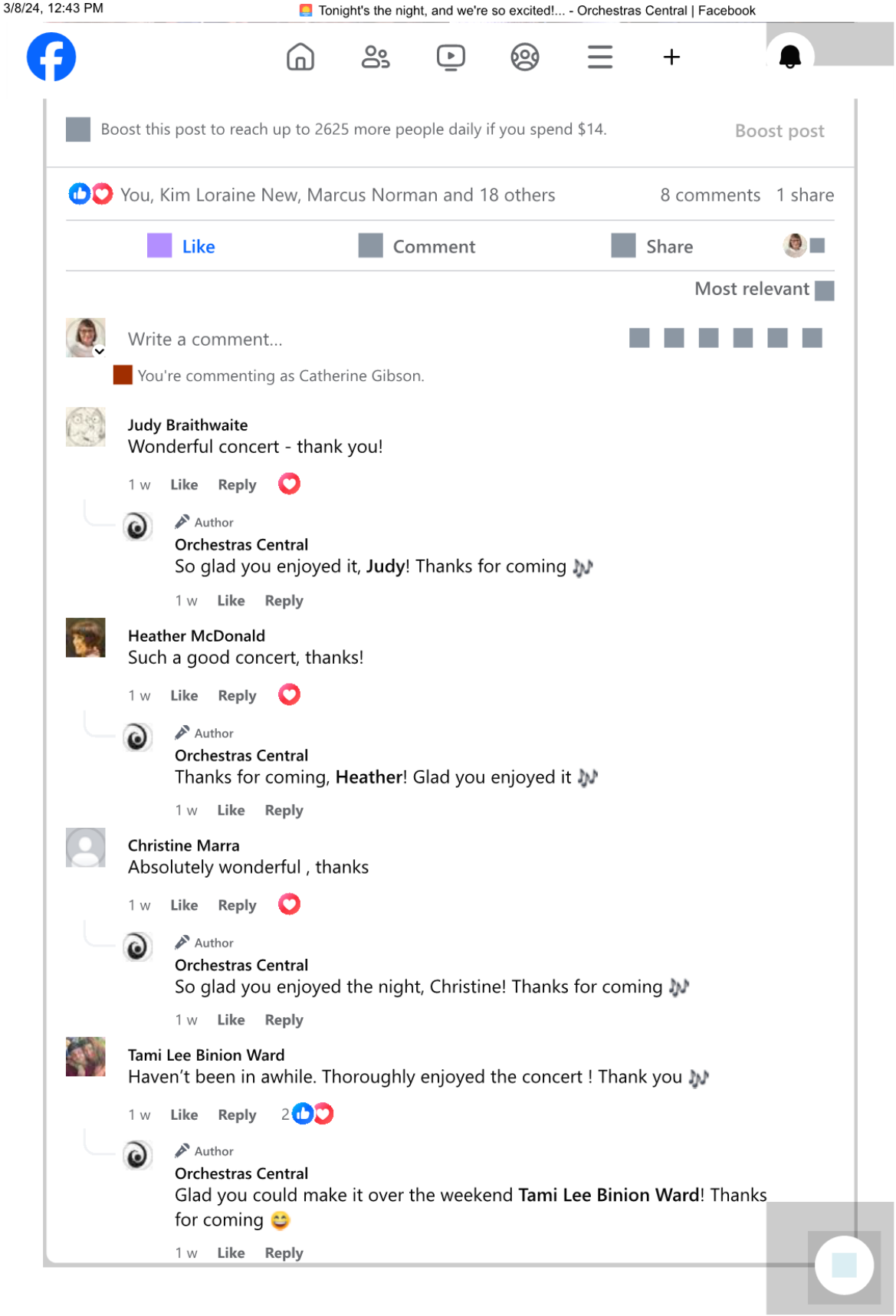
Gates open at 6.15pm
7.15pm - Pre-show entertainment
8pm - Trust Waikato Symphony Orchestra

Please note this is a Hamilton Arts Festival licensed event:
- Alcohol is not allowed to be brought onto the site.
- Bag checks are required and any alcohol found will be confiscated








Boost this post to reach up to 2625 more people daily if you spend $14.
Boost post
You, Kim Loraine New, Marcus Norman and 18 others
8 comments 1 share
Like
Comment
Share
Most relevant
Write a comment...
You're commenting as Catherine Gibson.
Judy Braithwaite
Wonderful concert - thank you!
1 w Like Reply
Author
Orchestras Central
So glad you enjoyed it, Judy! Thanks for coming
1 w Like Reply
Heather McDonald
Such a good concert, thanks!
1 w Like Reply
Author
Orchestras Central
Thanks for coming, Heather! Glad you enjoyed it
1 w Like Reply
Christine Marra
Absolutely wonderful , thanks
1 w Like Reply
Author
Orchestras Central
So glad you enjoyed the night, Christine! Thanks for coming
1 w Like Reply
Tami Lee Binion Ward
Haven't been in awhile. Thoroughly enjoyed the concert ! Thank you
1 w Like Reply 2
Author
Orchestras Central
Glad you could make it over the weekend Tami Lee Binion Ward! Thanks for coming
1 w Like Reply

