

## Notice of Meeting:

I hereby give notice that an ordinary Meeting of the Community and Services Committee will be held on:

**Date:** Tuesday 8 August 2017  
**Time:** 9.30am  
**Meeting Room:** Council Chamber  
**Venue:** Municipal Building, Garden Place, Hamilton

Richard Briggs  
Chief Executive

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## Community and Services Committee OPEN AGENDA

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### Membership

Chairperson	Cr P Southgate
Deputy Chairperson	Cr P Yeung
Members	Mayor A King Deputy Mayor M Gallagher Cr M Bunting Cr J R Casson Cr S Henry Cr D Macpherson Cr G Mallett Cr A O'Leary Cr R Pascoe Cr G Taylor Cr L Tooman

**Quorum:** A majority of members (including vacancies)

**Meeting Frequency:** Six weekly

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Lee-Ann Jordan  
Governance Manager

**2 August 2017**

Telephone: 07 838 6727  
Amy.Viggers@hcc.govt.nz  
www.hamilton.govt.nz

## **Purpose**

The Community and Services Committee is responsible for:

1. Guiding and monitoring the provision of strategic community infrastructure and services to meet the current and future needs of the city and its communities.
2. Governance of recreational, event, and community facilities and amenities.
3. Facilitating community and stakeholder involvement and discussion on community infrastructure, community safety and community wellbeing matters.
4. Ensuring Hamilton is performing to the highest standard in the area of civil defence and emergency management.
5. Funding to benefit the social, cultural, arts and environmental wellbeing of communities in Hamilton.

***In addition to the common delegations on page 9, the Community and Services Committee is delegated the following Terms of Reference and powers:***

### **Terms of Reference:**

1. To provide direction on strategic priorities and resourcing for community infrastructure aligned to city development and oversight of strategic projects associated with those activities.
2. To develop policy, approve community-related strategies and plans, and monitor their implementation.
3. To receive and consider presentations and reports from stakeholders, government departments, organisations and interest groups on community development and wellbeing issues and opportunities.
4. To monitor Hamilton's social demographics and social climate to assess current and future impacts on the Council and Hamilton communities.
5. To monitor the performance of Hamilton's civil defence and emergency management response against Council's requirements under the Civil Defence Emergency Management Act including:
  - a. implementation of Government requirements;
  - b. contractual service delivery arrangements with the Waikato Regional Group Emergency Management Office
2. To determine the funding priorities for the Community Grants Allocation Committees, in line with the Community Assistance Policy, Long Term Plan and Annual Plan.
3. To determine the priority of Council projects suitable for contestable and philanthropic funding, excluding NZTA funding.
4. To make decisions on event sponsorship applications in accordance with the Event Sponsorship Policy and within the approved budget, and monitor any grants made to external organisations under that policy.
5. To coordinate and make decisions on proposals, applications for external funding, and the distribution of Council funding and funding provided to Council for public art, recreational and community facilities and amenity.

6. To monitor and oversee the delivery of Council's non-financial performance and non-financial key projects, against the Long Term Plan, excluding key performance indicator reporting which is the responsibility of the Finance Committee .

**The Committee is delegated the following powers to act:**

- Approval of Reserve Management Plans.
- Performing the Council's functions, powers and duties (excluding those matters reserved to the Council by law, by resolution of the Council or as otherwise delegated by Council) under the Burial and Cremation Act and the Reserves Act.
- Approval of purchase or disposal of land for parks and reserves required for designated works or other purposes within the Committee's area of responsibility which exceeds the Chief Executive's delegations and is in accordance with the Annual Plan or Long Term Plan.
- Approval of applications for Council projects suitable for contestable and philanthropic funding.
- Approval or otherwise of event sponsorship applications in compliance with the Event Sponsorship Policy and approved budget.
- Approval of funding for recreational and community facilities and amenities in accordance with the Long Term Plan.
- Approval of public art proposals put forward by the community and/or Council in accordance with the Public Art Development Process and approved budget.

**The Committee is delegated the following recommendatory powers:**

- The Committee may make recommendations to Council.
- The Committee may make recommendations to other Committees.

**Oversight of Policies:**

- *Citizens Initiated Referenda Policy*
- *City Honours Policy*
- *Class 4 Gambling Venue Policy*
- *Community Assistance Policy*
- *Community Occupancy Policy*
- *Disability Policy*
- *Dog Control Policy*
- *Event Sponsorship Policy*
- *External Funding Applications Policy*
- *Hamilton City Smoke-Free Environment Policy*
- *International Relations Policy*
- *Naming of Roads, Open Spaces and Council Facilities Policy*
- *Provisional Local Alcohol Policy*
- *Psychoactive Substances (Local Approved Products) Policy*
- *Public Places Policy (cross-over with Finance Committee)*
- *TAB Board Venue Policy*

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**1 Apologies**

**2 Confirmation of Agenda**

The Committee to confirm the agenda.

**3 Declaration of Interest**

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**

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 three 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 Democracy 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 Democracy by telephoning 07 838 6727.

# Council Report

**Committee:** Community and Services Committee  
**Date:** 08 August 2017

**Author:** Amy Viggers  
**Authoriser:**

**Position:** Committee Advisor  
**Position:**

**Report Name:** Community and Services Committee Open Minutes - 27 June 2017

<b>Report Status</b>	<i>Open</i>
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## Staff Recommendation

1. That the Committee confirms the Open Minutes of the Community and Services Committee Meeting held on 27 June 2017 as a true and correct record.

## Attachments

Attachment 1 - Community and Services Committee Open Minutes - 27 June 2017

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## Community and Services Committee

### OPEN MINUTES

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Minutes of a meeting of the Community and Services Committee held in Council Chamber, Municipal Building, Garden Place, Hamilton on Tuesday 27 June 2017 at 9.30am.

#### PRESENT

Chairperson	Cr P Southgate
Deputy Chairperson	Cr P Yeung
Members	Mayor A King
	Deputy Mayor M Gallagher
	Cr M Bunting
	Cr J R Casson
	Cr S Henry
	Cr D Macpherson
	Cr G Mallett
	Cr A O'Leary
	Cr R Pascoe
	Cr G Taylor
	Cr L Tooman

In Attendance:	Richard Briggs – Chief Executive
	Lance Vervoort – General Manager of Community
	Sean Murray - General Manager Major Events, Venues and Tourism
	Blair Bowcott – Executive Director Special Projects
	Gina Hailwood – Special Projects Manager
	Stephen Standley – Zoo Director
	Andy Mannering – Manager Social Development
	Nick Johnston - Strategic Advisor, Arts and Community
	Renee McMillian – Team Leader Planning

Governance Advisors:	Lee-Ann Jordan - Governance Manager
	Amy Viggers and Claire Guthrie – Committee Advisors

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#### 1. Apologies

**Resolved:** (Crs Casson/Bunting)  
That the apologies from Councillor Yeung and Councillor Macpherson (for lateness) be accepted.

**2. Confirmation of Agenda****Resolved:** (Crs Casson/Henry)

That the agenda is confirmed.

**3. Declarations of Interest**

No members of the Council declared a Conflict of Interest.

**4. Public Forum**

**Colin Priest** (Hillcrest Bowling Club representative) spoke to Item 9 (*Community Occupancy Applications – Hillcrest Bowling Club and Scout Association of New Zealand*) in support of the 5 year lease agreement.

**Margaret Evans** (TOTI representative) spoke to Item 10 (*Public Art Proposal*). She introduced Tim Elliot the artist behind the Dame Hilda Ross artwork piece and spoke in support of approval of the concept piece.

**Bruce Clarkson** (Chair of Waiwhakareke Advisory Group) spoke to Item 10 (*Hamilton Zoo Master Plan*) in support of the Hamilton Zoo Master Plan and the valuable work that was completed by the Zoo Master Plan Working Group to form the master plan.

**Graham Pollard** (Friends of the Zoo representative) spoke to Item 10 (*Hamilton Zoo Master Plan*). Mr Pollard spoke in support of the Hamilton Zoo Master plan and expressed that there may be external funding opportunities available.

**Murray Bindon** (Resident) spoke to Item 10 (*River Plan*). Mr Bindon noted some concerns about a connection path near his and other's properties that was referenced in the River Plan.

*Councillor Macpherson joined the meeting at 9.41am during the above item.*

**5. Community and Services Committee Meetings Minutes - 16 May 2017****Resolved:** (Crs Casson/Bunting)

That the Committee confirm the Open Minutes of the Community and Services Committee Meeting held on 16 May 2017 as a true and correct record.

**6. Chair's Report - 27 June 2017**

The report was taken as read. The Chair and staff responded to questions from Elected Members concerning the importance of community engagement through Elected Member's relationships with community groups.

**Resolved:** (Crs Taylor/Henry)

That the report be received.

**7. General Managers Report**

The General Manager Community spoke to the report. He explained that the deferral of the Social Wellbeing Indicator Report would allow time for a briefing with Elected Members to take place and any feedback received incorporated before the report was received by Community and Services Committee. He gave a verbal update of the progress of the construction of the Rototuna Indoor Recreation centre, including images of the facility.

Staff responded to questions from Elected Members on the future plans for a connected approach to booking city owned facilities for events and the likelihood that future users of the Rototuna Indoor Recreation centre would include a number of patrons that were not Hamilton City rate payers.

**Resolved:** (Crs Henry/Bunting)

That the Community and Services Committee receives the report.

*The meeting adjourned (10.57-11.15am).*

**8. Public Art Proposals**

The report was taken as read. The Strategic Advisor of Arts and Community acknowledged the great work that had been completed to date by TOTI and John Webb from Chedworth Properties on both art concepts. He noted that as per the Proposed Public Art Development Process, neither project was at stage 3 so there was no detailed designs were not yet available. Staff responded to questions from the Elected Members on the following:

**Dame Hilda Ross** - It was confirmed that there was no budget available to upgrade the Plaza as suggested by TOTI when the art piece was placed. However, there could be some discretionary funds available to refresh aspects of the plaza area which would be discussed at a later date.

**Chedworth Properties Proposal** - Chedworth Properties had started the discussion with Council to gift an art piece to Council. The location of the artwork was yet to be determined.

**Ongoing care and maintenance** - The ongoing care and maintenance costs related to both projects would be added to the public art maintenance schedule. Costs (including insurance costs) would be determined at the next stage of the Proposed Public Art Development Process.

**Resolved:** (Deputy Mayor Gallagher/Cr O'Leary)

That the Community and Services Committee:

- a) receives the report;
- b) approves TOTI's Dame Hilda Ross artwork concept at Stage 2 of the Public Art Development Process; and
- c) approves Chedworth Properties' artwork proposal at Stage 1 and 2 of the Public Art Development Process.

**9. Community Occupancy Applications - Hillcrest Bowling Club and Scout Association of New Zealand**

The report was taken as read. Staff responded to questions from the Elected Members concerning the national trend that bowling as a sport had a declining membership (which was the case for Hillcrest Bowling Club). The site of the bowling club was reserved for construction of a future water reservoir in 2030. Approval of the five year lease of the site did not prevent an application for lease of the space in 5 years time.

- Resolved:** (Crs Southgate/Gallagher)
- That the Community and Services Committee:
- a) receives the report;
  - b) revokes the Extraordinary Council resolution dated 13 June 2006;
    - c) Council provide \$390,000 funding towards construction of bowling facilities at Lugton Park subject to:
      - i) Council receiving this amount of revenue from the sale of the existing Hillcrest Bowling site.
  - c) approves a new community group lease under s54(1)(b) of the Reserves Act 1977, to **Hillcrest Bowling Club Incorporated** for 5,980m<sup>2</sup> of land at 111 Cambridge Road, as shown in **Attachment 1**, being Lot 2 DP 36078, Lots 4 and 5 DP36078, Lot 11 DP 28475 and part of Lot 1 DPS 76755, subject to the following terms and conditions:
    - (i) term – 5 years;
    - (ii) rent – \$1,197.50 plus GST per annum in accordance with the Community Occupancy Policy;
    - (iii) lessee acknowledges, and accepts that the Lessor may at any time, without liability for compensation, require the land for water reservoir purposes prior to the expiry of the lease;
    - (iv) lessee to provide Lessor access to the site prior to the lease expiry for non-intrusive works to assess the feasibility of the site for an expansion of the water reservoir;
    - (v) all other terms and conditions in accordance with the Community Occupancy Policy and Community Occupancy Guidelines; and
    - (vi) that staff report back to Community and Services Committee Meeting within 6 months on the future of bowling clubs and their strategic locations around the city.
  - d) approves a new community group lease to **Scout Association of New Zealand** for 704m<sup>2</sup> of land at 77 Norton Road, as shown in **Attachment 2**, being Part Lot 101 Deeds 100, subject to the following terms and conditions:
    - (i) term – 15 years;
    - (ii) rent – \$427.00 plus GST per annum in accordance with the Community Occupancy Policy; and
    - (iii) all other terms and conditions in accordance with the Community Occupancy Policy and Community Occupancy Guidelines.

**10. Hamilton Zoo Master Plan**

The Zoo Director introduced the report noting that the Hamilton Zoo Master Plan provided a future direction for the Hamilton Zoo and he presented the public consultation outcomes. Staff responded to questions from the Elected Members concerning:

**Visitor numbers** – It was expected that visitors to the Hamilton Zoo this year would be 130,000. New enclosures and/or the births of baby animals, typically increased visitor numbers. It was important to keep refreshing the Zoo offerings to maintain and increased visitor attendance.

**Conservation** – Currently the Hamilton Zoo was releasing a significant number of wildlife back into their natural environments, and contributing to funding for conservation programs. Education on conservation was an area that the Hamilton Zoo was planning to increase. 8000 students attended

education programs each year.

**Funding** – Approval of the Hamilton Zoo Master plan did not commit Council to funding, but enabled funding plans to be developed, 10 Year Plan discussions to occur and external funding options to be explored. There was an expectation that 30% of the funding would be through external avenues. The total cost to implement the Hamilton Zoo Master Plan would be \$15.688 million. The current cost to ratepayers each year for Hamilton Zoo maintenance, upkeep and staffing was \$3 million net.

**Motion:** (Crs O'Leary/Gallagher)

That the Community and Services Committee:

- a) receives the report;
- b) approves the Hamilton Zoo Master Plan;
- c) notes that any funding commitments to implement the Hamilton Zoo Master Plan be considered through the 2018-28 10 Year Plan process; and
- d) that the CE write to the external members of the Zoo Master Plan Working Group to thank them for their contribution.

**Those for the Motion:** Councillors Bunting, Gallagher, Henry, O'Leary, Pascoe, Southgate, Taylor and Tooman

**Those against the Motion:** Mayor King, Councillors Casson, Macpherson and Mallett

**The Motion was declared carried.**

**Resolved:** (Crs O'Leary/Gallagher)

That the Community and Services Committee:

- a) receives the report;
- b) approves the Hamilton Zoo Master Plan;
- c) notes that any funding commitments to implement the Hamilton Zoo Master Plan be considered through the 2018-28 10 Year Plan process; and
- d) that the CE write to the external members of the Zoo Master Plan Working Group to thank them for their contribution.

*The meeting adjourned during questions on the above item (1.07-1.45pm).*

## 11. River Plan

The Special Projects Manager introduced the report and presented a high level design plan. The Chair and Deputy Chair of the River Plan Taskforce spoke to the work the taskforce had undertaken and the proposal to extend the life of the taskforce. Staff responded to questions from Elected Members concerning:

**Projects** - The following projects were included in the Annual Plan Budget, and other projects would be considered as part of the 10 Year Plan process:

- Connection/Upper Promenade from Victoria on The River (VOTR) to Embassy;
- Ferrybank Development Plan - Stage One of Phase One; and
- Riverside Wayfinding signage.

**Budget** – Staff noted that in using the same contractors for both VOTR and River Plan projects, Council would be saving money. The current budget allowed for worst case scenario regarding the

condition of the river's edge as well as lighting and CCTV.

**Funding** - Discussion on the funding pledged by the Donny trust was still being discussed with Momentum.

**Motion:** (Deputy Mayor Gallagher/Cr O'Leary)

That the Community and Services Committee:

- a) receives the Report;
- b) approves the 2017/18 River Plan Work Programme subject to the budget being confirmed in the 2017/18 Annual Plan comprising the following projects:
  - I. connection – Victoria on the River to Embassy Site subject to consultation with the affected residents;
  - II. Ferrybank Development Plan – Phase One/Stage One; and
  - III. riverside path wayfinding signage.
- c) approves an extension of the River Plan Taskforce Terms of Reference until 30 December 2017.
- d) approves the River Plan Taskforce to submit a proposed programme of River Plan project works to Council for consideration in the 10-Year Plan.
- e) notes that the River Plan Taskforce will support staff to begin planning and engage with potential external partners for the Ferrybank Development Plan – Phase One projects, comprising the following projects:
  - I. connection/Upper Promenade – Museum to Grantham Street;
  - II. riverside Retaining;
  - III. riverside Promenade;
  - IV. pontoon at existing Ferrybank jetty;
  - V. connection/Upper Promenade – Museum to Embassy; and
  - VI. connection – Sapper Moore Jones to Upper Promenade.

**Amendment:** (Crs Macpherson/Mallett)

That the Community and Services Committee:

- a) receives the Report;
- b) approves the 2017/18 River Plan Work Programme subject to the budget being confirmed in the 2017/18 Annual Plan comprising the following projects:
  - I. connection – Victoria on the River to Embassy Site subject to consultation with the affected residents;
  - II. Ferrybank Development Plan – Phase One/Stage One; and
  - III. riverside path wayfinding signage.

**The Amendment was put.**

**Those for the Amendment:** Mayor King and Councillor Macpherson.

**Those against the Amendment:** Councillors Bunting, Casson, Gallagher, Henry, Mallett, O'Leary, Pascoe, Southgate, Taylor and Tooman.

**The Amendment was declared lost.**

**The Motion was put.**

**Those for the Motion:** Councillors Bunting, Gallagher, Henry, O'Leary, Pascoe, Southgate, Taylor and Tooman.

**Those against the Motion** Mayor King, Councillors Casson, Macpherson and Mallett.

**The Motion was declared carried.**

**Resolved:** (Deputy Mayors Gallagher/O'Leary)

That the Community and Services Committee:

- a) receives the Report;
- b) approves the 2017/18 River Plan Work Programme subject to the budget being confirmed in the 2017/18 Annual Plan comprising the following projects:
  - I. connection – Victoria on the River to Embassy Site subject to consultation with the affected residents;
  - II. Ferrybank Development Plan – Phase One/Stage One; and
  - III. riverside path wayfinding signage.
- c) approves an extension of the River Plan Taskforce Terms of Reference until 30 December 2017.
- d) approves the River Plan Taskforce to submit a proposed programme of River Plan project works to Council for consideration in the 10-Year Plan.
- e) notes that the River Plan Taskforce will support staff to begin planning and engage with potential external partners for the Ferrybank Development Plan – Phase One projects, comprising the following projects:
  - I. connection/Upper Promenade – Museum to Grantham Street;
  - II. riverside Retaining;
  - III. riverside Promenade;
  - IV. pontoon at existing Ferrybank jetty;
  - V. connection/Upper Promenade – Museum to Embassy; and
  - VI. connection – Sapper Moore Jones to Upper Promenade.