Hamilton City Council
Te kaunihera o Kirikiriroa

2024/25 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Hamilton Pride Picnic 2025		
EVENT DATE	6 April 2025		
APPLICANT	Hamilton Pride Incorporated		
EVENT LOCATION	Innes Common, Hamilton Lake	**EVENT TYPE**	Community
EVENT OVERVIEW	• Hamilton Pride Picnic is the largest event in a month of events. It is a time where our whole community and allies can gather in one place and celebrate is a family friendly, safe, and wholesome environment. • This event includes performances from artists and guest speakers, a Rainbow market, where small businesses are able to display and sell their hand crafted goods or promote their small business and a place for rainbow organisations to supply information on services available to the community including sexual health and HIV testing. • Refer Hamilton Pride Business Plan, Pride Picnic Marketing Plan and Sponsorship Benefits 2025.		
TARGET MARKET	• Target market is the LGBTQIA+ community, their families and allies.		
EVENT OBJECTIVES	• Community Engagement: Our events provide opportunities for residents to come together, celebrate diversity, and build connections within the community. • The City Council's support demonstrates its dedication to engaging with all residents and promoting social cohesion.To provide accessible shared musical experiences for creative and social well-being for all the community. • Enhancing Reputation: Endorsing Pride celebrations aligns with the City Council's values of equality and human rights, enhancing the city's reputation as an inclusive and progressive place to live, work, and visit. • Collaborative Opportunities: Partnering with Hamilton Pride Inc. opens doors to collaborative initiatives aimed at promoting diversity, equality, and social cohesion. These partnerships can lead to joint programs and projects benefiting the entire community		
ATTENDANCE	• 365 from Hamilton • 131 from outside Hamilton	**BED NIGHTS**	0 bed nights
EXTERNAL FUNDING	• The budget provided shows income from another community grant. Council's grant makes up the shortfall. • Refer Hamilton Pride Picnic Budget 2025.		
PREVIOUS COUNCIL SUPPORT	• Staff have confirmed the organisation has received community initiatives grant funding in April 2024.		
PAST EVENT PERFORMANCE	• Hamilton Pride Incorporated produce a range of events throughout the year and the event coordinator has three years' experience.		

SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	NATIONAL & LOCAL EXPOSURE	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
		• Recognition and acknowledgement in social media • Council support will be included in ALL aspects of marketing & promotional activity including in radio ads & social media posts and in venue marketing	• Council logo appearing on any document or advertisement relating to the event

Sponsorship Benefits Available to Council	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEGDMENTS

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$2,258.99

MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	
City exposure benefits	
Generation of overnight visitation to city	
Generation of incremental income to city businesses	
Number of anticipated participants	
Utilisation of city assets	
Total	/ 30

MANAGEMENT COMMENT
Decline Event has received funding via Community Initiative Grant round in April 2024. Application made prior to outcome of the CIG funding round.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0132024/25 From Hamilton Pride Incorperated

Form Submitted 12 Apr 2024, 11:07AM NZST

Applicant Details

*** indicates a required field**

Event Sponsorship Fund

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Event Sponsorship Fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve the se objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle

More information can be found here.

Organisation Name and Contact:

Organisation name * Hamilton Pride Incorperated

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0132024/25 From Hamilton Pride Incorperated
Form Submitted 12 Apr 2024, 11:07AM NZST

Please enter the registered (legal) name of your organisation.

Name of Event Organiser *
Ms Vivienne Deane

Contact Person for this Application *
Mr David Tasker
Please enter the name of the primary contact person for this application.

Position of contact person
David Tasker

Contact Person's Email Address *
Hausofblaster@gmail.com
Please enter the email address for the primary contact given above.

Contact Person Mobile Phone Number *
(02) 7551 1037
Please enter the contact phone number for the primary contact given above.

NZ Charity Registration Number (CRN)

New Zealand Charities Register Information
Reg Number
Legal Name
Other Names
Reg Status
Charity's Street Address
Charity's Postal Address
Telephone
Fax
Email
Website
Reg Date

Must be formatted correctly.

Office Address (complete if different from above)

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Organisation Website
Must be a URL.

Organisation type
○ Charitable Trust ○ Trust ○ Sole Trader
◉ Incorporated Society ○ Company ○ Other

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0132024/25 From Hamilton Pride Incorperated
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	○ Charitable Company
If other, please state	
Is your organisation GST registered? *	☐ Yes ☑ No
If 'Yes' please provide your GST number	Please enter your GST number.
Please list prior event experience of both the organisation and event organiser *	Hamilton Pride produce a range of events annually as part of our annual pride celebrations. Vivienne, has charged our most recent year, and has been on the board for the last 3 years.
Is there a contract in place with the event organiser or organisation team? *	☐ Yes ☑ No
Does your organisation hold intellectual property rights to the event? *	☑ Yes ☐ No
If not, who?	

Event Details

*** indicates a required field**

Name of the Event *
Hamilton Pride Picnic 2025

Start date of Event *
06/04/2025

Finish date of Event *
06/04/2025

Time of the Event *
11pm to 3pm

Location or Venue *
Innes Common

2024/25 Event Sponsorship Fund
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Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Community

If Other, please describe

Amount of Hamilton sponsorship sought *
$2258.99

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Hamilton Pride Picnic is the largest event in our month of events. It is a time where our whole community and allys can gather together in one place and celebrate is a family friendly, safe, and wholesome environment. This event has a main stage which hosts performances from artists in our community, and generally a guest speaker. We love to invite our community to bring their dogs along, and we have a dog parade on the stage for prizes. This even is also an opportunity to hold a Rainbow market, where small businesses are able to display and sell their hand crafted goods, or promote their small business. Lastly list event is an opportunity for all the different Rainbow organizations and such to come together with information tents, to help promote what services are available out there for our community, including sexual health and HIV testing.

attached is our poster from this years Picnic.

No more than 500 words

Attach any other event outline documents here

Filename: A1 Poster.jpg
File size: 13.1 MB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
Application No. ESF0132024/25 From Hamilton Pride Incorperated
Form Submitted 12 Apr 2024, 11:07AM NZST

Attach your Business Plan for the Event here *

Filename: Hamilton Pride Picnic business plan.docx
File size: 106.6 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Pride Picnic Budget 25.xlsx
File size: 9.8 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: pride picnic marketing plan.docx
File size: 10.1 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Pride Sponsorship benefits.docx
File size: 10.0 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
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Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	25	5		
Spectators	300	100		
Trade	40	26		

Entry Fees

Adult	Child	Older people	Other
0	0	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels		
Motels		
Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *
☐ Yes
☑ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
5 hours

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
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Idea 1
Community Engagement: Our events provide opportunities for residents to come together, celebrate diversity, and build connections within the community. The City Council's support demonstrates its dedication to engaging with all residents and promoting social cohesion.

Idea 2
Enhancing Reputation: Endorsing Pride celebrations aligns with the City Council's values of equality and human rights, enhancing the city's reputation as an inclusive and progressive place to live, work, and visit.

Idea 3
Collaborative Opportunities: Partnering with Hamilton Pride Inc. opens doors to collaborative initiatives aimed at promoting diversity, equality, and social cohesion. These partnerships can lead to joint programs and projects benefiting the entire community.

Idea 4
Overall, supporting Hamilton Pride Inc. aligns with the City Council's goals of promoting diversity, supporting community initiatives, and creating an inclusive city for all residents.

Idea 5
Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.

2024/25 Event Sponsorship Fund
2024 Event Sponsorship Application Form
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6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Vulnerable Children Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

Full Name of Organisation *	Hamilton Pride Incorperated
Full Name of Authorised Signatory *	David Tasker
Position of Authorised Signatory *	Treasurer
Date of Declaration *	12/04/2024

Your feedback

We value your feedback to help us improve our funding process. We would appreciate you taking another couple of minutes to complete this section.

How easy was the application form to complete?
OK

How many hours did it take you to complete this application?
2 hours

Please add any other comments you may have about how we can improve our funding form or process.
instead of uploading documents for everything, have spaces to type instead, like this box.

Thank you for taking the time to complete this feedback section.

Hamilton Pride Picnic

This event is one that we have found a format that works really well. We as a committee come together to meet once a fortnight to discuss and plan our pride celebrations, and even though we are in the middle of our current Pride month, we are already looking forward to the next.
This Picnic is not only a celebration, but one of the ways that we raise some money for our organization to run. Through Raffles, Donations, and stall holder fees from our Rainbow Market, and our Food Vendors, we manage to raise some of the money required to put this event on. It is with sponsorship that we are able to successfully execute this event to a quality standard. We charge $40 to a market stall holder and $60 for a food vendor.

This event really is a collaboration of so many different people from our community.

In January we put the word out via our Social media, as well as we email our database of stall holders and food vendors. We put out an open casting call for our local talent to be able to perform at our picnic, and we make a selection based on submissions. We also ask the community if anyone is available to help volunteer with running the event.
This event is also an opportunity for other Rainbow Groups and Community Service organizations to present an information stall, raise their own funds through sales, and even provide a service I.e HIV STI testing.
We put our event application into HCC, and with that put together the required paperwork, Risk Assessment, Health and Safety, Waste management, Proposed Food Vendors, Insurance, Site Plan.
We arrange our Public Liability insurance through Gallagher Insurance.
We then design our event artwork, and have it printed in A1 and A3 and distributed around Hamilton to promote, as well as we do Social Media Advertising.

On the day we have Stronglite Stage Hire install a small 3m x 4m stage for our entertainment. We hire sound equipment from Waikato Sound and Lighting, and we hope to purchase a generator in the future to be able to power the stage. In the past we have Hired from Kennards. We also hire face painters from Free Lunch Street Theatre. In 2025 we would like to include a bouncy castle of some kind from Bounce and Slide in Hamilton as an added extra that we haven't done before.

Our team meets up at 8am to start the set up, and from 9am we allow stall holders in to set up.
Our MC Piper Blaster keeps the day moving along with entertainment, and we have a fabulous DJ who plays music in between acts, and for a fun set at the beginning of the event. During the event we promote our sponsors, and advise about rubbish and waste to keep things tidy. We have team members running around taking donations, and getting Hamilton Pride Memberships, and the community all come along and

have a fabulous day, getting amongst everything, enjoying the celebration, and supporting the LGBTQIA+ community, allys and many small businesses.

After, we pack up, and tidy the grounds making sure the park is clean and tidy. Then we come back as a committee to reflect, make comments, and then we put out a survey to the community to get feedback, so we can measure impact, and take note of any ideas to make things better.

Then we file accountability reports to our sponsors, and begin planning all over again.