**The meeting was declared closed at 4.34pm**

# Council Report

**Committee:** Community and Services Committee

**Date:** 08 August 2017

**Author:** Renee Smith

**Authoriser:** Helen Paki

**Position:** Senior Planner

**Position:** Business Manager  
Community

**Report Name:** Te Awa - The Great NZ River Ride

<b>Report Status</b>	<i>Open</i>
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## Purpose

1. To inform the Community and Services Committee on progress of Te Awa The Great NZ River Ride Project.
2. Sarah Ulmer, representative of Te Awa will present a verbal report.

## Staff Recommendation

3. That the Community and Services Committee receives the report.

## Background

4. Hamilton City Council is a key partner in the Project.
5. When complete, the Te Awa walk/cycleway will stretch 70km along the Waikato River, from Ngaruawahia in the north to Horahora in the south.
6. Te Awa provided an earlier update at the [21 February 2017 Community and Services Committee](#).

## Attachments

There are no attachments for this report.

# Council Report

Item 7

**Committee:** Community and Services Committee  
**Date:** 08 August 2017

**Author:** Andy Mannering  
**Authoriser:** Helen Paki

**Position:** Social Development Manager  
**Position:** Business Manager  
Community

**Report Name:** Gallagher Academy of Performing Arts Annual Report 2016

<b>Report Status</b>	<i>Open</i>
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## Purpose

1. To inform the Committee on the annual activity relating to the Gallagher Academy of Performing Arts.
2. Professor Alister Jones, Senior Deputy Vice-Chancellor and Jeremy Bell, Academy Manager will present a verbal report.
3. The Annual Report is attached to this report.

## Staff Recommendation

4. That the Community and Services Committee receives the report.

## Background

5. Hamilton City Council and the University of Waikato entered into an agreement in November 1998 for the Gallagher Academy of Performing Arts (the Academy).
6. Council made an initial contribution to the capital costs of the Academy of \$2,000,000.
7. The agreement is for an annual grant towards operating costs of the Academy for a 20 year term, with 2018/19 being the final year of the agreement.
8. The annual grant provided by Council is calculated at 25% of the Academy's net operating cost, conditional on the community use of the Academy remaining at or above 25% of the total usage of the Academy.
9. The primary purpose of the Academy is to meet the teaching and academic needs of the University of Waikato. The secondary purpose is to provide a space for use by performing arts and other community groups or individuals from the Waikato, of which Hamilton organisations are the major beneficiaries.
10. The Academy has four areas of high quality theatre space ranging in capacity from 100 – 340 people.

**Item 7**

11. The University of Waikato are investigating ways to promote the story of Council's commitment alongside the University to the arts sector of Hamilton. As the 20th anniversary of the agreement between Council and the University is approaching, there is thought that this could give reason behind visually sharing the story of this commitment to patrons of the Academy. The details of this are still being developed to ensure the desired outcomes of both sides are achieved.
12. The table below shows the percentage of community use over the previous four University years and the grant paid by Council.

	<b>2016</b>	2015	2014	2013
Total number of uses	<b>773</b>	742	876	829
Total number of "Community" uses	<b>268</b>	237	291	293
Community Use as %	<b>35%</b>	32%	33%	35%
HCC Grant	<b>\$119,397</b>	\$134,413	\$142,416	\$128,150

13. A budget of \$165,000 annually is allocated to cover this operational grant. The grant is paid out in two instalments each year.
14. Through the operating grant (25% of annual operation costs) \$1,921,924 has been paid by Council to the Academy. Three additional payments are scheduled to be paid in line with the current contract in October 2017, May 2018 and October 2018. The amount budgeted to cover these final payments is \$330,000.

**Attachments**

Attachment 1 - Gallagher Academy of Performing Arts Report 2016

Attachment 2 - Gallagher Academy of Performing Arts 2016 Usage summary

Attachment 3 - Gallagher Academy of Performing Arts 2016 Usage Community and Educational

Gallagher Academy of Performing Arts  
University of Waikato  
**Annual Report 2016**

[www.waikato.ac.nz/academy](http://www.waikato.ac.nz/academy)

Prepared by Jeremy Bell

Manager  
June 2017



## Contents

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  - 2.2 Proportion of Community/Educational Use 2016
  - 2.3 Visit numbers
  - 2.4 Income & Expenditure 2016
  - 2.5 Year Highlights

3. Statement of Income & Expenditure 2016

Appendix

Usage Data 2016

## 1. Staff & Services

### 1.1 Permanent Staff

Manager	Jeremy Bell (1.0 FTE)
Technical Manager	Brad Thomson (1.0 FTE)
Front of House Manager	Kathy Courtney (1.0 FTE)
Front of House Assistant	Vicki Newton-Smith (0.5 FTE)
House Technician	Dion Rutherford (0.5 FTE)

### 1.2 Casual & Contract staff

The Academy employs a large number of skilled casual staff for its many events and functions on an 'as required' basis. These include: lighting, sound and audio-visual operators; front of house ushers and box office cashiers; technical set-up and pack-out crew. It also contracts in specialised professional contractors such as piano tuners, lighting designers and sound engineers as required.

### 1.3 Services

#### Cleaning

Cleaning services in 2016 were supplied by OCS Ltd.

#### Catering

The Academy had an exclusive contract with Spotless Services Ltd for all its food and beverage services until December 2016. During 2016 the University tendered catering services for the whole campus and Montana Catering Ltd made a successful bid. From January 2017 Montana has operated on campus as Kahurangi.

#### Ticketing

In 2016 the Academy continued to utilise Patron Base Ltd as its ticketing services provider.

## 2. Manager's Report

### 2.1 Usage in 2016

The following table compares Academy use between 2015 and 2016 in the four categories laid out in the 20-year contract between Hamilton City Council and the University of Waikato 1998 – 2018.

Nature of use	2015	2016	Variance
Community/Educational	237	268	+31
Commercial/Private	12	24	+12
University "Other"	98	86	-12
Timetabled University teaching and assessment	395	395	-
<b>Total</b>	<b>742</b>	<b>773</b>	<b>+31</b>

Overall the number of uses in the four categories defined in the contract between Hamilton City Council and the University of Waikato showed a +31 increase in uses from 742 in 2015 to 773 in 2016.

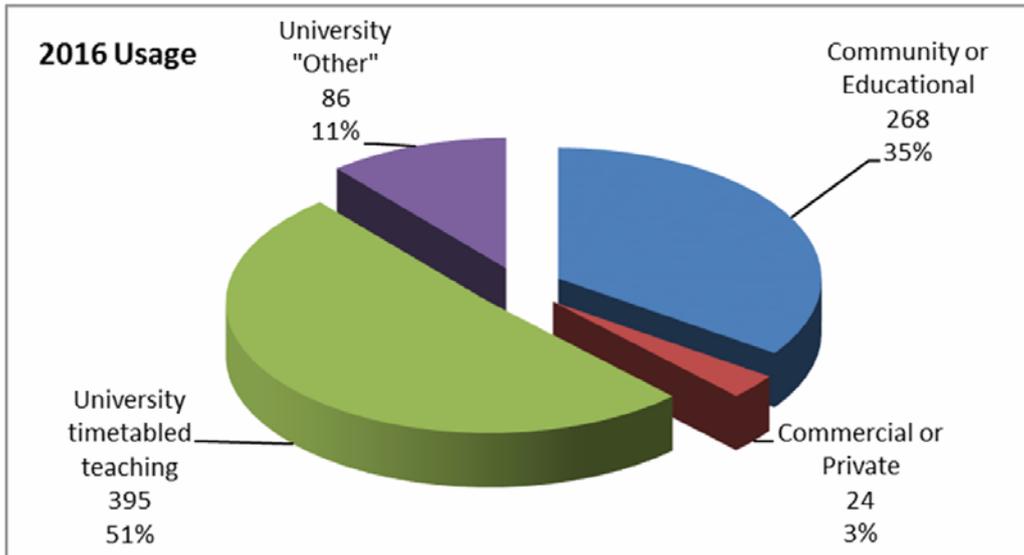
In the "Community/Educational" category increases were mainly in the areas of music (+7), theatre (+14) and dance (+18). There was a pleasing increase in the "Commercial/Private" use category (+12), and a corresponding decrease in the University "Other" use category (-12).

Timetabled University teaching and assessment use remained the same as in 2015 at 395 uses for the year.

A full breakdown of all four categories of use is included as an Appendix to this report – 'Academy Usage Data 2016'.

### 2.2 Proportion of Community/Educational use in 2016

The following chart demonstrates the Academy's share of use in 2016, according to the four categories in the table in Section 2.1.



'Community and/or Educational' use of the Academy was 35% of total use of the Academy in 2016. This is 10% higher than the minimum 25% required in the contract between Hamilton City Council and the University of Waikato, and a 3% increase on the 32% of Community and/or Educational use recorded in the 2015 Annual Report.

### 2.3 Visit Numbers

The total number of recorded visits to the wide range of events and functions in the building throughout the year was 34,480. Of these, 23,875 were in the in the "Community/Educational" category – 69% of recorded visits to the building over the year.

Recorded numbers do not include the many students and teaching staff attending classes or rehearsals in the teaching semesters, or casual daytime visitors to the Academy's café or Calder & Lawson Gallery.

## 2.4 Income & Expenditure 2016

See also section 3 "Statement of Income & Expenditure 2016"

### 2.4.1 Income

Total revenue for 2016 was \$475,108, representing a 7% increase of \$30,792 from 2015. The most significant area of increase was an additional \$33,475 in income received from Hamilton City Council, comprising of \$24,540 more than 2015 in annual grant, plus the 2015 wash-up of \$8,935.

Combined Venue Hire and Sundry Income for 2016 was \$152,490, a small increase of \$1,790 from 2015. There was also a small increase of \$3,610 in Staff hire revenue, and a small decrease in Equipment hire of \$6,563. Commission income from food and beverage remained steady with only a small decrease of \$1,520 from 2015.

### 2.4.2 Expenditure

Total operating costs for 2016 were \$711,409, a 5% reduction (\$15,844) in total expenditure from 2015.

#### Salaries & Salary-Related Costs

Salaries for permanent staff remained even in 2016. Casual staff costs were reduced by \$40,262 from 2015. Including annual leave for Academy permanent staff, staffing costs reduced overall by \$37,749.

#### Other Operating Costs

There was a 5% (\$15,844) reduction in total other operating costs in 2016, adding to the 17.5% reduction in operating costs in 2015 from 2014. The most significant areas of reduced spending in 2016 were:

- Equipment & furniture less than \$2K (-\$14,819)
- Equipment hire (-\$5,059)
- Building maintenance (-\$18,975)
- Electricity (-\$4,136)

The overspend amount of \$32,963 in 2016's statement of costs is attributed to the inclusion of several months of cleaning and housekeeping costs held over from 2015. The Academy's real operating costs in 2016 were therefore approximately \$15 - \$20k less than the costs quoted in this statement.

#### Capital Equipment

The Academy has a regular programme of upgrading its equipment whenever required, or when technological advances offer new benefits of operation for ourselves and clients. In particular, upgrading theatre lighting stock to LED lamps over the last four to five years has led to greater flexibility of use and significantly decreased costs in replacement bulbs and electricity use.

The most significant capital addition in 2016 was the purchase of a new Model D Steinway from Hamburg, which arrived in July. The Academy Concert Chamber has a well-established reputation both nationally and internationally for the quality of its acoustics. The addition of the new Steinway will further enhance the Academy's reputation around New Zealand and the world as a top-class music performance venue.

### 2.4.3 Wash-up

The shared operational cost of the Academy after inclusion of equipment replacement costs and deduction of earned income in 2016 was **\$477,587**. Under the contract between Hamilton City Council and the University of Waikato, the Council is responsible for 25% of those costs, i.e. **\$119,397**. A grant of **\$150,000** was paid in 2016, leaving the University to reimburse Hamilton City Council **\$30,603**.

## 2.5 Commentary on 2016

Designed as a specialist performing arts centre shared by the city of Hamilton and the University, the Academy is a unique facility in New Zealand funded by both Council and University to support community and academic performing arts activities throughout the year. Consistent Council support over the years has made the first-class Academy venues available and, most importantly, affordable, to many community and school groups since the Academy's opening sixteen years ago. Ongoing funding from the Council and University also ensures that all events in the Academy are supported by fully professional technical, marketing, ticketing and front-of-house services, as well as rooms stocked with a full inventory of the highest-quality lighting, sound and audio-visual equipment available to all hirers.

The sudden closure of the Founders Theatre in March 2016 significantly increased focus in Council and the community on the city's theatres and arts infrastructure. It also highlighted the importance of the Academy within the city and Waikato region's arts eco-system in providing two specialist affordable medium-sized performance venues for music, drama and dance that complement the larger proscenium arch Clarence Street Theatre and the smaller 'black box' Meteor Theatre in Victoria Street.

With the closure of the Founders Theatre, the Academy contributed to the time-honoured tradition of 'the show must go on', hosting the national touring theatre production of 'The Book of Everything', originally scheduled to show at the Founders Theatre in March. With the Academy's support, the production showed to three full houses in the Playhouse Theatre.

The quality and breadth of arts events held at the Academy's Dr John Gallagher Concert Chamber and Playhouse Theatre throughout 2016 is a reflection of the well-established relationships with many returning local arts groups and events. Locally these groups include OPUS Orchestra (four concerts in 2016), United Youth Orchestra (two concerts in 2016) and Cantando Choir (a sold-out concert of Vivaldi's "Gloria" in 2016). Local and school music events, including the regional Schools Chamber Music Competition (won nationally in 2016 by a group from Hamilton) and the regional ITM Schools Bands and Orchestras Competition in late August, complement the busy year-long programme of concerts and the popular Wednesday lunchtime recital series emanating from the University's own Conservatorium of Music.

The Academy continues to be the preferred venue for national professional touring circuits of some of the country's most significant Creative New Zealand-funded arts organisations, such as Chamber Music New Zealand (four concerts with international artists in 2016), Arts on Tour NZ (two NZ theatre productions in 2016), and Tour-Makers (two theatre productions in 2016 – 'The Book of Everything' and 'The White Guitar'). The Academy also hosted visits from four other professional national-leading theatre groups – Hawaiiki Tu with 'Te Manawa', Tim Bray Productions with 'A Lion in the Meadow and Other Stories' by Margaret Mahy, Ensemble Impact with 'Power Plays' and Red Leap Theatre with 'Dust Pilgrim'.

Many high-caliber performances and events were held at the Academy in 2016, highlights include:

- **Waikato International Cello Festival**  
A week of cello workshops, talks and 10 superb concerts - three of which sold out. Top-level cellists and music educators came from as far afield as the United States, China, Germany and France to celebrate and demonstrate the wonders and potential of the cello.
- **Rodger Fox Band with Michael Houston**  
New Zealand's big band maestro in concert with New Zealand's leading classical pianist – a meeting of two musical worlds and a band made up of the country's top jazz and big band musicians.
- **'The White Guitar' – The Conch Theatre – nationwide tour with Tour-Makers**  
One of the most powerful pieces of theatre ever seen at the Academy. The harrowing story of abuse over three generations of the Luafutu family, told by the family members themselves. Performances showed to full houses and received standing ovations.
- **'Flowing Water' – opera with music by Janet Jennings, lyrics by Witi Ihimaera**  
The premiere of the first scenes of a new large-scale opera about the history of the Waikato river, uniquely combining kapa haka, waiata and orchestra played to an enthusiastic full house.
- **'The Marriage of Figaro' by Mozart, performed by University Opera students**  
Put together by University opera students over a very short six-week rehearsal period, this production played to two packed houses. The youthful energy, musical skill and delightful tongue-in-cheek humour of the performers was the perfect vehicle for the impudent brilliance of Mozart himself.

### 3. Statement of Income & Expenditure 2016

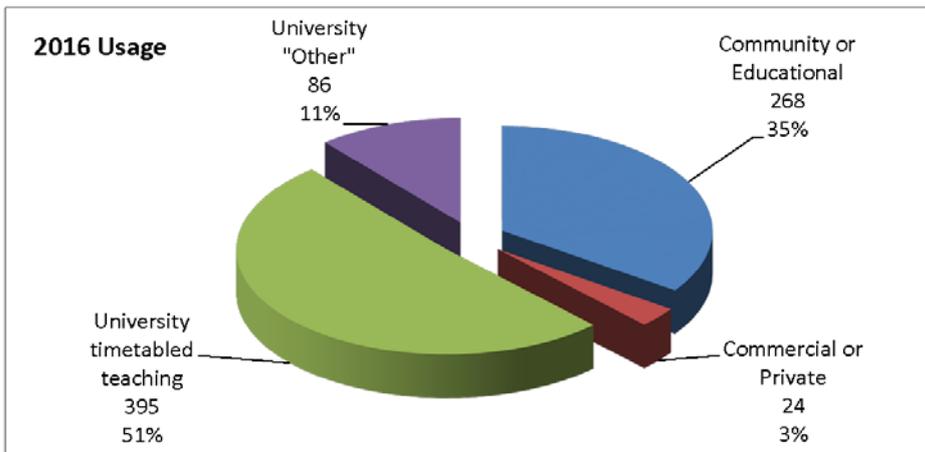
 THE UNIVERSITY OF <b>WAIKATO</b> <i>To Whānau Hānau te Hāhau</i>	THE UNIVERSITY OF WAIKATO ACADEMY OF PERFORMING ARTS STATEMENT OF INCOME AND EXPENDITURE FOR THE YEAR ENDED 31 DECEMBER 2016 GST EXCLUSIVE				
	2016	2015	FAV (UNFAV)	2016	2015
	ACTUAL	ACTUAL	VARIANCE	BUDGET	BUDGET
	\$	\$	\$		
<b>REVENUES</b>					
Grants Hamilton City Council 2016	150,000	125,460	24,540	150,000	169,600
Grants Hamilton City Council Washup 2015	8,935		8,935	0	0
Venue Hire	132,555	83,930	48,625	190,485	44,800
Equipment Hire Recoveries	28,606	35,169	(6,563)	43,300	37,300
Staff Hire	114,068	110,458	3,610	98,496	88,046
Commission Income	21,009	22,529	(1,520)	29,300	33,650
Sundry Income	19,935	66,770	(46,835)	9,800	96,000
<b>TOTAL REVENUE</b>	<b>475,108</b>	<b>444,316</b>	<b>30,792</b>	<b>521,381</b>	<b>469,396</b>
<b>LESS COSTS</b>					
<b>Salaries &amp; Salary Related Costs</b>					
General Salaries	326,122	326,216	94	280,860	314,802
Casual Salaries	77,200	117,462	40,262	75,691	71,212
Salary Related Costs	6,508	3,901	(2,607)	0	0
<b>Total Salaries &amp; Salary Related Costs</b>	<b>409,830</b>	<b>447,579</b>	<b>37,749</b>	<b>356,551</b>	<b>386,014</b>
<b>Other Operating Costs</b>					
Advertising & Publicity	6,090	6,205	115	4,000	6,000
Administrative Fees	0	0	0		
Catering & Hospitality	6,091	7,678	1,587	7,000	10,000
Cleaning & Housekeeping	76,339	43,376	(32,963)	78,120	81,816
Communications	3,625	3,595	(30)	6,360	6,360
Equipment & Furniture <\$2000	15,185	30,004	14,819	41,130	37,780
General Office Expenses	6,989	5,581	(1,408)	10,300	15,143
Equipment Hire	7,891	12,950	5,059	7,250	7,250
Equipment Repairs & Maintenance	39,351	40,700	1,349	41,156	47,719
Professional Services Fees	19,240	14,602	(4,638)	21,400	22,250
Travel & Accommodation	2,150	2,852	702	3,900	4,000
Building Maintenance	19,753	38,728	18,975	0	0
Electricity	69,764	73,900	4,136	0	0
University Overhead	18,139	16,047	(2,092)	0	0
Miscellaneous	10,972	21,205	10,233	6,300	7,150
<b>Total Other Operating Costs</b>	<b>301,579</b>	<b>317,423</b>	<b>15,844</b>	<b>226,916</b>	<b>245,488</b>
<b>TOTAL COSTS</b>	<b>711,409</b>	<b>765,002</b>	<b>53,593</b>	<b>583,467</b>	<b>631,482</b>
<b>NET LOSS BEFORE CAPITAL COSTS</b>	<b>(236,301)</b>	<b>(320,686)</b>	<b>84,385</b>	<b>(62,086)</b>	<b>(162,086)</b>
Add Equipment	331,595	38,530	(293,065)		
<b>NET LOSS AFTER CAPITAL COSTS</b>	<b>(567,895)</b>	<b>(359,216)</b>	<b>(208,679)</b>		