Attachment 2

Item 10



Pride Picnic & Pooches in the Park

Our target audience is the LGBTQIA+ community, their families and ally's of the community.
Our marketing objective is to Promote the event, inform the community of what the event is, what it consists of, where and when. And to promote the sponsors who have helped to fund the event.
In the previous 3 years, our treasurer David Tasker has taken it upon their self to use their design knowledge to create and design the artwork for A1 Sign printing, A3 poster printing, and for all Social Media. Event covers, and Stories etc. He does this in Kind for us. David produces their own events and is knowledgeable in PR and marketing.

A3 Printing - Online printing $41.75
A1 Sign Printing - Print Plus $333.02
Social Media Advertising $125

Pride celebrations attract visitors, stimulating tourism and benefiting local businesses, restaurants, and hotels. This increased economic activity contributes to the overall prosperity of the city.

Our events provide opportunities for residents to come together, celebrate diversity, and build connections within the community. The City Council's support demonstrates its dedication to engaging with all residents and promoting social cohesion.

This event helps to support performing artists/MC/DJ who perform for our community. It is important that they are well looked after.
Overall, supporting Hamilton Pride Inc. aligns with the City Council's goals of promoting diversity, supporting community initiatives, and creating an inclusive city for all residents.

Pride Picnic Budget 2025

Expenses		**Revenue**		
VENUE	35	Stall Holders	20	$40
DJ	400	Food Vendors	8	$60
MC	800	Raffels	55	$2
DECORATIONS	$200	Memberships	50	$5
ADVERTISING	500			
CATERING	20			
FREELUNCH ST THEATER	276			
LIVE MUSIC/ Entertainment	1200		Total	
RUBBISH / CLEAN UP	116			
Bouncy Castle	300			
TRAVEL	40	Wel Energy Grant	confirmed	
STAGE HIRE	989			
insurance	800			
PA system	382.99			
Petrol	$40			
Unexpected Costs	$300			
TOTAL	**6398.99**			Total

	$800
	$480
	$110
	$250
	$1,640
	$2,500
	$4,140


Pride
hamilton pride
PICNIC & POOCHES
IN THE PARK
11am - 3pm Innes Common, Hamilton Lake
Sunday 7th April (14th Rainy Day Alternative)
Fur Baby Competition - Raffles - Prizes -Family Fun - Face Painting - Live Music & DJ
Drag Shows - Free HIV & STI testing - Rainbow Market - Food Trucks
ANIMATES
HOTDOG ON A STICK
HOT CHIPS
BODY POSITIVE NEW ZEALAND Tinana Ora Aotearoa
Hamilton City Council
Te kaunihera o Kirikiriroa
Trust Waikato TE PUNA O WAIKATO
ANIMATES Everything for Pets
WEL ENERGY TRUST
Burnett Foundation Aotearoa

EVENT SPONSORSHIP FUND: SUMMARY OF 2023-24 ACTIVITY						
EVENT NAME	DATE	APPLICANT / ORGANISER	RESOLVED DATE	FUNDING APPROVED	FUNDING PAID	NOTES
ESF0022022 - Cheer and Dance Factor NZ 2023	Sept 2023	Cheersports Limited	24 May 2022	$10,000	$10,000	Event took place. Second year of multi-year agreement (2022-23)
ESF0032022- Matariki ki Waikato 2024	June 2024	Te Ohu Whakaita	24 May 2022	$50,000	$50,000	Event to take place in June 2024. Second year of multi-year agreement (2023-24-25)
ESF0052022 - Cambridge to Hamilton Paddle Race 2023	Sept 2023	Boatshed Kayaks Limited	24 May 2022	$5,000	$5,000	Event took place. Second year of multi-year agreement (2022-23-24)
ESF0072022 - Porritt Classic 2024	Feb 2024	Athletics Waikato Bay of Plenty	24 May 2022	$6,000	$6,000	Event took place. Second year of multi-year agreement (2022-23-24)
ESF0052023 - Hamilton Arts Festival Toi Ora ki Kirikiriroa 2024	Feb 2024	Hamilton Gardens Summer Festival Foundation	11 May 2023	$175,000	$175,000	Event took place. One year funding agreement.
ESF0072023 - Balloons over Waikato 2023	Mar 2024	Balloons over Waikato Trust	11 May 2023	$130,000	$130,000	Event took place. One year funding agreement.
ESF0082023 - Round the Bridges 2023	Nov 2023	Hamilton Harriers Club Inc	11 May 2023	$25,000	$17,000	Event took place. One year funding agreement.
ESF0092023 - NZ Marching Championship 2024	Mar 2024	Marching Waikato	11 May 2023	$30,000	$13,000	Event took place. One year funding agreement.
ESF0102023 - Ford NHC NZ Hockey National Championship 2023	Sept 2023	Waikato Hockey Association	11 May 2023	$20,000	$10,000	Event took place. One year funding agreement.
ESF0132023 - Ngaa Paki o Maatariki 2023	Jul 2023	Tainui Teachers Association Society Inc	11 May 2023	$30,000	$13,000	Event took place. One year funding agreement.

TOTAL MAJOR EVENT SPONSORSHIP FUND 1 JULY 2022 – 30 JUNE 2023	$429,346
Total Funding Paid – forecast to 30 June 2024	$429,000
Forecast fund surplus	$ 346

Council Report

Item 11

Committee: Economic Development Committee

Date: 09 May 2024

Author: Nicolas Wells

Authoriser: Blair Bowcott

Position: Strategic Property Manager

Position: General Manager Strategy, Growth and Planning

Report Name: Strategic Property Update - May 2024

Report Status	*Open*

Purpose - *Take*

1. To inform the Economic Development Committee of the financial performance and position of the Municipal Endowment Fund at 31 March 2024 (Q3 2023/24 FY).
2. To inform the Economic Development Committee of matters concerning the Opoia Paa Carpark and Hinemoa affordable housing development.

Staff Recommendation - *Tuutohu-aa-kaimahi*

3. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

4. This is the regular report on the financial performance and position of the assets of the **Municipal Endowment Fund** (MEF). It covers the third quarter (Q3) of the 2023/24 financial year from 1 January 2024 to 31 March 2024.
5. The MEF has a current value of $59.34 million comprised of property assets totalling $26.52 million and reserves of $32.82 million.
6. The overall value of the MEF has increased by $404,000 from $58.94 million to $59.34 million over the past quarter. This is largely attributable to accrued interest income and interest received on maturing term deposits in the period.
7. The profit and loss statement has been included as **Attachment 1** to this report.
8. Following a Council resolution on 7 September 2023 to change the name of the Sonning Carpark to **Opoia Paa**, staff have engaged with mana whenua to implement this decision. New signage has been installed and all necessary administrative changes have been completed.
9. On 14 September 2023, the Economic Development Committee considered six high-level development options for the Opoia Paa site, ranging from least to most aspirational.
10. The Committee approved developing the land *in principle*, including all six options, subject to engagement with mana whenua concerning their aspirations for the site and its cultural significance, and confirming the development outcomes and parameters sought.

11. On 11 May 2023, the Economic Development Committee approved, *in principle*, the MEF providing $10.0 million loan funding towards the Bridge Housing Trust (Bridge) **Hinemoa development** – a 42-unit, affordable housing development at 340 Tristram Street, Hamilton.

12. On 12 March 2024, the Economic Development Committee was advised that Bridge's application for funding from the Ministry of Housing and Urban Development (HUD) had been declined.

13. The Committee confirmed *in principle* the MEF funding, resolved to review this commitment in six months if the project had not advanced, and delegated authority to the MEF Advisory Group to approve the loan.

14. The Committee also requested that the Mayoral Office write to HUD confirming Council's commitment to the project, expressing Council's disappointment that the funding application had been rejected, and requesting reinstatement of their funding (**Attachment 2**). HUD has responded confirming that it will not fund the Hinemoa development (**Attachment 3**).

15. Staff consider the matters in this report have a low significance and that the recommendation complies with the Council's legal requirements.

Discussion – *Matapaki*

Municipal Endowment Fund 2023/24 FY Q3

16. Council's Municipal Endowment Fund (MEF) is divided into 3 parts:

    i. The **Municipal Endowment properties** consist of ground leases where Council owns the land only but the improvements and leasehold interest in the land are owned by the lessee. Typically, this asset class returns a low yield. Council has previously encouraged lessees to freehold these properties to free up Council's capital for investment in higher yielding property assets;

    ii. The **Municipal Investment properties** consist of property assets purchased to generate the maximum possible yield. They include two industrial properties, and a group of suburban shops; and

    iii. The **Municipal Endowment Reserve** ($32.82 million) is invested in term deposits and mixed funds. The reserve is invested in accordance with an independently designed framework that is intended to diversify the investment portfolio, support liquidity, and preserve capital over the long term, as follows:

Term Deposits - $26M

Provider	Amount	Term	Maturity	Expected Return
ANZ	$5.0 million	9 months	10 May 2024*	6.55%
ANZ	$10.5 million	3 months	15 May 2024*	6.15%
ANZ	$5.5 million	3 months	4 June 2024*	6.05%
ANZ	$5.0 million	6 months	14 August 2024*	6.55%

***** Term deposits will be rolled over for the same period upon maturity. Term deposit rates in general have been improving as interest rates climb, and the Finance Manager recommends continuing with this strategy at this stage.

Mixed Funds - $6M

Provider	Amount	Return*	Expense ratio
Milford Balanced Fund	$6.0 million	8.44%	1.05%

* 5-year net average return – noting that this figure is a based on past historical return averages and does not indicate or guarantee future returns.

Milford Balanced Fund			
Description	**Units**	**Price**	**Value**
Initial investment	2,131,135.90	$2.8154	$6,000,000.00
Value at 31 March 2024	2,137,125.51	$3.2290	$6,900,778.27
Change in fair value movement – gain/(loss) – note unrealised			$900,778.27

17. Since the last quarterly update, the overall value of the MEF has increased by $404,000 due to accrued interest income and interest received on maturing term deposits generated during the period (2023/24 FY Q3), which is credited to the MEF.

18. The $404,000 interest generated in Q3 represents a substantial increase to interest earned in the preceding two quarters. This is largely due to the additional fourth term deposit, and the fact that three of the four term deposits matured during the current period.

Opoia Paa Carpark

19. On 7 September 2023, the Council resolved to change the name of the Council-owned Sonning Carpark at 191-197 River Road to Opoia Paa. Staff engaged with mana whenua to implement this decision. “Opoia Paa Carpark” was approved as the name on the entrance sign. New signage has been installed and all necessary administrative changes have been made to give effect to the name change. On 8 March 2024 Ngaati Wairere held an on-site blessing to mark the name change and installation of the new signage. An interpretative panel, to be located elsewhere on the site, is currently being prepared.