 <b>UNIVERSITY OF WAIKATO</b> <b>ACADEMY OF PERFORMING ARTS</b> <b>RECONCILIATION OF HAMILTON CITY COUNCIL GRANT</b> <b>FOR THE YEAR ENDED 31 DECEMBER 2016</b>		
		<b>\$</b>
		<b>2016</b>
	<b>Total Net Operational Costs as per Profit and Loss</b>	711,409
	<b>Equipment Replacement costs based on Asset Schedule 2015/16</b>	82,351
	<b>LESS Total Income</b>	(316,173)
	<b>Shared Operational Costs</b>	<u>477,587</u>
	<b>25% of Shared Operational Costs payable by HCC</b>	119,397
	<b>Less Grant actually Paid</b>	(150,000)
	<b>Balance Over (Under)</b>	<u>30,603</u>

**Academy Usage data breakdown 2016**

	Usage		Visits	
	# of uses	total	# of visits	total
<b>Community or Educational</b>				
Music	95		10,650	
Theatre	39		3,470	
Dance	62		991	
Conferences & meetings	42		3,964	
Cultural events	11		989	
Social Functions/Dinners	5		1,426	
Miscellaneous	14	268	2,385	23,875
<b>Commercial or Private</b>				
Weddings & other	24	24	2,242	2,242
<b>University timetabled teaching</b>	395	395		
<b>University "Other" (non-timetabled, non-teaching &amp; research) use</b>	86	86	8,363	8,363
<b>Total</b>		<b>773</b>		<b>34,480</b>

Community or Educational	268	35%
Commercial or Private	24	3.1%
University timetabled teaching	395	51%
University "Other"	86	11%
<b>Total</b>	<b>773</b>	



A. Community and Educational 2016	date	uses	visits
<b>Music</b>			
NZSO National Youth Orchestra Rehearsals	1 - 4 Feb	4	120
NZ Barok recording with Lara Hall	4 - 8 Feb	5	20
Lunchtime Recitals x 7 - Mar - Apr	2 Mar - 13 Apr	7	789
OPUS Orchestra - Inside Beethoven	5 - 11 Mar	4	380
Rodger Fox Big Band w Michael Houstoun	12-Mar	1	146
HCCM Sinfonia	9-Apr	1	274
Oratorio Showcase	9-Apr	1	85
Hamilton City Brass - Brass Showcase	10-Apr	1	155
Chamber Music NZ - Les Talens Lyriques	14-Apr	1	145
Lunchtime recitals x 6 - May - Jun	4 May - 8 Jun	6	834
Chamber Music NZ - Enso String Quartet	26-May	1	122
Uni Orchestra Winter Concert	15-May	1	236
UoW Aria Competition	25-May	1	57
UoW Chamber Music Competition	3-Jun	1	32
Hausmusik NZ - Imported from Italy	5-Jun	1	44
Schools Chamber Music Competition	7-Jun	1	97
UoW Concerto Competition	10-Jun	1	32
Opera Studies - "Marriage of Figaro" by Mozart	15 - 18 June	3	466
United Youth Orchestra - Winter Concert	19-Jun	1	163
Music - Johannes Moser Cello Masterclass	22-Jun	1	10
OPUS Orchestra - 18th Century Unwrapped	25 Jun - 1 Jul	4	320
Chamber Music NZ - Suyeon Kang & Stephen De Pledge	6-Jul	1	204
Hamilton Competitions Society - Piano & Voice	16 & 17 Jul	2	100
Music - Lunchtime Concerts x 6 Jul - Aug	20 Jul - 31 Aug	6	572
Chamber Music NZ - Julian Bliss & NZ Trio	22-Jul	1	180
UoW Concerto Competition Final	5-Aug	1	56
ITM Schools Bands & Orchestras festival	19-Aug	1	1,000
International Cello Festival - public concerts	20 - 28 Aug	10	700
"Raise the Stage" musical/opera concert	17-Sep	1	70
"Flowing Water" Waikato opera performance	30-Sep	1	320
Hamilton Suzuki Annual concert	4-Sep	1	162
Music - Lunchtime concerts x 6 Sept - Oct	7 Sept - 19 Oct	6	635
OPUS Orchestra - Connections	10 - 16 Sept	4	420
United Youth Orchestra (Orchestras Central)	15-Oct	1	114
Chamber Music NZ - London Conchord Ensemble	16-Oct	1	140
Scot Hall Students singing concerts	29-Oct	1	101
End of Year Gala Concert	6-Nov	1	165
Lunchtime Concert - Liam Wodding & Noelle Dannenbring	16-Nov	1	93
Cantando Choir - "Gloria"	19-Nov	1	450
Martin Griffiths - Cello Crimes concert	26-Nov	1	35
Chikako Komaki students piano recitals	27-Nov	1	79
Greenslade Piano Studio EoY Concert	3-Dec	1	62
OPUS Orchestra/Simon O'Neill (Orchestras Central)	3 - 9 Dec	4	465
	Music	95	10650
<b>Theatre</b>			
"At the End of My Hands" - Theatre for and by the Deaf	10 - 13 Feb	2	280
"E Rua Ia Here" Maori/Pacific Island schools shows	18-Feb	1	421
"Life Music" - Carving in Ice Theatre Co	10 - 11 Mar	2	160
"The Book of Everything" - Tour-Makers & Silo Theatre	16 - 20 Mar	4	570
"Power Plays" - Ensemble Impact Theatre	26-May	1	30
Red Leap Theatre Company - "Dust Pilgrim"	21 - 24 Jun	4	150
Red Leap Theatre schools workshops	22 - 23 Jun	2	50
"Everest Untold"- Arts on Tour NZ	1-Jul	1	68
"Te Manawa" - Hawaiki Tu	4 - 5 Jul	2	370
Waikato Secondary School Theatresports Final	29-Aug	1	152
"Under the Same Moon" - Art on Tour NZ	10-Sep	1	90
"End of My Hands" - showing	15-Sep	1	25
Morrinsville College - Norfolk Theatre Festival	24-Sep	1	48
"The White Guitar" - Tour-Makers & The Conch	29 Sept - 1 Oct	3	360
"A Lion in the Meadow and Other Stories" - Tim Bray Productions	27 - 29 Oct	3	210
"Loves Labour's Lost" - Carving in Ice -	11 - 21 Nov	10	486

	Theatre	39	3470
<b>Dance</b>			
WDCT contemporary dance classes - Term 1	29 Feb - 11 Apr	6	120
Open community dance classes	6 Mar - 10 June	20	150
WDCT contemporary dance classes - Term 2	2 May - 20 Jun	7	175
Youth for Christ dance practice	13-Jul	1	10
Open community dance classes	22 July - 14 Oct	12	120
WDCT contemporary dance classes - Term 3	25 Jul - 12 Sept	8	180
Stretch & Dance with TN	14 Aug - 11 Sep	3	45
Nia Dance Jam	13-Oct	1	15
Hip Hop classes - Kirsten Brady	18 Nov - 9 Dec	4	176
	<b>Dance</b>	<b>62</b>	<b>991</b>
<b>Conferences/Conventions/Meetings/Public Lectures</b>			
Fac of Ed - Blue Spaces Public Lecture	15-Feb	1	68
Te Toi Tupu National Hui	16 & 17 Feb	1	140
WILSS/UoW - HEADZUP Day	25-Feb	1	124
WULSA - Mentoring Evening	9-Mar	1	83
VESNZ Inc - Assisted Dying in NZ Public Lecture	12-Mar	1	211
Inaugural Professorial Lecture - Brendan Horowhitu	15-Mar	1	136
Golden Key - New members Induction	5-Apr	1	40
WILSS - Youth Leading Sport	5-Apr	1	107
DEANZ 2016 conference - Powhiri	17-Apr	1	110
NZ Institute of Architects WaiBoP Awards	29-Apr	1	46
Golden Key - Speed Networking	11-May	1	95
Inaugural Professorial Lecture - David Bainbridge	17-May	1	111
Educational Leadership project - "Aspire"	19-May	1	40
ADLS - Young Lawyers Buddy programme	24-May	1	25
DPA Hamilton - CSI Creating Social Inclusivity	26-May	1	72
Pathways Health Ltd - The Message	2-Jun	1	60
Drivers of Urban Change	14-Jun	1	11
Strengthening Child Protection Practice	18-Jun	1	60
Pathways Health Workshop	20-Jun	1	140
2016 Inaugural Professorial Lecture - Conrad Pilditch	21-Jun	1	76
CLESOL Welcome Function	14-Jul	1	63
TEDx Ruakura	29 & 30 Jul	2	275
IDEA Services - Staff Awards	2-Aug	1	50
CME - Waikato U-19 Rugby Launch	5-Aug	1	106
Public Law Lecture "Conscience in Equity"	16-Aug	1	26
2016 Inaugural Professorial Lecture - Graeme Doole	16-Aug	1	118
Enrich+ Staff graduation	18-Aug	1	83
Afar-NZ Friendship Society	9-Sep	1	75
Nigel Latta - Institute of Professional Learning	13-Sep	1	227
OVC - GDF Waikato excellence Awards	15-Sep	1	107
2016 Inaugural Professorial Lecture - Alan St Clair Gibson	20-Sep	1	116
VESNZ Public Meeting	25-Sep	1	25
2016 Inaugural Professorial Lecture - Carolyn (Kim) King	11-Oct	1	158
Tourism NZ	10-Nov	1	56
CCS Disability Action Farewell Function	11-Nov	1	55
2016 Inaugural Professorial Lecture - Grant Samkin	15-Nov	1	54
BSANZ Conference opening	21-Nov	1	55
WRC - Lois Livingston Memorial	28-Nov	1	250
Royal Society of NZ - Aronui Lecture	28-Nov	1	78
NZEI - Teacher Registration Ceremony & Dinner	2-Dec	1	173
2016 Inaugural Professorial Lecture - Marnie Campbell	6-Dec	1	59
	<b>Conferences et</b>	<b>42</b>	<b>3964</b>
<b>Cultural events/performances</b>			
Te iti Kahurangi kapa haka practices	5 Mar - 10 Apr	4	152
Te Rangitaha Trust - Kapa haka practices	2 & 9 Apr	2	60
WUCIA - Taokotianga	9-Jul	1	93
Sanjeev Abhyankar Concert	7-Aug	1	48
Awhina Thatcher - Tauranga Moana	20-Aug	1	30
Kingitanga Day	8-Sep	1	555
Chinese Students Singing group	17-Sep	1	51

	Cultural Events	11	989
<b>Social Functions/Dinners/Balls</b>			
Hamilton's Black Tie Gala	25-May	1	48
Hamilton Girls High School Ball	2-Jul	1	600
Hillcrest High School Ball	6-Aug	1	600
Suburbs Piako Hockey Awards Night	3-Sep	1	86
OVC - Brian Perry Trust 40th Birthday	16-Jun	1	92
	Social	5	1426
<b>Miscellaneous</b>			
Arise Church	10-Feb	1	136
Railfreight Cavaliers Marching Practices	22 & 29 feb	2	30
Arise Church - Vision Night	29-Jun	1	130
Arise Church - Vision Night	24-Aug	1	132
Arise Church	13-Nov	1	476
Arise Church	20-Nov	1	505
KOSTA - Korean Church	22 - 25 Nov	4	650
StarJam - EoY Concert	26-Nov	1	286
Lynette Malone - marching training	28 Nov & 5 Dec	2	40
	Miscellaneous	14	2385
<b>Totals</b>		<b>268</b>	<b>23875</b>

# Council Report

Item 8

**Committee:** Community and Services Committee  
**Date:** 08 August 2017

**Author:** Andy Mannering  
**Authoriser:** Helen Paki

**Position:** Social Development Manager  
**Position:** Business Manager  
Community

**Report Name:** Meteor Theatre Annual Report 2016/17

<b>Report Status</b>	<i>Open</i>
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## Purpose

1. To inform the Committee on the annual activity relating to the Meteor Theatre.
2. Aaron Chesham, Chairperson and Adrienne Clothier, Trustee of One Victoria Trust Board will present a verbal report.
3. The Annual Report is attached to this report.

## Staff Recommendation

4. That the Community and Services Committee receives the report.

## Background

5. The One Victoria Trust Board Incorporated presented a proposal to the Council in August 2013 to be gifted the Meteor Theatre, along with a grant of \$75,000 in 2014 for operational purposes and a further \$150,000 in future years to support necessary capital works.
6. At the 26 September 2013 Council Meeting ([Agenda](#), [Minutes](#)) it was resolved that:
  - the Council retains ownership status of the Meteor Theatre in light of the current 10 year Long Term Plan considerations
  - the Council approves, in principle, The One Victoria Trust proposal, based on the document dated 28 August 2013, excluding the space currently under lease with SODA Inc, for use as a community based performing arts hub for an initial period of three years, subject to agreement of acceptable terms between The One Victoria Trust and the CEO
  - the Council approves an unbudgeted grant of \$75,000 for each of the next three years (total \$225,000), with the CEO to determine an appropriate source for funding
  - the CEO have delegated authority to negotiate and contract specific terms with The One Victoria Trust, and
  - the CEO be authorised to enter into a Heads of Agreement to this effect with The One Victoria Trust in support of this resolution no later than 8 October 2013, and advise Council that the Heads of Agreement has been concluded in due course.
7. A deed of gift with rights of revocation was signed between Hamilton City Council and the One Victoria Trust Board Incorporated with a settlement date of 31 January 2014.

## Item 8

8. A revocation Period was agreed to that extends from the date of settlement until the third anniversary (31 January 2017).
9. It was agreed that during the Revocation Period an annual report would be submitted which would include the latest set of financial accounts alongside details of activities undertaken in the year to achieve Key Performance Indicators.
10. The One Victoria Trust Board submitted their original 3-month report on 1 May 2014, and has subsequently submitted annual financial accounts and reports on 1 May 2015 and 2016.
11. As at 1 June 2017, \$225,000 of the original grant has been paid by the Council to the One Victoria Trust Board.
12. At the 4 May 2017 Council Meeting ([Agenda](#), [Minutes](#)) The Council agreed to underwrite a further \$26,292 towards the capital building works to complete the project. \$16,000 was uplifted to meet the shortfall.
13. The One Victoria Trust Board secured \$1,086,282 through fundraising and donations in excess of the Council funding to complete the capital works, including necessary earthquake strengthening. This work has been completed, with the official Theatre Relaunch occurred on Friday 21 July 2017.

### Attachments

Attachment 1 - The One Victoria Trust (Meteor Theatre) Annual Report June 2017

12 June 2017

Hamilton City Council  
Hamilton

By email: [Sean.Murray@hcc.govt.nz](mailto:Sean.Murray@hcc.govt.nz)

**REPORT TO HAMILTON CITY COUNCIL FROM ONE VICTORIA TRUST BOARD  
INCORPORATED**

Thank you for this opportunity to share an update of Meteor Theatre activity with Council.

**Capital Works Project**

The final touches are being made to the building project. Our anticipated final cost is \$1,237,282. We are indebted to all those who contributed including Hamilton City Council, but in particular the competent team at Foster Construction Limited and also the many volunteers who came down in shifts to help paint, move and clean during the final days prior to our soft opening.

In addition to the required strengthening work in the southern end of the building, the One Victoria Trust has completed the upgrade of other aspects of the Building including:

- a) Soundproofing and re-flooring of the auditorium.
- b) Replacing the workshop/garage space with a usable space adjacent to the theatre auditorium so that the building may be used more efficiently.
- c) Construction of backstage showers, toilets, and male/female changing rooms.
- d) An external ramp and entrance-way to facilitate access.

Items to complete are:

- a) Lino laying in the backstage entry.
- b) Electrical work.
- c) The ramp has been poured, tiles and handrails will go on soon, and it will be safe and finished by the official re-launch date of July 21<sup>st</sup>.
- d) The workshop is still being used by Fosters and subcontractors.
- e) Carpet in the rehearsal space.
- f) The foyer floor needs to be covered or carpeted.

**May - June activity**

The Meteor had a soft opening on 19 May, with *One Hill of a Fight* - a truly Hamilton story which was appropriate as the debut production in our community facility. The season was an outstanding success, with several sold-out nights and good matinee houses too. The script, staging and production values were of a high standard, it was a professional show that was marketed well and created a lot of buzz. *One Hill of a Fight* is to return for a season in mid-August.

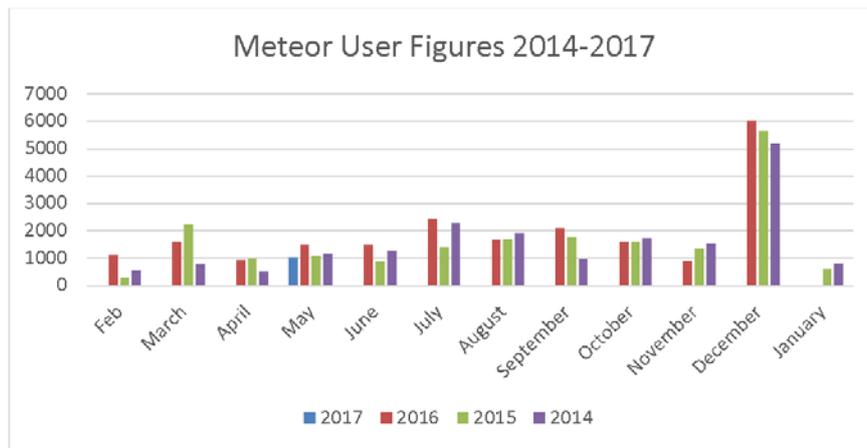
Over June we will host three theatre seasons, local contemporary dance and welcome the Secondary School Theatre Sports crew back into the venue. Touring shows open and close the month, with the one-man rendition of the iconic play *Coaltown Blues* opening next and the one-woman fringe festival

show *Smidge of Pidge* ending June. In between we have two very different local productions - *Bodies Entwined*, a local modern dance show and *Thursday's Child*, a dramatic sci-fi comedy from Hamilton's Benny Marama.

The Trust used the shut-down period for extensive review and strategic planning, which resulted in the creation of 3 new positions at the theatre: we have employed Hannah Mooney as our Marketing person, Guy Coker, Technician, Benny Marama on Front of House and Deb Nudds continues as our Theatre Manager.

We also have a new espresso machine from Manuka Brothers Coffee and now sell Kohu Road Ice cream (lots of them).

#### User Figures during The Meteor's operation by OVT



#### Re-Launch Event

The official Meteor re-launch will be on Friday 21<sup>st</sup> July. We will start with a Powhiri in the early morning, followed by speeches and coffee. One of our trustees, Jeremy Mayall, is overseeing a new composition for this. In the evening we will host a Performance café style of show for invited funders, donors and key stakeholders. This will feature a curated line-up of talented local performers to showcase the diversity of talent and genres that comprise The Meteor community.

#### 2017 Calendar

At the time of The Meteor re-opening for performances in mid-May 2017 we have 36 different events in our six-month programme to the end of December. Most of these are theatre seasons but many other genres are represented over the remaining calendar year.

We have 13 theatre seasons programmed between May and December, with 8 of these being local stories or locally written plays. Hamilton stories to be presented include *One Hill of a Fight* (two seasons), *The Wonderful Wizard of Tron* (school holiday show) and *Margery Hopegood*. We also have two Shakespeare plays and another show related to the Bard's characters. We have four touring theatre productions in our programme, representing diverse theatre styles.

There are three seasons of Musical theatre in our upcoming programme, all locally written productions but very widely different in their styles and stories.

There are eight other Music events in our upcoming programme, including classical, folk and rock music. Five of these are touring shows and three are local music celebrations, including Orchestra's Central, who are using the venue for a weekend of performance in August.

Contemporary dance will be embodied in *Bodies Entwined*, a locally choreographed show. Youth will be represented in music, hip-hop dance and modern rap performances, and with improv theatre through the Waikato Secondary Schools Theatre Sports.

We will present four Festivals over the next six months, including the Hamilton Fringe Festival, a real grassroots reflection of community arts. We have also programmed a NZ Film Festival, a Burlesque Festival and an academic festival on The Reformation.

We will host larger scale community events, such as the HCC Libraries celebration *Matariki in the City* and the iconic *Trees at the Meteor*, and smaller events such as our literary salons, Pecha Kucha and classical music concerts.

Our gallery will be fully used over the next six months, with a regular rotation of exhibitions every four to six weeks. The rehearsal room is available for bookings as required and the workshop will be used for set construction and community activities. The Creative Cluster remains full and well-used.

We are expecting to have an occupancy rate of 80% and are looking forward to a busy future for The Meteor, as we continue being a space for the community to share creative experiences.

- 36 events
- 13 theatre
- 8 music
- 2 dance
- 4 festivals
- 2 community events
- 3 educational events
- 4 literary events

Programmed days of performance/event use: 173 days use / 215 available calendar days = 80% occupancy (not including gallery/rehearsal room/Creative Cluster)

#### **Deed of Gift Reporting**

In terms of the contractual formalities between the Hamilton City Council and The One Victoria Trust Board Incorporated ("the Trust"), we refer to the Deed of Gift between Hamilton City Council and the Trust dated 24 January 2014 ("the Deed") and report as follows:

1. We certify that the Trust has kept the Property unencumbered and free from any charges whatsoever and has not offered the Property as security;
2. For the period of July-December 2016;
  - (i) The Rehearsal space bookings over July to December have been 35 days by 11 different groups.
  - (ii) The Gallery space has been in use 100% of the time and we hosted 11 exhibitions, including *Trees at the Meteor*.
  - (iii) 19 of the 20 work spaces available in the Creative Cluster were being used.
  - (iv) 99% community use (the 1% being an "alternative wedding expo").
  - (v) We had 61 different events over that period, some one day only and some as longer seasons. The total number of days The Meteor was used during this period was 202, with an average occupancy for the period (excluding our annual Christmas shut down from 23/12/16) of 83%.
  - (vi) Our total number of users in this period was 14,780.
  - (vii) Collaborative ventures wise, we co-produced 'Bad Ass Women', Christmas Video Shoot, 'The Prince and the Pea', two 'Literary Salons', 'To Sleep' concert, 'Meteor Quiz' night and 'I Love You. You're Perfect. Now Change'.
  - (viii) The Meteor has a full and varied calendar of events for the coming year.
  - (ix) Our KPIs have been achieved.

- (x) We confirm that to the best of our knowledge:
- (a) The Trust has not make any material departures from the representations set out in the Proposal, and has only used the Funds for the purposes set out in clause 2.7 of the Deed;
  - (b) The Trust is able to pay its debts as they become due in the normal course of business and ensures that the value of the Trust's assets are greater than the value of its liabilities, including contingent liabilities;
  - (c) The Trust is a charitable entity (Registration Number CC50315) as defined in the Charities Act 2005 and is exempted by the Inland Revenue Department from paying income tax;
  - (d) The Trust has kept the Property unencumbered and free from all and any charges whatsoever.
  - (e) The Trust has not transferred, sold, lent, leased, and/or otherwise parted with possession of the Property, or offered the Property as security, other than the ex SODA office space which is sublet to creative organisations such as Orchestras Central, Hamilton Gardens Arts Festival, and creative individuals;
  - (f) The Trust has kept the Property in good order and repair and at least to the standard it was in at the Settlement Date, fair wear and tear excepted;
  - (g) The Trust is complying with all regulatory matters required of the Trust as Property owner, including without limitation those set out in the Building Act 2004 and/or the New Zealand Building Code;
  - (h) The Trust has kept the Property adequately insured for its full replacement value with Crombie Lockwood;
  - (i) The Trust has in place Public Liability Insurance for \$10,000,000;
  - (j) The Trust is not aware of any circumstance that has resulted, or will result, in the Trust being unable to meet its obligations under the Deed, or of any material adverse change in the Trust's financial position,;
  - (k) The Trust has carried out the Works contemplated by clause 2.7(b) of the Deed.
  - (l) 99% of use to date has been non-commercial (KPI was at least 70%).

The Trust is now entering into a new contractual relationship with HCC to record the licence to occupy for the ramp, and ongoing commitments of the Trust to the continued operation of the Meteor as a community asset.

Our sincere thanks once again to everyone who has contributed to the successful restoration and renovation of the Theatre.

Yours sincerely,



CHARLOTTE ISAAC  
On behalf of the One Victoria Trust Board Inc

# Council Report

Item 9

**Committee:** Community and Services Committee

**Date:** 08 August 2017

**Author:** Andy Mannering

**Authoriser:** Helen Paki

**Position:** Social Development Manager

**Position:** Business Manager  
Community

**Report Name:** Community Occupancy Leases - Community Facilities 2018

<b>Report Status</b>	<i>Open</i>
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## Purpose

1. To seek approval to grant new community occupancy leases to the following six community groups.
  - Raukura Hauora o Tainui for space in Enderley Park Community Centre;
  - Hamilton Multicultural Services Trust for space in Enderley Park Community Centre;
  - Te Whare o Te Ata for space in Fairfield Park Hall;
  - Shinjokai Karate-do Incorporated for the Frankton Railway Institute Hall;
  - Citizens Advice Bureau Hamilton Incorporated for the Former Reid's Studio;
  - Waikato Dance Performance Trust for Old St Peters Hall.

## Staff Recommendation

2. That the Community and Services Committee:
  - a) approves the granting of a new community group lease under s61(2A)(a) of the Reserves Act 1977, to **Raukura Hauora o Tainui Trust** for space in Enderley Park Community Centre on Enderley Park up to 315m<sup>2</sup>, being part of lot 2 DP:S7131, as shown on Attachment 1, subject to the following terms and conditions;
    - i. term – 10 years commencing 1 July 2018;
    - ii. rent - \$1,968.75 plus GST per annum (plus maintenance and utility charges) in accordance with the Community Occupancy Policy; and
    - iii. all other terms and conditions in accordance with the Community Occupancy Policy and Community Occupancy Guidelines.
  - b) approves the granting of a new community group lease under s61(2A)(a) of the Reserves Act 1977, to **Hamilton Multicultural Services Trust** for space in Enderley Park Community Centre on Enderley Park up to 644m<sup>2</sup>, being part of lot 2 DP:S7131, as shown on Attachment 1, subject to the following terms and conditions;
    - i. term – 10 years commencing 1 July 2018;
    - ii. rent - \$4,025.00 plus GST per annum (plus maintenance and utility charges) in accordance with the Community Occupancy Policy; and

- iii. all other terms and conditions in accordance with the Community Occupancy Policy and Community Occupancy Guidelines.
- c) approves the granting of a new community group lease, under s54(1)(B) of the Reserves Act 1977, to **Te Whare o Te Ata** for space in Fairfield Park Hall on Fairfield Park, being part of lot 66 DP:S4963, as shown on Attachment 2, subject to the following terms and conditions;
  - i. term – 10 years commencing 1 July 2018;
  - ii. rent - \$1,728.13 plus GST per annum (plus maintenance and utility charges) in accordance with the Community Occupancy Policy; and
  - iii. all other terms and conditions in accordance with the Community Occupancy Policy and Community Occupancy Guidelines.
- d) approves the granting of a new community group lease, under s54(1)(B) of the Reserves Act 1977, to **Shinjokai Karate-do Incorporated** for space in Frankton Railway Institute Hall on Railway Park, being part of lot 1 DP:S37471, as shown on Attachment 3, subject to the following terms and conditions;
  - i. term – 5 years commencing 1 July 2018;
  - ii. rent - \$1,343.13 plus GST per annum (plus maintenance and utility charges) in accordance with the Community Occupancy Policy; and
  - iii. all other terms and conditions in accordance with the Community Occupancy Policy and Community Occupancy Guidelines.
- e) approves the granting of a new community group lease to **Citizens Advice Bureau Hamilton Incorporated** for space in The Former Reid Studio on Victoria Street, being located at Allot 449 of Hamilton West, as shown on Attachment 4, subject to the following terms and conditions;
  - i. term – 5 years commencing 1 July 2018;
  - ii. rent - \$415.63 plus GST per annum (plus maintenance and utility charges) in accordance with the Community Occupancy Policy; and
  - iii. all other terms and conditions in accordance with the Community Occupancy Policy and Community Occupancy Guidelines.
- f) approves the granting of a new community group lease to **Waikato Dance Performance Trust** for space in Old St Peters Hall, being located at Allot 449 of Hamilton West and Allot 450 of Hamilton West, as shown on Attachment 4, subject to the following terms and conditions;
  - i. term – 5 years commencing 1 July 2018;
  - ii. rent - \$1,085.00 plus GST per annum (plus maintenance and utility charges) in accordance with the Community Occupancy Policy; and
  - iii. all other terms and conditions in accordance with the Community Occupancy Policy and Community Occupancy Guidelines.

## Background

3. At the 28 April 2016 Council Meeting ([Agenda](#), [Minutes](#)), Community Occupancy Leases were granted for 2-year terms within these Community Facilities to allow staff time to investigate alternative management options.
4. The model of granting leases to an anchor tenant who will manage the use of sites for maximum community benefit was explored through a public Expression of Interest process.

5. Throughout this process staff have regularly met with existing lease holders within these community facilities. Face-to-Face meetings occurred prior to 18 April 2017, with further meetings occurring at the request of the community groups.
6. The expression of interest process was contestable and was open to all Hamilton based community groups from 18 April 2017 – 16 June 2017.
7. A media release occurred seeking expressions of interests, with the Council's social media and community distribution lists utilised to inform relevant stakeholders
8. Fifteen applications were received for the five Community Facilities. This report seeks approval of the recommendations for;
  - Enderley Park Community Centre,
  - Fairfield Hall,
  - Frankton Railway Institute Hall,
  - Old St Peters Hall/Formal Reid Studio.
9. Celebrating Age Centre will be addressed at a Council briefing on 10 August 2017.
10. All organisations submitting an expression of interest have meet with staff in the assessment phase of this process.
11. Staff consider the decisions in this report have low significance and that the recommendations comply with the Council's legal requirements.

## Discussion

12. **Raukura Hauora o Tainui Trust – Enderley Park Community Centre**
13. Raukura Hauora o Tainui is a charitable trust (CC31335). They are currently one of New Zealand's largest tribal based health providers, delivering a diverse range of community services.
14. Raukura Hauora o Tainui has been in existence since 1991 and became a Charitable Trust in 1994, and registered with the Charities Services in June 2004.
15. Raukura Hauora o Tainui has occupied space within Enderley Park Community Centre since 2004. The existing lease is for part of the building comprising 315m<sup>2</sup> until 30 June 2018.
16. Lot 2 DP:S7131 is reserve land classified as local purpose (Community Facilities). The lease is consistent with the classification of the reserve.
17. The proposed leased area is shown in Attachment 1, which is the same area as their previous lease.
18. The proposed rent is \$1,968.75 plus GST per annum (plus maintenance and utility costs), based on a building area of 315m<sup>2</sup> within the centre, and calculated in accordance with the Community Occupancy Guidelines.
19. Staff recommend granting a new community group lease to Raukura Hauora o Tainui for a term of ten years, being the maximum tenure in accordance with the Community Occupancy Policy.
20. **Hamilton Multicultural Services Trust – Enderley Park Community Centre**
21. Hamilton Multicultural Services Trust is an Incorporated Society (CC32525). They deliver services to support the settlement of newcomers to Hamilton with a focus on new refugees and migrants.
22. Hamilton Multicultural Services Trust has been in existence since 1999 and registered with the Charities Services in June 2008.

23. Hamilton Multicultural Services Trust currently has a community occupancy lease with The Council for the Waikato Settlement Centre on Claudelands Park. The granting of a lease within Enderley Park Community Centre will allow continued growth and expansion of the services that the Trust offers to the community.
24. Lot 2 DP:S7131 is reserve land classified as local purpose (Community Facilities). The lease is in conformity with the Operative Sports Park Management Plan 2009.
25. The proposed leased area is shown in Attachment 1.
26. The proposed rent is \$4,025.00 plus GST per annum (plus maintenance and utility costs), based on a building area of 644m<sup>2</sup> within the centre, and calculated in accordance with the Community Occupancy Guidelines.
27. Staff recommend granting a new community group lease to Hamilton Multicultural Services Trust for a term of ten years, being the maximum tenure in accordance with the Community Occupancy Policy.
28. **Te Whare o Te Ata – Fairfield Park Hall**
29. Te Whare o Te Ata is a Charitable Trust (CC36845). They operate as a Community House for the Fairfield neighbourhood.
30. Te Whare o Te Ata has been in existence since 1986 and registered with the Charities Services in June 2008.
31. Te Whare o Te Ata intend to continue to hire out Fairfield Hall to existing community groups engaged in primarily recreational activities and increase the overall utilisation of the space to maximise community participation and outcomes.
32. Lot 66 DP:S4963 is reserve land classified for the purpose of recreation. The lease is in conformity with the Operative Sports Park Management Plan 2009, and the classification of the reserve land.
33. The proposed leased area is shown in Attachment 2.
34. The proposed rent is \$1,728.13 plus GST per annum (plus maintenance and utility costs), based on a building area of 395m<sup>2</sup> within the facility, and calculated in accordance with the Community Occupancy Guidelines.
35. Staff recommend granting a new community group lease to Te Whare o Te Ata for a term of ten years, being the maximum tenure in accordance with the Community Occupancy Policy.
36. **Shinjokai Karate-do Incorporated – Frankton Railway Institute Hall**
37. Shinjokai Karate-do Incorporated is a not-for-profit Incorporated Society (2597122) that provides martial arts activities and programmes in the community.
38. Shinjokai Karate-do Incorporated has been in existence since 2002, and was incorporated in February 2014.
39. Shinjokai Karate-do Incorporated has occupied space within the facility since 2012. The existing community occupancy lease is set to expire on 30 June 2018.
40. Lot 1 DP:S37471 is reserve land classified for the purpose of recreation. The lease is in conformity with the Operative Sports Park Management Plan 2009, and the classification of the reserve land.
41. The proposed leased area is shown in Attachment 3.
42. The proposed rent is \$1,343.13 plus GST per annum (plus maintenance and utility costs), based on a building area of 307m<sup>2</sup>, calculated in accordance with the Community Occupancy Guidelines.

43. The [Frankton Neighbourhood Plan](#) identifies actions relating to the Hall, this includes developing a conservation plan and reviewing the role and function of the Hall within the community.
44. Staff recommend granting a community group lease to Shinjokai Karate-do Incorporated for a term of five years to allow an opportunity to revisit the best use of the facility in line with the ongoing implementation and achieved outcomes within the Frankton Neighbourhood Plan.
45. **Citizens Advice Bureau Hamilton Incorporated – Old St Peters Hall**
46. Citizens Advice Bureau Hamilton Incorporated is a not-for-profit Incorporated Society (CC20225). They provide free, impartial and confidential information, guidance and support.
47. Citizens Advice Bureau Hamilton Incorporated has been in existence since 1973 and registered with Charities Services in December 2007.
48. Citizens Advice Bureau Hamilton Incorporated has occupied space within the facility since 1992. The existing community occupancy lease is set to expire 30 June 2018.
49. The Former Reid Studio is not located on reserve land, so is not subject to the Act.
50. The proposed leased area is shown in Attachment 4.
51. The proposed rent is \$415.63 plus GST per annum (plus maintenance and utility costs), based on a building area of 95m<sup>2</sup>, calculated in accordance with the Community Occupancy Guidelines. 86m<sup>2</sup> is sole use of the Former Reid Studio office space, with an additional 9m<sup>2</sup> being half of the 18m<sup>2</sup> communal kitchen area.
52. Citizens Advice Bureau Hamilton Incorporated have expressed the need for additional space to continue to deliver their services to the Community.
53. Staff recommend granting a community group lease to Citizens Advice Bureau Hamilton Incorporated for a term of five years to allow an opportunity to revisit the appropriateness of the facility.
54. **Waikato Dance Performance Trust – Old St Peters Hall**
55. Waikato Dance Performance Trust is a not-for-profit Charitable Trust (CC42772). They provide dance activity and programmes for the community.
56. Waikato Dance Performance Trust operates as Drury Lane Dance and Performance and has been in existence since 1968. The Trust was registered in November 2009.
57. Waikato Dance Performance Trust has occupied space within the facility since 1997. The existing community occupancy lease is set to expire 30 June 2018.
58. The Old St Peters Hall is not located on reserve land, so is not subject to the Act.
59. The proposed leased area is shown in Attachment 4.
60. The proposed rent is \$1,085.00 plus GST per annum (plus maintenance and utility costs), based on a building area of 248m<sup>2</sup>, calculated in accordance with the Community Occupancy Guidelines. 239m<sup>2</sup> is sole use of the Old St Peters hall space, with an additional 9m<sup>2</sup> being half of the 18m<sup>2</sup> communal kitchen area.
61. Waikato Dance Performance Trust have expressed the need for additional space to continue to deliver their services to the Community.
62. Staff recommend granting a community group lease to Waikato Dance Performance Trust for a term of five years to allow an opportunity to revisit the appropriateness of the facility.