20. At the 14 September 2023 Economic Development Committee meeting, staff presented a report prepared by Veros, which identified and evaluated six high-level options for developing the land, ranging from *status quo* (least aspirational) to full development of the land (most aspirational).

21. The Committee approved in principle to develop the land, including consideration of all the options in the Veros report, subject to:

    i. engaging with mana whenua concerning … their aspirations for the site and its cultural significance;

    ii. partnering with mana whenua to confirm the development outcomes and parameters being sought; and

    iii. completing a high-level development masterplan, or bulk and location document set, for the land.

22. Staff are engaging with mana whenua. A hui to discuss the matter with Ngaati Wairere at Hukanui Marae was scheduled for Friday 5 April 2024. This meeting was postponed at Ngaati Wairere’s request; the new date and time for the hui is Monday 29 April 2024. A verbal update regarding this hui will be provided to the 9 May 2024 committee meeting.

340 Tristram Street – Bridge Housing – Municipal Endowment Fund (MEF)

Background

23. The Bridge Housing Charitable Trust (Bridge) owns the land at 340 Tristram Street, Hamilton, and intends to build a 42-unit affordable housing complex called the Hinemoa Development.

24. The Hinemoa Development is similar to the Nightingale developments in Melbourne (as was the Opoia Paa Carpark proposal, Korimako). Bridge already has established relationships with the Ministry of Housing and Urban Development (HUD) and Kainga Ora.

25. Bridge supplied Council a proposal setting out their intentions, which provided a starting point for negotiating the detail of funding arrangements with the MEF. Bridge requested:

    i. a capital investment, by way of loan, of $10.0 million from the MEF – to be matched by Bridge and not-for-profit partners. The MEF would attract an appropriate return consistent with the MEF Policy;

    ii. a funding contribution of $60,000 from the MEF – to be matched by Bridge – to progress detailed designs and consenting applications.

26. On 11 May 2023, the Economic Development Committee approved *in principle* the MEF investing in an affordable housing development at 340 Tristram Street, Hamilton, subject to:

    i. a maximum financial investment from the MEF of $60,000 to progress detailed designs and consent applications;

    *ii. a maximum financial investment from the MEF of $*10 million *to contribute towards the cost of building an affordable housing development at 340 Tristram Street, Hamilton;*

    iii. suitable security, full repayment, and return on investment guarantees;

    iv. an acceptable development and investment timetable; and

    v. proof of concept, funding viability and commitments from all funders.

27. On 21 December 2023, Bridge lodged a resource consent for the Hinemoa Development, which comprises of 42 apartments (18 x 1 bedroom and 24 x 2 bedroom) in 2 three-storey blocks.

28. On 12 March 2024, the Economic Development Committee received an update from Bridge advising that an application for funding from HUD had been declined. The Committee confirmed the resolution on 11 May 2023 and included two additional requirements:

    i. Delivery of 42 affordable housing units in general accordance with the plans [submitted for Resource Consent]; and

    ii. A review of the funding in six months from the date of this resolution if the project has not advanced.

29. The Committee delegated authority to the MEF Advisory Group to approve the loan, and requested the Mayoral office to "*write to the Minister and Associate Minister for Housing and to the Ministry of Housing and Urban Development concerning the "Hinemoa" affordable housing development…in particular:*

    i. The Committee's decision to invest $10.0million from the Municipal Endowment Fund;

    ii. Our disappointment in their decision to pull the funding; and

    iii. Request the Ministry of Housing and Urban development reinstate, with urgency, the requested $10.0 million dollar grant."

30. The Mayor's letter to HUD can be found in **Attachment 2 of this report.** HUD has responded confirming that it will not fund the Hinemoa development see **Attachment 3** of this report.

Current Status

31. Bridge is currently working with potential funders to secure the development finances required for the project to proceed.

32. A draft loan agreement has been negotiated by Bridge, Council staff and their respective solicitors for the MEF funding. The loan agreement is conditional upon a range of preconditions including satisfactory security and repayment guarantees, and confirmation of funding viability and commitments.

33. The loan agreement remains suspended until Council receives confirmation from Bridge that it has secured the funding required for the project to proceed.

Financial Considerations - *Whaiwhakaaro Puutea*

34. Strategic Property is a regular operating activity funded through the Long-Term Plan. Further MEF financial information for FY2023/24 Q3 is provided in **Attachment 1**.

35. The proposed loan to Bridge provides MEF funding at a heavily reduced rate (cost of borrowing + 0.5%), which comes at a cost to Council of approximately $225,000 over the 24 months of the loan.

Ethical Investment

36. The ethical status of the institutions providing the MEF investment vehicles were summarised in the report to the 24 May 2022 Economic Development Committee (Item 11, pp 377 – 381).

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

37. Staff confirm that recommendation complies with the Council's legal and policy requirements.

Climate Change Impact Statement

38. Staff have used the climate adaptation assessment guidance and determined there are no known climate risks or adaptation opportunities associated with the matters covered in this report.

39. Staff have used the climate emissions assessment guidance and determined there is no change in greenhouse gas emissions associated with the matters covered in this report.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

40. The purpose of Local Government changed on 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

41. The subject matter of this report has been evaluated in terms of 'the 4 wellbeings' during the process of developing this report as outlined below.