### Financial Considerations

63. The total revenue to the Council from the rents associated with these Community Occupancy agreements is \$10,565.64 per annum, excluding GST.

64. The Council support of these six community occupancy leases is valued at \$73,959.48 per annum, made up of the following specific amounts;

<b>Organisation (location)</b>	<b>Value of Rental Subsidy</b>
Raukura Hauora o Tainui (Enderley Park)	\$13,781.25
Hamilton Multicultural Services Trust (Enderley Park)	\$28,175.00
Te Whare o Te Ata (Fairfield Park)	\$12,096.91
Shinjokai Karate-do Incorporated (Frankton Railway)	\$9,401.91
Citizens Advice Bureau Hamilton (Old St Peters)	\$2,909.41
Waikato Dance Performance Trust (Old St Peters)	\$7,595.00
<b>Total</b>	<b>\$73,959.48</b>

65. Subject to the agreements outlined in this report being approved, the new annual revenue from community occupancy is estimated at \$127,018 per annum, excluding GST.

### **Legal and Policy Considerations**

66. Staff confirm that the recommendations of this report complies with the Council's legal and policy requirements.
67. The community groups provide services that support the Council's vision and outcomes in the 10-Year Plan. Each group is eligible for community occupancy and have been assessed in accordance with the Community Occupancy Policy and Guidelines.
68. Granting these leases is in accordance with the Community Occupancy Policy.

### **Risks**

69. There are minimal risks to the Council in granting new community occupancy leases to the groups in this report.
70. If the recommendations are not approved there is a reputational risk to the Council and risk to the groups in terms of security of tenancy.

## **Significance & Engagement Policy**

### **Significance**

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

### **Engagement**

72. There is no formal requirement for the Council to consult on these decisions.

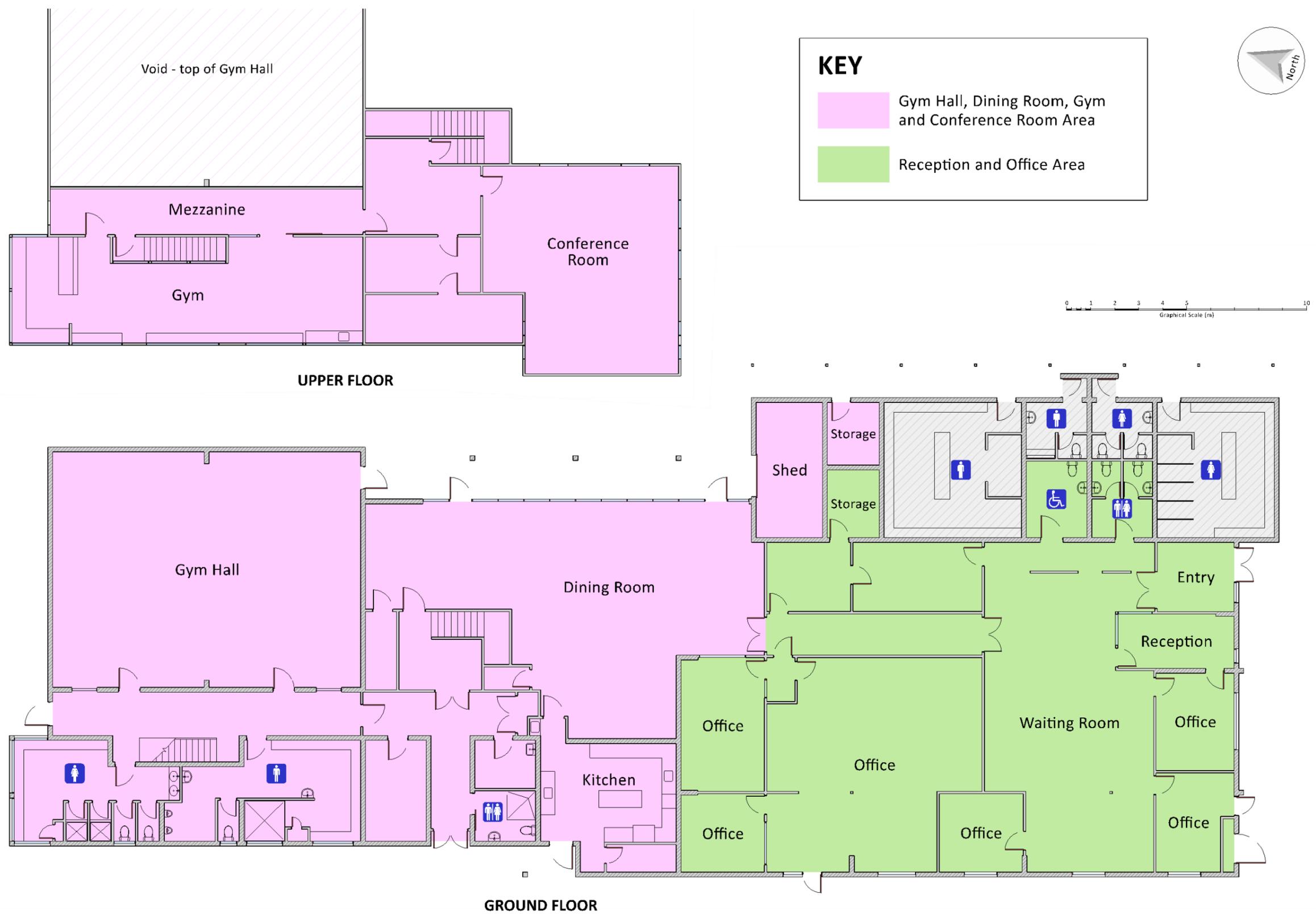
## **Attachments**

Attachment 1 - Enderley Park Community Centre - Leased Areas

Attachment 2 - Fairfield Park Hall - Leased Areas

Attachment 3 - Frankton Railway Institute Hall - Leased Areas

Attachment 4 - Old St Peters Hall - Leased Areas



COMMUNITY DEVELOPMENT AND LEISURE

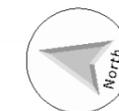
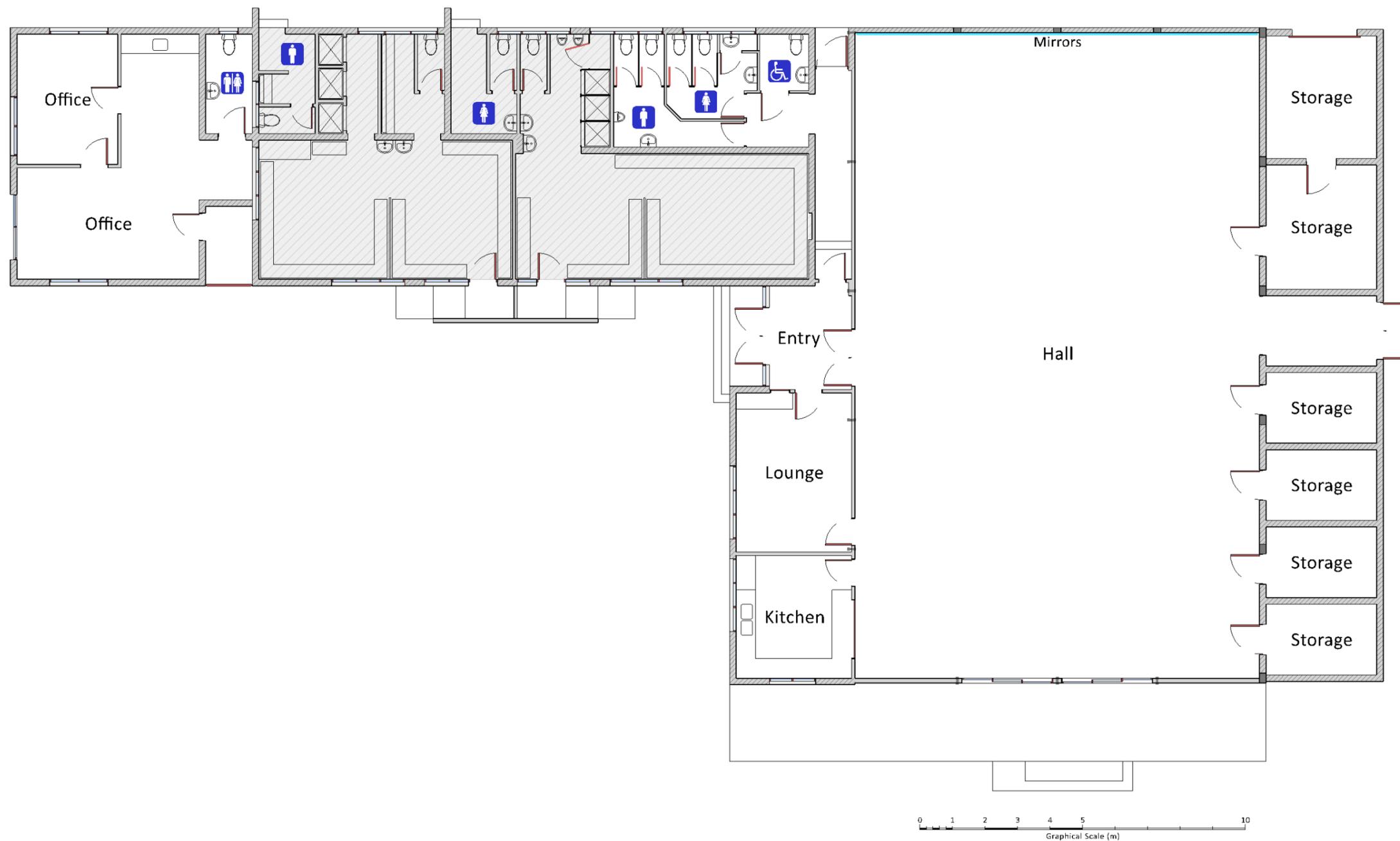
ENDERLEY PARK COMMUNITY CENTRE - LEASED AREAS



FLOOR PLAN July 2017

01

RIM: D-2446589



COMMUNITY DEVELOPMENT AND LEISURE

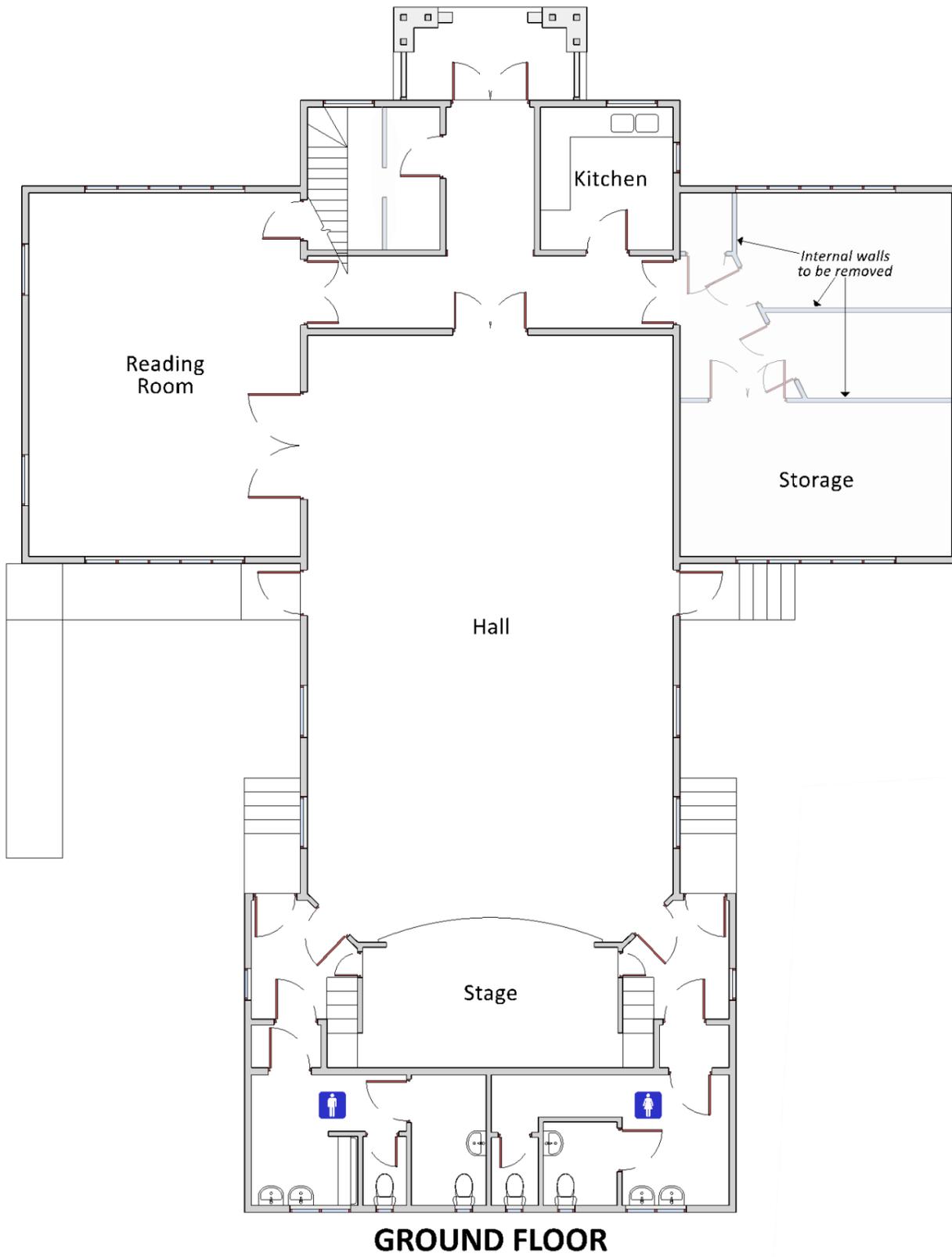
FAIRFIELD PARK HALL - LEASED AREAS



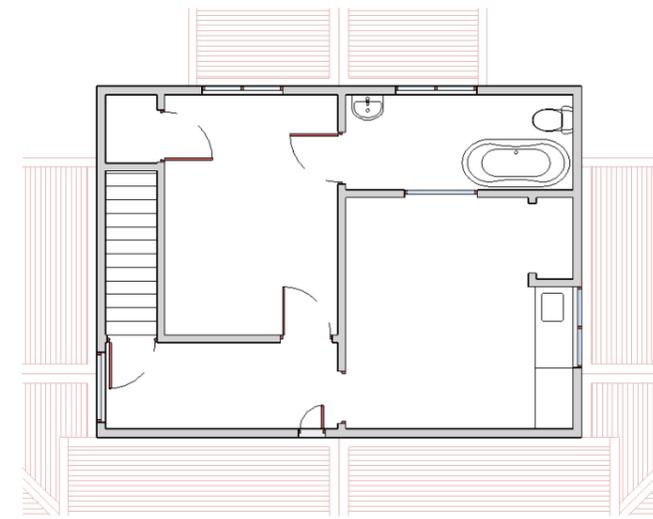
FLOOR PLAN  
July 2017

01

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**GROUND FLOOR**



**UPPER FLOOR**  
(Currently closed off,  
requires renovation  
before use)



**COMMUNITY DEVELOPMENT AND LEISURE**

**FRANKTON RAILWAY INSTITUTE HALL - LEASED AREAS**

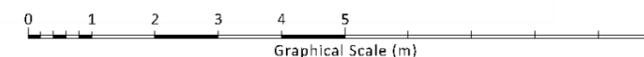
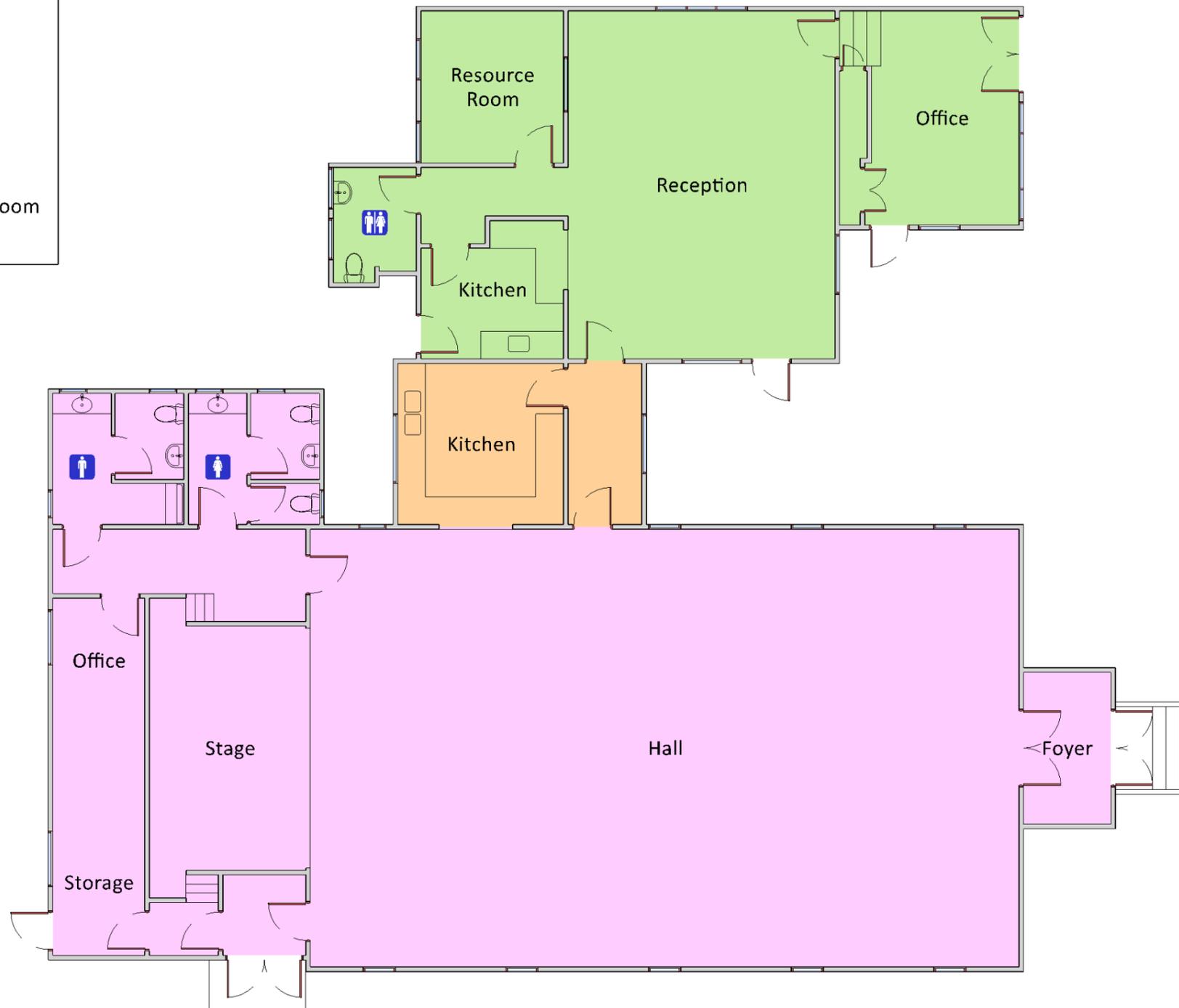


FLOOR PLAN  
July 2017

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**KEY**

- Communal Space
- Hall and Stage Area
- Reception, Resource Room and Office Area



**OLD ST PETERS HALL - LEASED AREAS**

**COMMUNITY DEVELOPMENT AND LEISURE**



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FLOOR PLAN  
July 2017

01

# Council Report

Item 10

**Committee:** Community and Services Committee  
**Date:** 08 August 2017

**Author:** Lisa Topcsov  
**Authoriser:** Helen Paki

**Position:** Partnership & Sponsorship Manager – Major Projects  
**Position:** Business Manager Community

**Report Name:** Gaming Trusts Funding

<b>Report Status</b>	<i>Open</i>
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## Purpose

1. To inform the Committee on the distribution of the proceeds of Class 4 gambling by gaming trusts, and the distribution of funding from the SKYCITY Hamilton Community Trust, following a request from a Council Briefing in April 2017.

## Staff Recommendation

2. That the Community and Services Committee receives the report.

## Executive Summary

3. During the 2015/16 financial year gaming trusts distributed over \$7 million to around 260 community groups in Hamilton.
4. The Council regulates the number and location of new Class 4 (non- casino) gaming venues under the Class 4 Gambling Venue Policy. The Council do not have any role regarding the distribution of gaming venue funding.
5. Hamilton City Council's External Funding Application Policy 2014 does not exclude the Council from applying to gaming trusts.
6. Since 2010 Hamilton City Council has received a total of \$385,000 for council projects from gaming trust funds.

## Background

7. At a briefing on 13th April 2017, the Community and Services Committee requested information on the funding distribution from gaming trusts, to enable elected member discussion on whether council should apply to these trusts for council projects.
8. Staff have included Class 4 (non-casino) gaming trusts and SKYCITY Community Trust in the scope of this report.
9. There are a number of gaming trusts that provide funding in the form of grants in Hamilton. These include Grassroots Trust, Trillian Trust, New Zealand Community Trust (NZCT), The Southern Trust, Lion Foundation, and the Dragon Community Trust.
10. Class 4 gaming trusts operate in accordance with the Gambling Act 2003 (the Act) and the majority of their operations are regulated by the Department of Internal Affairs (DIA). The most recent Class 4 Gambling report was published by the DIA in [January 2017](#).

11. Local Authorities are responsible for regulatory functions in relation to Class 4 gaming venues and standalone TAB venues; however they do not have any role regarding the distribution of gaming profits.
12. The Council regulates Class 4 gaming venues, under the Hamilton City Council Class 4 Gambling Venue Policy 2004. The purpose of the policy is to control the growth of Class 4 gambling venues (places where gaming machines are located) and aims to minimise the harm caused by Class 4 gambling.

## **Discussion**

### **Community**

13. Under the Act all proceeds from Class 4 gambling must go to authorised purposes, including taxes, levies and administration costs. Gaming trusts that operate Class 4, non-casino gaming machines (or “Pokies”) outside of clubs and casinos are required under the Gambling Act 2002 (the Act) to return a minimum 40% of the net proceeds to the community in the form of grants.
14. Under the Act authorised purposes are defined as:
  - Charitable purposes
  - Non-commercial purposes that have community benefits
  - Promoting, controlling and conducting race meetings
15. Casinos and clubs that operate gaming machines (such as bowling clubs, RSAs, cosmopolitan or workingmen’s clubs) are not required under the Act to distribute grants to the community, but may make decisions to fund community activities.
16. Most gaming trusts have regional policies and distribute funding to the communities where the funds were raised; however gaming trusts also make grants to national or multi-regional organisations that operate where the funds were raised.

### **Funding Process**

17. Grants from Class 4 gaming trusts support a range of community groups working within the sectors of sport, arts, health, education and community services. The majority of funding allocated by gaming trusts in Hamilton is to the sports sector. Sporting groups in Hamilton received about 60% of the total funding allocated in the 2015/16 financial year.
18. Decisions about funding allocations are made by a board appointed by the trusts. Gaming trusts have a charter that outlines the purpose of the Trust.
19. Applications must contain the relevant information required by each trust to be eligible for consideration. The criteria for funding eligibility varies between gaming trusts but most have requirements such as:
  - Proof of organisational status e.g. charitable trust, not-for profit status, trust deed
  - A resolution from a group to apply for funding
  - Financial information e.g. audited financial accounts, bank statements, profit and loss details, and bank account details
  - Specific purpose of funding required and proof of spend
  - The funds must be spent within a specified time frame (usually between (1month and 1 year)
20. Most gaming trusts will not fund activities such as:
  - Individuals
  - Projects already fully funded
  - Retrospective projects or costs

## Funding for Community groups in Hamilton

21. During the 2015/16 financial year gaming trusts distributed about 420 grants totaling more than \$7m to groups in Hamilton. Approximately \$4.5m was allocated to sports groups, with the remaining amount allocated between all other sectors.
22. Table 1 shows the six Class 4 gaming trusts that operate in Hamilton.

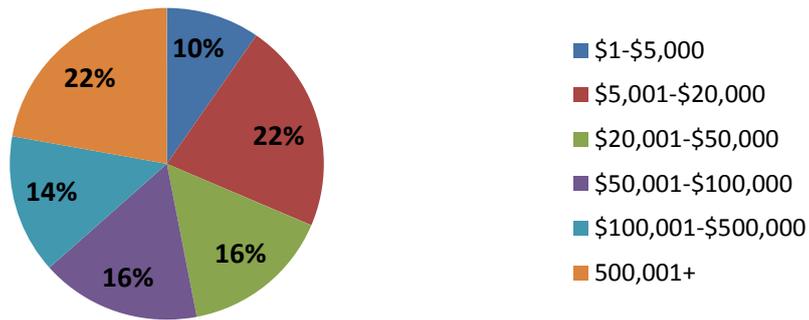
SOCIETY	GAMING MACHINES NUMBERS	TOTAL VALUE OF GRANTS 2015/16	TOTAL GRANTS %
Grassroots Trust	147	\$4,308,267	59%
Southern Trust	18	\$252,811	3%
Lion Foundation	66	\$1,211,365	16%
Trillian Trust	63	\$346,828	5%
Dragon Community Trust	18	\$198,764	3%
NZ Community Trust	27	\$1,040,669	14%
<b>TOTAL</b>	<b>339</b>	<b>\$7,358,704</b>	<b>100%</b>

23. About 260 groups in Hamilton received grants. Of those groups at least 90 received more than one grant during the year, with some groups receiving up to 9 grants.
24. SKYCITY Hamilton Community Trust distributes funding to groups in Hamilton and the wider Waikato region. In 2015, they provided funding to 48 community groups totaling \$426,288. 66 groups received funding in 2016, but there is no information available about the total funding distributed.
25. Grassroots Trust is the largest funder of community groups in Hamilton. During 2015/16 financial year, they approved 114 grants to groups in Hamilton with a total value of \$4.3m. Nationwide, Grassroots approved about 400 applications worth about \$9.2m, and declined 267 in the same year.
26. Reasons for an application being declined may include; applications that fails to meet the required criteria, incomplete applications, or a general over-subscription for the funds available. Groups are able to reapply to a later round if declined due to over-subscription.
27. Table 2 shows the number of grants allocated to groups in Hamilton during the 2015/16 financial year from Class 4 gaming trusts by the value of the grant allocated.

	\$1-\$5,000	\$5,001-\$20,000	\$20,001-\$50,000	\$50,001-\$100,000	\$100,001-\$500,000	500,001+	TOTAL
<b>NUMBER OF GRANT</b>	225	142	34	16	4	1	<b>422</b>
<b>AMOUNT ALLOCATED</b>	\$708,342	\$1,605,466	\$1,141,263	\$1,210,914	\$1,061,756	\$1,630,963	<b>\$7,358,704</b>

28. The smallest single grant was for \$336 and the largest single grant was for \$1,630,963. The average grant allocated was about \$15,000.
29. The most common grants allocated were the grants \$1-\$5,000 however these grants made up only 10% off the total amount allocated.
30. The least common allocated grants were \$100,001. There were only 5 grants that valued more than \$100,000; however these grants represented 36% of the funding total.

**Percentage of total funding allocated by value of grant (2015/16)**



**Funding for Hamilton City Council projects**

31. Hamilton City Council’s External Funding Application Policy 2014 (the Policy) sets out the process and provides guidelines for funding where external funders are involved. The Policy defines an external funder to mean any individual or organisation (including Central Government) which provides grants, services, sponsorship or in kind support for council projects.
32. Under the Policy each funding application over \$10,000 must be approved by the Community and Services Committee. This enables elected members to oversee and provide direction on the funding plan for a project, on a case by case basis.
33. The Policy does not exclude the Council from applying to Class 4 gaming trusts or SKYCITY Hamilton Community Trust for funding. This approach aligns with the majority of territorial authorities in New Zealand.
34. When applying for external funding, Council staff take into account:
  - Ability to leverage off a range of funding options
  - Level of community benefit
  - Level of alignment with the purpose of the trust
  - Whether the funding is for capital expenditure
  - Whether there are any other comparable projects in the community at/or around the same time
  - Other significant developments that may impact funding success
35. Table 3 shows funding allocated to Hamilton City Council from Class 4 gaming trusts and SKYCITY Hamilton Community Trust since 2010.

FUNDER	PROJECT	YEAR	AMOUNT RECEIVED
Southern Trust	Museum Exhibition	2010	\$40,000
Southern Trust	Destination playground	2011	\$10,000
Lion Foundation	Seddon park Upgrade	2014	\$50,000
Grassroots Trust	Seddon park Upgrade	2014	\$100,000
SKYCITY Community Trust	Destination playground	2015	\$25,000
Grassroots Trust	Destination playground	2015	\$80,000
Grassroots Trust	Destination playground	2015	\$80,000
<b>TOTAL</b>			<b>\$385,000</b>

**Legal and Policy Considerations**

36. Hamilton City Council regulate the class 4 (non-casino) gaming venues under the Class 4 Gambling Venue Policy. The purpose of the policy is to control the growth of Class 4 gambling venues (places where gambling machines are located) and aims to minimise the harm caused by Class 4 gaming trusts.
37. Under the Class 4 Venues Policy and the External Funding Applications Policy, there are no exclusions to apply to gaming trusts for funding.

**Attachments**

Attachment 1 - Class 4 Gambling Venue Policy

Attachment 2 - Council Policy - External Funding Applications Policy - June 2014

First adopted:	8 March 2004
Revision dates/version:	29 September 2016 / Revision 8
Next review date:	September 2019
Engagement required:	SCP
Document number:	D-2223966
Associated documents:	Gambling Act 2003
Sponsor/Group:	City Growth

## CLASS 4 GAMBLING VENUE POLICY

### Purpose and Scope

1. To control the growth of Class 4 gambling venues.
2. To minimise the harm caused by Class 4 gambling.

### Definitions

Definition	Detail
Adjacent	Allotments sharing one or more common boundaries.
Allotment	<p>a) Any parcel of land under the Land Transfer Act 1952 that is a continuous area and whose boundaries are shown separately on a survey plan, whether or not:-</p> <p style="padding-left: 40px;">i) the subdivision shown on the survey plan has been allowed, or subdivision approval has been granted, under another Act; or</p> <p style="padding-left: 40px;">ii) a subdivision consent for the subdivision shown on the survey plan has been granted under this Act; or</p> <p>b) Any parcel of land or building or part of a building that is shown or identified separately:-</p> <p style="padding-left: 40px;">i). on a survey plan; or</p> <p style="padding-left: 40px;">ii). on a licence within the meaning of Part I of the Companies Amendment Act 1964; or</p> <p>c) Any unit on a unit plan; or</p> <p>d) Any parcel of land not subject to the Land Transfer Act 1952.</p>
Class 4 gambling venue	A building located on one or more contiguous allotments at which gambling machines are located, or for the purposes of application at which it is proposed that gambling machines be located.
Gambling machine	As defined in the Gambling Act 2003.
Premises	A building in which a Class 4 gambling venue is located.
Private club	In this context, meeting the criteria of operating as a club as defined in Section 65 (3), in the Gambling Act 2003.
Society	A corporate society as defined in the Gambling Act 2003 (including reference to Section 33), which has an operator's licence for Class 4 gambling machines.

## Policy

3. To be considered for a venue consent under this Policy, the primary activity of a venue must be either for:
  - a. the sale of alcohol or, the sale of alcohol and food where the venue is subject to an on licence (but not being a bring-your-own licence) or club licence; or
  - b. the conducting of race and sports betting in standalone, alcohol free New Zealand Racing Board venues under the Racing Act, 2003 subject to compliance with s 33(3) of the Gambling Act 2003..
4. Council will not grant consent for the establishment of any new Class 4 gambling venues or machines except in the following circumstance(s):
  - a. Where two or more private clubs merge and consolidate the operation of their Class 4 gambling activities at a single gambling venue that is located within a Gambling Permitted Area (Schedule 1); or
  - b. Relocation from a site within a Gambling Permitted Area to another site within the Gambling Permitted Areas will not be permitted except where:
    - i. Clause 12 applies; or
    - ii. The licensee's landlord has refused to renew the lease of the premises; or
    - iii. The building in which the venue is located is deemed under building legislation to be earthquake-prone, dangerous or insanitary; and  
The society undertakes to permanently close an existing Class 4 gambling venue located inside of a Gambling Permitted Area as part of an application for new venue consent and the proposed new Class 4 gambling venue is located within a Gambling Permitted Area (outlined in Schedule 1).
  - c. Where a society undertakes to permanently close an existing Class 4 gambling venue located **outside** of a Gambling Permitted Area as part of an application for a new Venue Consent and the proposed new Class 4 gambling venue is located within a Gambling Permitted Area (outlined in Schedule 1).
5. This relocation policy only applies:
  - a. where the applicant surrenders the existing venue licence (with the Department of Internal Affairs) for the existing venue, and
  - b. the application meets all other provisions of this Policy.

## Location restrictions

6. If the proposed gambling venue premises is located **within the Central City** (Map 4, Schedule 1):
  - a. the premises must not be adjacent to any other Class 4 gambling venue or casino; and
  - b. must not be adjacent to any school, or early childhood centre; and
  - c. must not be closer than 100 metres (in a straight line) to any residentially or special character zoned land or community facilities zoned land as outlined in the Hamilton City Proposed District Plan (or resulting Operative District Plan).
7. If the proposed gambling venue premises is located **outside of the Central City** (Maps 1,2,3,5,6,7,8,9, Schedule 1):
  - a. the premises must not be within 50m (in a straight line) of the principal entrance of any other Class 4 gambling venue or casino; and
  - b. must not be adjacent to any school, or early childhood centre; and
  - c. must not be closer than 100 metres (in a straight line) to any residentially or special character zoned land or community facilities zoned land as outlined in the Hamilton City Proposed District Plan (or resulting Operative District Plan).

### Number of machines

8. On the relocation of a Class 4 gambling venue, the maximum number of machines permitted to operate at the new Class 4 gambling venue at the time when the new Class 4 gambling venue licence takes effect is the same as the maximum number of gaming machines permitted to operate at the old venue immediately before the licence relating to the old venue is cancelled (as prescribed in Section 97A of the Gambling Act 2003).
9. Two or more private clubs which merge may consolidate the number of gambling machines being operated at the merged private club venue to the lesser of:
  - a. 24 gambling machines or
  - b. the sum of the number of gambling machines previously operated by each private club individually.

### Application and fees

10. Applications for a Venue Consent must be made on the approved form.
11. Application fees and charges will be set annually through the Annual Plan (fees schedule) process.

### Exemptions from meeting parts of the Policy

12. Where a legally established venue is required to apply for a venue consent at a new site because its existing site has been rendered physically incapable of being reused for the purpose of the venue (meaning a fire, earthquake or similar event), Council will consider the application under clause 6 and 7 of the venue policy for venue consent. The consent shall allow for up to the number of gambling machines the venue was licensed for, immediately prior to the cessation of activity.