42. The recommendations set out in this report are consistent with that purpose.

Social

43. The strategic property activity allows the Council to promote better outcomes for the community at large, helping to create a more vibrant Hamilton with greater social interaction.

44. The proposed development of the Opoia Paa land will give practical effect to the Council's aspirations by creating a more vibrant city centre, enhancing the interface with the river, and providing greater social interaction. Development of the land will contribute to the local urban community through the creation of connected communities, active street frontages, tactile pedestrian experiences for passers-by and commercial spaces for values-aligned businesses.

45. The proposed Hinemoa development supports Council's Housing Strategy, in particular our vision that every person in Hamilton is well-housed.

Economic

46. The MEF will fund key development opportunities to help attract business growth, grow the city's economy, aid potential public and private investment and help with prioritising future funding decisions and business cases.

47. Appropriate development of the Opoia Paa land and the Hinemoa site will attract business growth, grow the city's economy, aid potential public and private investment.

Environmental

48. Strategic property developments align with the Council's Central City Transformation Plan, considering connections between the central city and the Waikato River to restore and protect the balance of the environment.

49. Appropriate development of the Opoia Paa land aligns with the Council's Central City Transformation Plan, considering connections between the central city and the Waikato River to restore and protect the balance of the environment.

Cultural

50. The strategic property activity endorses and embraces the cultural identity of the city.

51. Partnering with mana whenua is fundamental to the appropriate development of the land at Opoia Paa. Engagement with mana whenua will ensure their aspirations for the site and its cultural significance are considered.

Risks - *Tuuraru*

52. There are no known risks associated with these matters – noting that the estimated yields from mixed fund investments are based on historical return averages, which does not guarantee future performance or yield.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

53. Having considered the Significance and Engagement Policy, staff have assessed that the recommendation of this report has a low level of significance.

54. Given the low level of significance no engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Municipal Endowment Fund FY 2023/24 (Q3) - Profit and Loss Statement

Attachment 2 - Hinemoa - Mayor's letter to Ministry of Housing and Urban Development

Attachment 3 - Hinemoa - Ministry of Housing and Urban Development's response to Mayor's letter

STRATEGIC PROPERTIES

Select Financial Year: FY21 | FY22 | FY23 | **FY24**

Select Month: Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | **Mar** | Apr | May | Jun

How much money is in the Endowment fund today?
$32,823,001

How much interest have we earned this year on the MEF fund?
$1,091,132

Return on MEF Fund this year
3.32%

What is the value of our MEF Properties?
$26,516,000

What is the value of our MEF Investment Funds?

$26,000,000
Term Deposits

$6,900,778
Mixed Funds

ENDOWMENT FUND: PROFIT AND LOSS STATEMENT

	Resource	YTD Actuals	YTD Budgets	YTD Variance	Annual Budget
INCOME	Rental Income	($934,242)	($883,203)	$51,039	($1,177,596)
	Operating Contributions	($169,199)		$169,199	
	Water Charges - Internal Charges	$2,350		($2,350)	
	Rates Expense - Internal Charges	$107,044	$116,592	$9,548	$155,460
Total		**($994,047)**	**($766,611)**	**$227,436**	**($1,022,136)**
EXPENSES	External Rates	$10,373	$10,442	$70	$10,442
	Electricity	$595		($595)	
	Insurance	$27,909	$23,319	($4,590)	$31,090
	Legal Services	$12,147		($12,147)	
	Consultants	$143,685		($143,685)	
	Service Providers	$0		$0	
	Interest Received Special Funds	($1,091,132)		$1,091,132	
	Labour - Internal Charges	$94,545		($94,545)	
Total		**($801,879)**	**$33,761**	**$835,640**	**$41,532**
GAIN/LOSS	Unrealised Loss on Change in FV other	$357,903		($357,903)	
	Unrealised Gain on Change in FV Other	($866,151)		$866,151	
	Gain on Fair Value of Investmnt Property		$1	$1	($1,050,192)
Total		**($508,248)**	**$1**	**$508,249**	**($1,050,192)**
Total (Surplus)/Deficit		**($2,304,174)**	**($732,849)**	**$1,571,325**	**($2,030,796)**

STRATEGIC INVESTMENT PROPERTIES: PROFIT AND LOSS STATEMENT

	Resource	YTD Actuals	YTD Budgets	YTD Variance	Annual Budget
INCOME	Rental Income	($323,558)	($290,472)	$33,086	($387,293)
	Operating Contributions	($60,541)		$60,541	
	Fees & User Charges		($210,281)	($210,281)	($262,906)
	Water Charges - Internal Charges	$4,590		($4,590)	
	Rates Expense - Internal Charges	$65,989	$79,401	$13,412	$105,876
Total		**($313,520)**	**($421,352)**	**($107,832)**	**($544,323)**
EXPENSES	External Rates	$6,149	$4,952	($1,197)	$4,952
	Electricity	$2,545	$1,804	($741)	$2,150
	Insurance	$13,683	$11,021	($2,662)	$14,700
	Legal Services	$2,060		($2,060)	
	Management Fee		$6,853	$6,853	$8,437
	Service Providers	$2,025	$4,745	$2,720	$6,328
	Labour - Internal Charges	$31,500		($31,500)	
Total		**$57,961**	**$29,375**	**($28,586)**	**$36,567**
Total (Surplus)/Deficit		**($255,559)**	**($391,977)**	**($136,418)**	**($507,756)**