### SCHEDULE 1 – GAMBLING PERMITTED AREAS

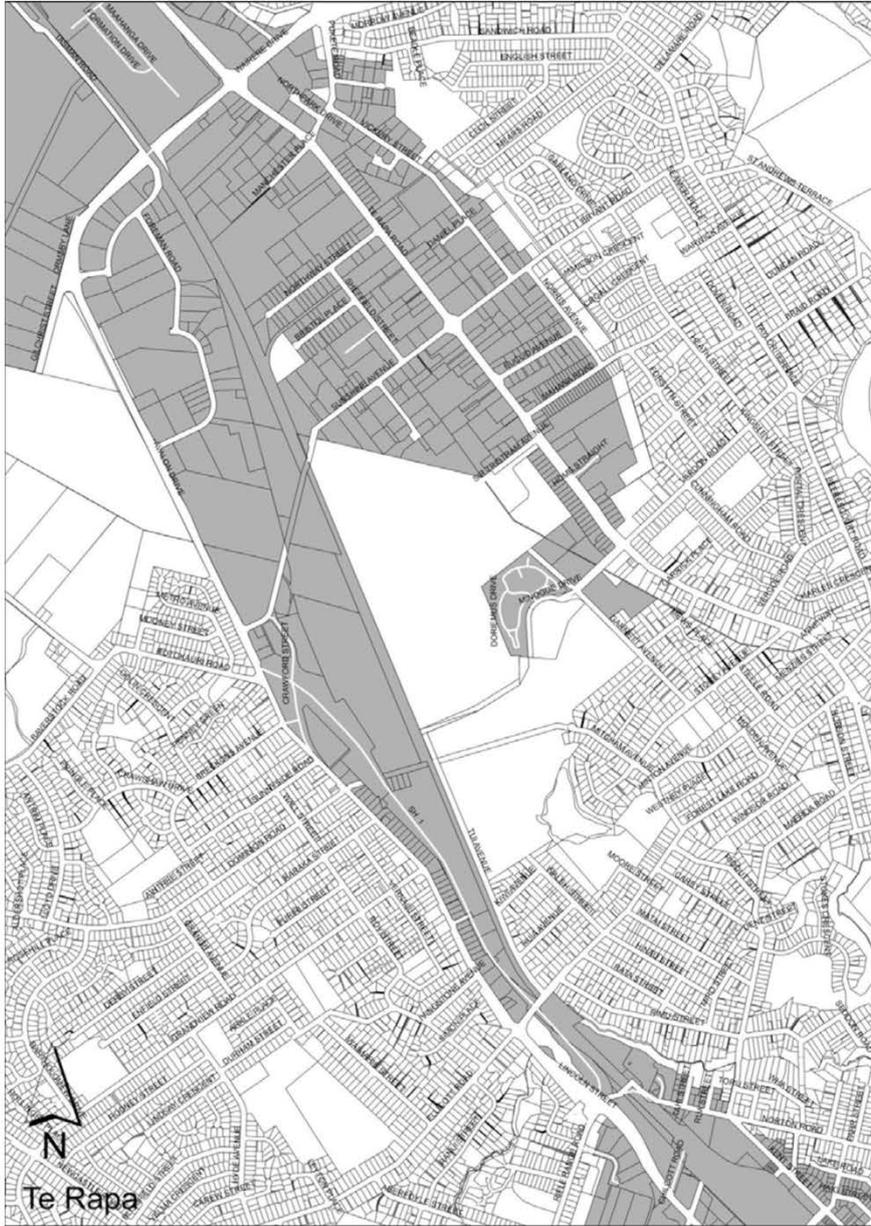
The Gambling Permitted Area is indicated by the grey shaded areas of the following maps:

- Map 1 - Gambling Permitted Area Northern Te Rapa
- Map 2 - Gambling Permitted Area Southern Te Rapa
- Map 3 - Gambling Permitted area Frankton Industrial
- Map 4 - Gambling Permitted Area Central City
- Map 5 - Gambling Permitted Area Hamilton East
- Map 6 - Gambling Permitted Area Frankton Commercial
- Map 7 - Gambling Permitted Area Dinsdale
- Map 8 - Gambling Permitted Area Claudelands
- Map 9 - Gambling Permitted Area –Chartwell

MAP 1  
Gambling Permitted Area, Northern Te Rapa

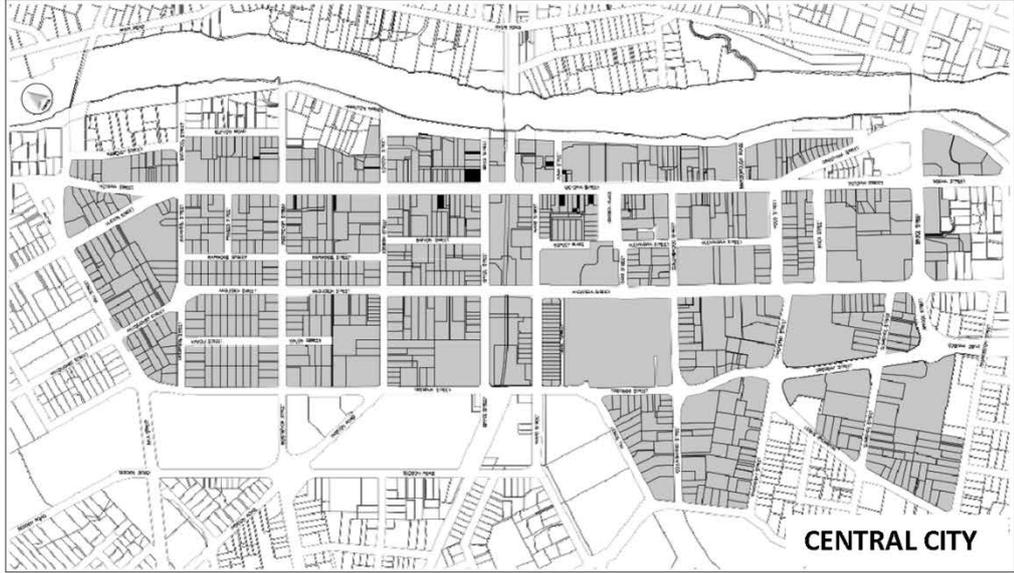


MAP 2  
Gambling Permitted Area, Southern Te Rapa





MAP 4  
Gambling Permitted Area, Central City



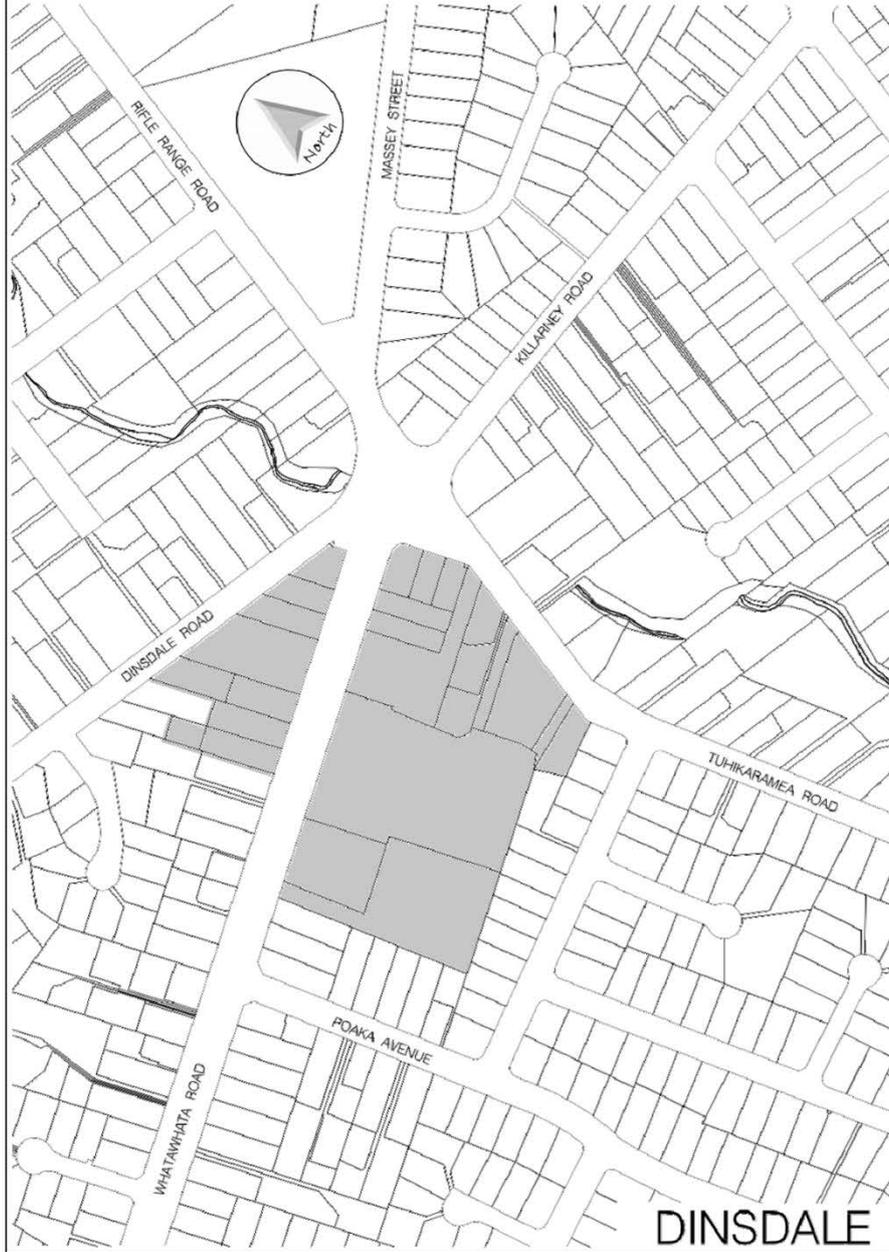
MAP 5  
Gambling Permitted Area, Hamilton East



MAP 6  
Gambling Permitted Area, Frankton Commercial



MAP 7  
Gambling Permitted Area, Dinsdale



MAP 8  
Gambling Permitted Area, Claudelands



MAP 9  
Gambling Permitted Area, Chartwell





## External Funding Applications Policy

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### Purpose

1. This policy sets out the process and provides guidelines for funding Hamilton City Council projects where external funders are involved.

### Definitions

1. Revenue Generation Plan means a plan about how the project will be funded.
2. External Funder means any individual or organisation, including government, which provides grants, services, sponsorship or in kind support for projects.

### Objectives

1. To ensure local, national or international external funding for Council endorsed projects is obtained.
2. The process for applications for external funding is clear and applications are:
  - i. Planned, prioritised, co-ordinated and pursued.
  - ii. Of a high professional standard and avoid duplication.
3. Funding applications align with Council priorities.
4. Elected members have oversight and provide direction about external funding applications.

### Process

1. The process for applications that are for \$10,000 and over is set out in Schedule One.
2. The General Manager Community has delegated authority to approve external funding applications for less than \$10,000, but must take into account this policy's objectives when making those decisions.
3. A Revenue Generation Plan must be prepared for every project seeking external funding and must include the following information:
  - i. A project outline, including the total cost of the project and the Council's financial contribution.
  - ii. The names of the Hamilton City Council staff members who are the project sponsor and who are responsible for the project delivery.
  - iii. How the project aligns with the Council's priorities.
  - iv. There are no application duplications from within the Council or with affiliated entities such as Friends groups.
  - v. The amount sought from external funders.
  - vi. The plan for successfully obtaining external funding.
4. Revenue Generation Plans must be reviewed by the Community Resource Advisor and approved by the General Manager Community before they are submitted to the External Funding Subcommittee.

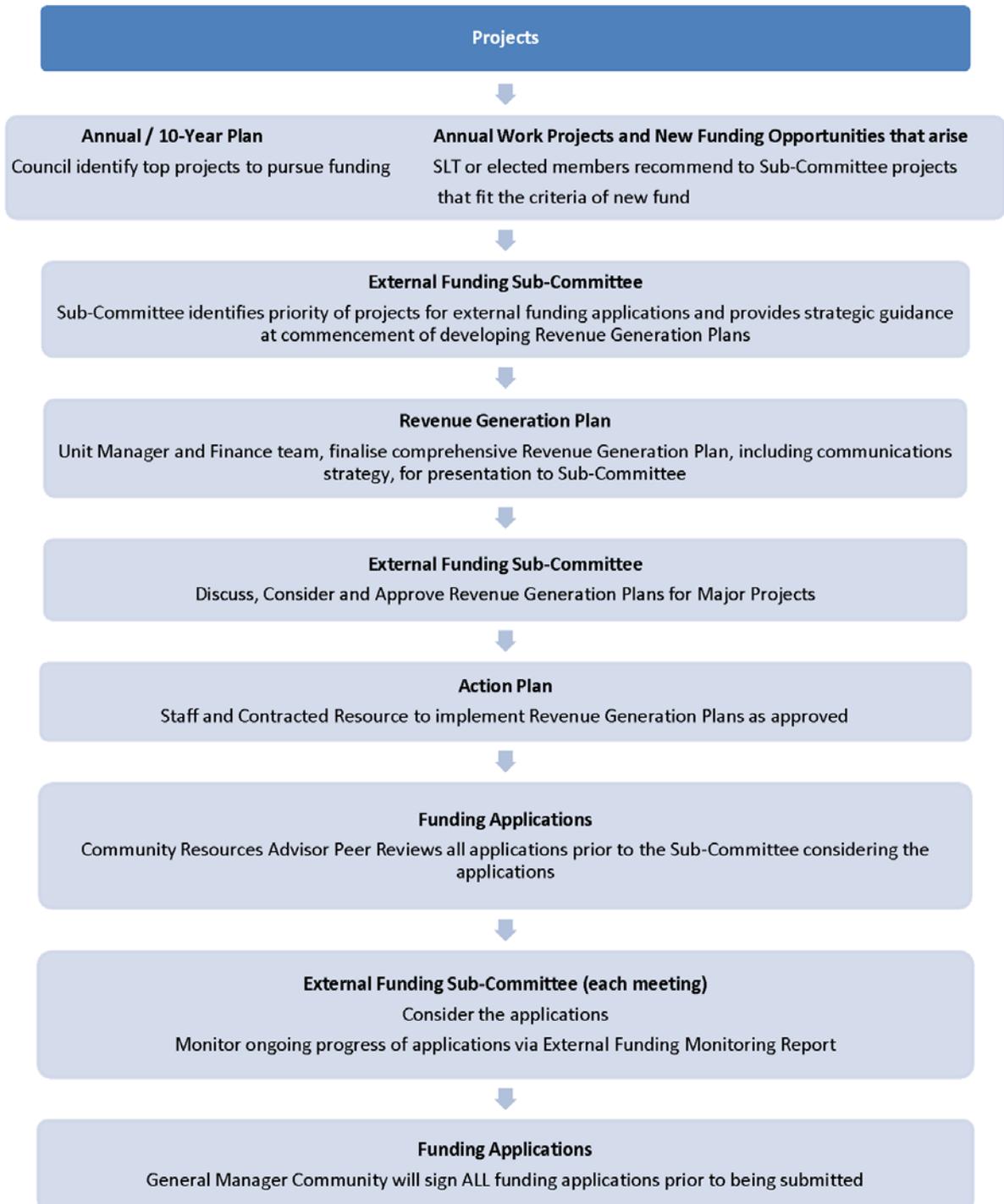
#### Monitoring and Implementation

1. The Roles and Responsibilities are set out in Schedule Two.
2. The External Funding Subcommittee is responsible for monitoring and implementing this policy.
3. This policy may be reviewed anytime.

#### References

10 year plan  
Annual Plan  
Hamilton Plan

**SCHEDULE ONE  
PROCESS FOR PROJECTS**



## SCHEDULE TWO ROLES AND RESPONSIBILITIES

### External Funding Sub-Committee Role

- Set priorities within the projects seeking external funding
- Strategic input into external funding
- Decision makers regarding Revenue Generation Plans and applications
- Ensure applications are in line with Council priorities, are of a high quality, there are no duplicated or conflicting applications
- Monitor implementation of Revenue Generation Plans through External Funding Monitoring Report
- Support funding applications through relationship building and targeted networking

### Senior Leadership Team

- Oversight of Revenue Generation Plans and applications
- Responsible to educate staff and ensure process is followed
- Implement Revenue Generation Plans
- General Manager Community, responsible as approver and signature of all applications submitted
- General Manager Community, approve Revenue Generation Plans before they are submitted to the External Funding Subcommittee

### Specific Business Units Role

- Complete Revenue Generation Plans
- Fill in External Funding Monitoring Report as applications are made and advised on
- Generate/develop/fill in funding applications
- Liaise with Community Resources Advisor to ensure process is followed, templates used and quality applications formulated
- Ensure applications are in line with Council priorities, are of high quality, and are no duplicated or conflicting applications
- Ensure requirements are met in relation to any funding received

### Community Resources Advisor Role

- Develop Revenue Generation Plan templates
- Support UM's in completing Revenue Generation Plans
- Review all Revenue Generation Plans before they are submitted to the External Funding Subcommittee
- Develop and manage External Funding Monitoring Report to track progress of applications
- Peer review funding applications for quality control
- Ensure applications are in line with Council priorities, are of high quality, there are no duplicated or conflicting applications
- Monitoring requirements are met in relation to any funding received

### Additional Staff Resource Role

- Relationship Management with key sponsors and funders
- Engage external funding consultants
- Oversight of funding applications and implementation of Revenue Generation Plans
- Investigate new funding opportunities and bring these to the External Funding Subcommittee's attention
- Manage relationships where there are competing applications that could result in duplication of applications for the same project
- Maintain a list of potential External Funders and their contributions

# Council Report

Item 11

**Committee:** Community and Services Committee  
**Date:** 08 August 2017

**Author:** Lisa Topcsov  
**Authoriser:** Helen Paki

**Position:** Partnership & Sponsorship Manager – Major Projects  
**Position:** Business Manager Community

**Report Name:** Funding Plan for Flagstaff Playgrounds

<b>Report Status</b>	<i>Open</i>
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## Purpose

1. To seek approval for the Flagstaff Playgrounds (Hare Puke Park Destination Playground and Te Huia Reserve playground) External Funding Plan.
2. To seek approval of recommendations required for specific applications.

## Staff Recommendation

3. That the Community and Services Committee:
  - a) approves the external funding plan for the Flagstaff Playgrounds Project;
  - b) approves an application be made to Grassroots Trust for \$80,000 towards the Flagstaff Playground;
  - c) approves an application be made to Lion Foundation for \$40,000 towards the Flagstaff Playground;
  - d) approves an application be made to New Zealand Community Trust for \$20,000 towards the Flagstaff Playground; and
  - e) approves an application be made to Trillian Trust for \$40,000 towards the Flagstaff Playground.

## Background

4. At the 16 May 2017 Community and Services Committee meeting ([Agenda Pg. 28](#) / [Minutes Pg. 4](#)), it was resolved that the funding plan for the Flagstaff Playgrounds project be presented at the 19 September 2017 Community and Services Committee Meeting. We are presenting this external funding plan before that time to maximise opportunities within the timeframes of the project.
5. Detailed designs of the playgrounds are being progressed and further details of the proposed Flagstaff Playgrounds project will be presented at the 19 September 2017 Community and Services Committee meeting as resolved.

6. The table below provides the external funding outcomes for the previous Hamilton Gardens and Dominion Park Destination Playgrounds.

Name	Application Amount	Outcome	Amount approved
<b>Hamilton Gardens Destination Playground</b>			
WEL Energy Trust (Major Transformational Projects)	\$200,000.00	Successful	\$160,000.00
Freemasons Foundation	\$100,000.00	Successful	\$50,000.00
Rotary	\$50,000.00	Successful	\$50,000.00
Brian Perry Charitable Trust	\$110,000.00	Successful	\$110,000.00
Grassroots Trust	\$80,000.00	Successful	\$80,000.00
Vibrant Hamilton Trust	\$300,000.00	Successful	\$300,000.00
<b>Dominion Park Destination Playground</b>			
WEL Energy Trust	50,000	Successful	45,000.00
Grassroots Trust	80,000	Successful	80,000.00
Vibrant Hamilton Trust	100,000	Successful	100,000.00
SKYCITY Community Trust	25,000	Successful	25,000.00

## Discussion

7. The Flagstaff Playgrounds project has considerable community benefits, in particular, creating a safe space for children to explore, learn and build resilience.
8. Destination Playgrounds offer a unique experience that attracts community members from further afield rather than just the local neighbourhood.
9. There is currently a lack of developed parks and limited playgrounds in Hamilton North and there have been multiple requests from the North East community for this project to progress.
10. The external funding plan aims to raise \$250,000 to meet the funding required to implement this project as proposed.
11. It consists of fundraising initiatives that:
  - Meet the authorised purposes and /or priority areas set by funding organisations
  - May have strong alignment with the Flagstaff Playground project due to location, organisation objectives and or a common target market
12. Attachment 1 sets out a more detailed analysis of the external funding plan.
13. If the funding target is not reached, the project is being designed so that it can be scaled back or staged. A reduced scale of the project will still ensure a uniquely themed and interesting playground that meets the objectives of the project.
14. Initial discussions with Ministry of Education and the Sylvester School Establishment Board have indicated there may be potential for shared facilities and playground synergies. Staff are continuing to explore these opportunities.