Total value of MEF assets:
$59,339,001

What is the value of our SIP Properties?
$23,000,000

Total Strategic Property asset value:
$82,339,001

OFFICE OF THE MAYOR
HAMILTON

Andrew Crisp
Chief Executive
Ministry of Housing and Urban Development - Te Tūāpapa Kura Kāinga
PO Box 82
Wellington 6140

2 April 2024

Dear Mr Crisp

The Bridge Housing Trust (Bridge) intends to build an affordable housing complex on land it owns at 340 Tristram Street, Hamilton. The complex is called "Hinemoa" and is intended to provide 42 apartments offering a mix of ownership opportunities, including freehold, assisted freehold, leasehold and affordable rentals. Bridge has a proven record of delivering affordable housing in the Waikato, having completed the successful 47-home Peake Mews development in Cambridge. Bridge is partnering with the Ministry of Housing and Urban Development and Kainga Ora to support as many Waikato households as possible, and already has close to 150 families on its wait list.

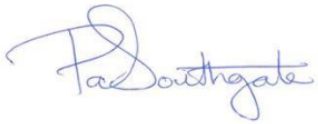
This project supports Hamilton City Council's Housing Strategy, in particular our vision that every person in Hamilton is well-housed. Accordingly, Hamilton City Council has agreed to part-fund the Hinemoa development and has approved a $10m loan, the maximum amount enabled under our policy, from the Municipal Endowment Fund to ensure that the project can proceed. Council has agreed to fund the Hinemoa development based on the acknowledged credibility of Bridge's Trustees, their proven record of successful project delivery, the recognised need for affordable housing options in Hamilton, and the development's location in the central city - Hamilton's primary area for residential intensification.

Bridge applied to the Ministry of Housing and Urban Design (HUD) for $10m grant funding for the Hinemoa development in late 2023. Bridge then lodged consent applications for the project with Council in early 2024. Bridge has now been advised that the HUD grant application has been declined and that HUD will not provide funding towards the project.

Hamilton City Council is extremely disappointed by HUD's decision to decline to fund the Hinemoa development – placing the delivery of the project in jeopardy.

Hamilton City Council formally requests that the Ministry of Housing and Urban Development reconsider its decision in support of the requested $10 million dollar grant.

Yours sincerely



Paula Southgate
Mayor of Hamilton

Cc

Hon Chris Bishop, Minister of Housing
Hon Tama Potaka, Associate Minister of Housing

Te Tūāpapa Kura Kāinga
Ministry of Housing and Urban Development

Mayor Paula Southgate
Hamilton City Council

9 April 2024

Tēnā koe Mayor Southgate,

I am responding to your letter of 2 April 2024 to Andrew Crisp, Chief Executive of Te Tūāpapa Kura Kāinga – Ministry of Housing and Urban Development (HUD) on his behalf, regarding the Hinemoa development in Hamilton. The funding programme you were writing about sits within my area of responsibility.

I understand the application for Affordable Rental Pathway (ARP) Round Two funding, submitted by the Brian Perry Charitable Trust on behalf of the Bridge Trust for the Hinemoa Apartments- Tristam Street proposal, is the Grant application that you were referring to.

Round Two of the ARP was launched in February 2023 with $100 million available nationwide. Of the 31 Round Two proposals received, nine proposals were progressed early, receiving Ministerial approval in September and October 2023.

The Ministry completed a robust evaluation process of the remaining 22 proposals, all of which had been deemed viable and capable of being supported. The evaluation process resulted in recommendations for 14 proposals to be approved and eight proposals not to be progressed, primarily because of oversubscription of the ARP.

The Bridge Trust's proposal scored well against common ranking criteria, but others were scored higher. The Hon Chris Bishop Minister of Housing made the final ARP Round Two funding decisions and he concurred with our recommendation not to fund the Bridge Housing Trust's application. All of the available ARP funding was fully allocated in accordance with the Minister's decisions.

As we advised the Bridge Trust in February of this year, their proposal was unfortunately not selected to be funded and with the Fund itself now fully allocated, we are not able to reconsider that decision.

The Ministry has considered whether there are other ways it could help progress the Hinemoa Apartments development, but unfortunately there is no suitable funding source currently available.

You will be aware that the Government has announced its *Going for Housing Growth* Strategy and that the Minister has signalled that other housing portfolio funding announcements will coincide with Budget 24.

Yours sincerely,

Jonathon Fraser
General Manager
Housing and Service Delivery

Te Kāwanatanga o Aotearoa
New Zealand Government

Resolution to Exclude the Public

Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Confirmation of the Economic Development Public Excluded Minutes 12 March 2024 C2. Strategic Property Update - May 2024 C3. Strategic Issues Update	) Good reason to withhold) information exists under) Section 7 Local Government) Official Information and) Meetings Act 1987)	Section 48(1)(a)

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to enable Council to carry out commercial activities without disadvantage to enable Council to carry out negotiations	Section 7 (2) (h) Section 7 (2) (i)
Item C3.	to enable Council to carry out commercial activities without disadvantage to enable Council to carry out negotiations	Section 7 (2) (h) Section 7 (2) (i)