## Strategic Alignment

15. This project aligns with the Hamilton Plan to build a stronger economy and a more attractive city for families. A key objective of the Plan is that destination playgrounds are completed as planned.

16. Hamilton North is one of the fastest growing areas in the city. 62% of residents are families with children. There is a lack of developed parks in the north of Hamilton and a limited number of playgrounds.

### **Financial Considerations**

17. The total cost to complete this project is estimated at \$1,160,000. At the 16 May 2017 Community and Services Committee meeting, it was resolved that the Committee supports the apportioning of the current budget allocated of \$906,000 in Year 3 of the 2015-25 Long Term Plan between two playgrounds (Hare Puke Park and Te Huia Reserve) in principle.
18. Attachment 1 sets out a more detailed analysis of the relevant financial considerations.

### **Risks**

19. If the external funding target is not met within the allocated timeframes, staff will investigate options to re-scope or stage the project.

### **Attachments**

Attachment 1 - Flagstaff Playgrounds External Funding Plan 2017

# Hamilton City Council External Funding Plan

## Flagstaff Playgrounds Project (Hare Puke Park Destination Playground and Te Huia Reserve Playground)

Trim: D-2450824

Confidential Document for internal use only

## 1.0 Flagstaff Playgrounds Project Summary

### 1.1 Project Summary

Te Huia Reserve was originally identified as the next location for a destination playground in the Playgrounds of the Future Plan. After reviewing other sites in the Flagstaff North area, Hare Puke Park has been identified as a more appropriate site for a destination playground due to the proximity to the schools and the size and layout of the site. Te Huia Reserve is a smaller narrow site located between housing and therefore better suited for a neighbourhood playground.

The Parks and Open Spaces unit carried out consultation with the Flagstaff North community in June and July 2017. A total of 112 submissions were received and 95% supported the proposal to develop a destination playground at Hare Puke Park and a neighbourhood playground at Te Huia Reserve.

Hamilton North is one of the fastest growing areas in the city. 62% of residents are families with children. There is a lack of developed parks in the north of Hamilton and a limited number of playgrounds.

Further details of the proposed project will be presented at the 19 September 2017 Community and Services Committee meeting as resolved at the 16 May 2017 Community and Services Committee meeting.

### 1.2 Total project cost - Income and expenses

EXPENSES	AMOUNT	INCOME	AMOUNT
Design, planning, pre-construction works	\$20,000	Council contribution	\$906,000
Physical works	\$1,140,000	External funding activities	\$254,000
<b>TOTAL</b>	<b>\$1,160,000</b>	<b>TOTAL</b>	<b>\$1,160,000</b>

### 1.3 Projected timeline

	Jun-17	Aug-17	Oct-17	Dec-17	Jan-18	Mar-18	May-18	Jul-18
COMMUNITY CONSULTATION								
DESIGN & PLANNING								
EXTERNAL FUNDING								
PHYSICAL WORKS								

## 2.0 Community Benefits

The project has considerable community benefits, in particular, creating a safe space for children to explore, learn and build resilience. Previous destination playgrounds have had significant community support and are considered to be much more than just a playground, offering a unique experience that attracts community members from further afield rather than just the local neighbourhood.

### 3.0 Funding Limitations

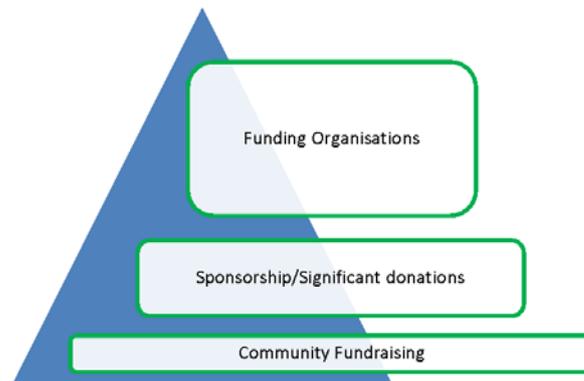
This project may present some funding limitations including:

- **Fundraising fatigue** - The Playgrounds of the future plan currently implements one destination playground every year. Year on year funding is not guaranteed from external funders and there may be other new or varied initiatives that meet funder priorities.
- **Confirmed funding in place** -All funding organisations will not allow retrospective funding which means the funding must be place before the project starts.

If the funding target is not reached, the project is being designed to accommodate a reduced or staged approach.

### 4.0 A Typical External Funding Model

The typical funding model for a campaign or project relative to this project consists of the following:



#### Funding Organisations:

- Raises a significant amount of money through a selected group of funders
- Best return on investment for organisations that have limited time and resource
- Are driven by community outcomes
- Are generally over prescribed- to increase success probability and mitigate unsuccessful applications identify 40% additional opportunities.

#### Sponsorship/Significant Donations:

- Raises a portion of funds through small number of organisations
- Requires time and resources to see a return
- Usually identified through existing connections, contacts or networks

#### Community Fundraising:

- Raises a small portion of funds through a lot people
- Requires significant time and resources to see a return
- Gets more traction when community led
- Can build significant community engagement and ownership within the community

## 5.0 External Funding Summary

The funding strategy for this project builds on community engagement, buy in and support from a range of organisations within the community. These fundraising avenues are outlined, below:

### Funding Organisations

- A total value of \$390,000 has been identified in the external funding schedule (but is not limited to this schedule).
- SKYCITY Hamilton Community Trust, WEL Energy Trust and Grassroots Trust applications require immediate action to collate all the required information for consideration.
- Trust Waikato has not been included due to the project costs totalling \$1million and over, which means this project would only be considered in the June round, which does not fit with the time frames of this project.
- Central Government funds have not been included due to the project being unlikely to be a high priority against funding criteria and the usual requirements of a feasibility study which this project has not undertaken.

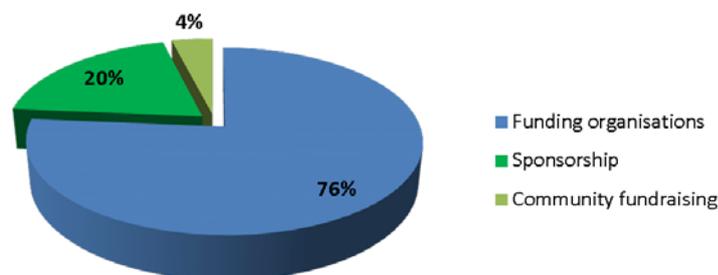
### Sponsorship/Donations

- Consists of organisations that may have a strong alignment with the Flagstaff Playgrounds project based on locality, organisation objectives, and/or a common target market.

### Community Fundraising

- Consists of community (these can be individuals, local businesses or community groups) led fundraising activities such as crowd funding etc. Staff are exploring options to engage the community.

The table below is a snapshot of the funding makeup.



This strategy is a working document and will be reviewed on a regular basis to ensure progress and/or amendments are made as required. This strategy aims to target all funding organisations listed in the external funding schedule below. Amendment may be required to reflect funding outcomes or opportunities that arise.

## 6.0 External Funding Schedule

The total fundraising target for this project is \$254,000. The funding schedule outlines fundraising initiatives of \$450,000, anticipating a 56% success rate of the external funding plan to increase success probability.

NAME	CRITERIA	PROPOSED AMOUNT	PROPOSED TIME	COUNCIL RESOLUTION REQUIRED
<b>FUNDING ORGANISATION</b>				
WEL Energy Trust	<p>Area of focus are:</p> <ul style="list-style-type: none"> <li>• Flourishing families and liveability</li> <li>• Community Pride-enhancing the image of our region and visitability</li> <li>• Business/economic impact and workability</li> <li>• Energy efficiency and healthier homes</li> </ul> <p>Proposed amount based on previous funding received</p>	\$60,000	Sep-17	
Grassroots Trust	<p>Authorised purposes are:</p> <ul style="list-style-type: none"> <li>• Any charitable purpose</li> <li>• Any non-commercial purpose that is beneficial to the whole or a section of the community. Operate the most gaming machines in Hamilton.</li> </ul> <p>The proposed amount is relative to previous funding received</p>	\$80,000	Oct-17	✓
SKYCITY Hamilton Community Trust	<p>Area of focuses are:</p> <p>Supporting families to thrive and communities to prosper and will be prioritising funding to four outcome areas: financial capability, employment and economic prosperity, pathways to employment and economic prosperity, and healthy and stable families.</p> <p>Priority target groups:</p> <ul style="list-style-type: none"> <li>•Children and young people, single parents and/or those living in a low income household</li> <li>•Those living in areas of high deprivation across the Waikato and Bay of Plenty regions; and</li> <li>•Those with few or no qualifications, low literacy levels, and/or beneficiaries.</li> </ul> <p>The proposed amount based on previous funding applications.</p>	\$50,000	Aug-17	
Lion Foundation	<p>Funds are available for any charitable, philanthropic or cultural purpose that benefits the local community – both large and small.</p>	\$40,000	Sep-17	✓
NZCT	<p>Area of focus are:</p> <ul style="list-style-type: none"> <li>•Amateur sport - around 80% of grants are for sporting purposes.</li> <li>•Other causes like rescue and lifesaving services, community groups, education and the arts.</li> </ul>	\$20,000	Oct-17	✓
Vibrant Hamilton Trust	<p>The trust's purpose is to deliver on the strategic aspirations of Hamilton City as identified by the community and through the City's strategies.</p> <p>The proposed amount is based on previous funding received.</p>	\$100,000	Jan-18	

Trillian Trust	Area of focus are: •Educational advancement through grants to schools or other educational institutes for equipment or the development of better student amenities not covered by government funding, including playground equipment etc.	\$40,000	Jan-18	✓
<b>SPONSORSHIP</b>				
Targeted businesses will include those that may have a strong alignment with the Flagstaff Playgrounds project based on location, objectives, and/or a common target market.		\$50,000	Aug 17- May 18	
<b>COMMUNITY FUNDRAISING</b>				
These may include community led initiatives through local Schools, Early Childhood Centres, churches, community groups individuals and/or local businesses		\$10,000	Aug 17- May 18	

## 7.0 Resolutions to Apply

The following resolutions are required to accompany funding applications stated in the External Funding Schedule:

1. Grassroots Trust limited
2. Lion foundation
3. New Zealand Community Trust
4. Trillian Trust

They each require a separate resolution to be approved for funding towards this project.

## 8.0 Implementation Plan

The implementation plan includes:

- Pre-planning and development of material, proposals and face to meetings aligned to create a cohesive approach to attract funding.
- A coordinated approach to potential funders, commercial sponsors and fundraising activities is undertaken.
- Communications and marketing plan to be developed and implemented.
- Continue to investigate potential commercial sponsors and fundraising ideas.
- Meet with potential commercial sponsors to scope what they would like to achieve from the potential partnership and tailor professional sponsorship proposals to meet sponsor needs.
- Funding stewardship plan to be developed and implemented.

## 9.0 Funding Stewardship Plan

Once the fundraising component of the project is complete, a coordinated approach between the Partnership & Sponsorship Manager, Funding Advisor and the Flagstaff Playgrounds project team will ensure all funding and sponsorship outcomes are acknowledged appropriately, monitored, and managed as agreed.

# Council Report

Item 12

**Committee:** Community and Services Committee  
**Date:** 08 August 2017  
**Author:** Sean Murray  
**Authoriser:** Sean Murray  
**Position:** General Manager Venues, Tourism and Major Events  
**Position:** General Manager Venues, Tourism and Major Events  
**Report Name:** Event Sponsorship Fund - Applications for Approval

<b>Report Status</b>	<i>Open</i>
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## Purpose

1. To recommend applications to the Event Sponsorship fund for approval by the Community and Services Committee.
2. As per the Terms of Reference, the Committee is delegated “approval or otherwise for event sponsorship applications in compliance with the [Event Sponsorship Policy](#) and approved budget”.

## Staff Recommendation

3. That the Committee receives the management recommendations for the following Event Sponsorship applications for funding from the 2017/18 Event Sponsorship Fund and;
  - a) approves the following applications:
    - i. Hamilton Summer Festival Foundation for the Hamilton Gardens Arts Festival 2018 for \$130,000;
    - ii. Classic Events Limited for Balloons over Waikato 2018 for \$75,000;
    - iii. Marching Waikato Association for the NZ Marching Championships 2018 for \$25,000;
    - iv. Hamilton Christmas Trust for the Hamilton Christmas Events 2017 for \$70,000 noting the budget from the Event Sponsorship fund approved for this activity be redirected to the City Events Budget; and
  - b) declines the following applications:
    - i. One Four Seven Communications for the Distinguished Gentleman’s Ride 2017 for \$10,000;
    - ii. Classic Events Limited for Round the Bridges 2017 for \$20,000;
    - iii. Community Development Trust for HAKA 2018 for \$50,000;
    - iv. Frankton Thunder Charitable Trust for the Frankton Thunder 2018 for \$11,000;
    - v. Waikato Rowing Club for The Waikato 100 for \$30,000;
    - vi. NZ Water Ski Racing Association for the Bridge to Bridge Water Ski Race 2017 for \$10,000; and
  - c) that the remaining funds of \$49,346 from the 2017/18 Event Sponsorship fund are redirected to the Event Leverage Fund to be managed by the General Manager Venues, Tourism and Major Events to support incremental promotion and activity around sponsored and major events.

4. That the Committee receives the management recommendations for the following Event Sponsorship applications for funding from the 2018/19 Event Sponsorship Fund and;
- a) approves the following applications:
    - i. Hockey NZ for the National Hockey League and Seniors Tournament 2018 for \$50,000;
    - ii. Silver Diamonds Leisure Marching for the National Leisure Marching Display Day 2019 for \$12,000;
    - iii. Hamilton Christmas Trust for the Hamilton Christmas Events 2018 for \$70,000 noting the budget from the Event Sponsorship fund approved for this activity be redirected to the City Events Budget; and
  - b) note that the remaining balance of the 2018/19 Event Sponsorship fund will be allocated in July/August 2018.
5. That the Committee receives the management recommendation for the following Event Sponsorship application for funding from the 2019/20 Event Sponsorship Fund and;
- a) approves the following application:
    - i. Hamilton Citizens' Band Inc for the NZ Brass Band Championships 2019 for \$50,000; and
  - b) note that the remaining balance of the 2019/20 Event Sponsorship fund will be allocated in July/August 2019.

## Executive Summary

6. In June 2017, 13 event sponsorship applications were received with a total funding request amount of \$613,000 across 2017/18, 2018/19 and 2019/20 financial years.
7. The General Manager recommends four event sponsorship applications for funding from the 2017/18 event sponsorship fund, as detailed below:

2017/18 FINANCIAL YEAR				
EVENT NAME	EVENT DATE	EVENT APPLICANT	AMOUNT REQUESTED	RECOMMENDED FOR APPROVAL
Hamilton Christmas Events	Dec 2017	Hamilton Christmas Trust	\$70,000	\$70,000
Hamilton Gardens Arts Festival	Feb 2018	Hamilton Summer Festival Foundation	\$130,000	\$130,000
Balloons over Waikato	Mar 2018	Classic Events Ltd	\$75,000	\$75,000
NZ Marching Championships	Mar 2018	Marching Waikato Assn	\$25,000	\$25,000
Distinguished Gentleman's Ride	Sept 2017	OneFourSeven Communications	\$10,000	0
Round the Bridges	Nov 2017	Classic Events Ltd	\$20,000	0
HAKA 2018	Mar 2018	Community Development Trust	\$50,000	0
Frankton Thunder	Mar 2018	Frankton Thunder	\$11,000	0

		Community Trust		
The Waikato 100	Nov 2017	Waikato Rowing Club	\$30,000	0
Bridge to Bridge Water Ski Classic	Dec 2017	NZ Water Ski Association	\$10,000	0
<b>TOTAL</b>			<b>\$431,000</b>	<b>\$300,000</b>
<b>PLUS EVENTS ALREADY CONFIRMED (NZ Track &amp; Field Champs 2018)</b>				<b>\$35,000</b>
<b>TOTAL OF ALL 2017/18 APPLICATIONS APPROVED FOR FUNDING</b>				<b>\$335,000</b>
<b>TOTAL EVENT SPONSORSHIP FUND 2017/18</b>				<b>\$384,346</b>
<b>BALANCE TO BE REDIRECTED TO EVENT LEVERAGE BUDGET 2017/18</b>				<b>\$49,346</b>

8. The total budget of the 2017/18 Event Sponsorship Fund is \$384,346. The total available balance of the fund is \$349,346 as funding for the 2018 NZ Track and Field Championships was approved for two years in 2016.
9. As has been done in prior years, the unallocated balance of the 2017/18 fund (\$49,346) is requested to be redirected to the Event Leverage fund to be managed by the General Manager Venues, Tourism and Major Events for support of other major events during the year that may warrant short notice support by Council.
10. The General Manager recommends three event applications for funding from the 2018/19 event sponsorship fund, as detailed below:

<b>2018/19 FINANCIAL YEAR</b>				
<b>EVENT NAME</b>	<b>EVENT DATE</b>	<b>EVENT APPLICANT</b>	<b>AMOUNT REQUESTED</b>	<b>\$RECOMMENDED FOR APPROVAL</b>
Hamilton Christmas Events	Dec 2018	Hamilton Christmas Trust	\$70,000	\$70,000
National Hockey League and Seniors Tournament 2018	Sept/ Nov 2018	NZ Hockey Inc	\$50,000	\$50,000
National Leisure Marching Display Day	Mar 2019	Silver Diamonds Leisure Marching	\$12,000	\$12,000
<b>TOTAL</b>			<b>\$132,000</b>	<b>\$132,000</b>
<b>TOTAL EVENT SPONSORSHIP FUND 2018/19</b>				<b>\$384,346</b>
<b>BALANCE TO BE HELD FOR APPLICATIONS 2018/19</b>				<b>\$252,345</b>

11. The unallocated balance of the 2018/19 fund will be allocated in July/August 2018.
12. The General Manager recommends one event application for funding from the 2019/20 event sponsorship fund, as detailed below:

<b>2019/20 FINANCIAL YEAR</b>				
<b>EVENT NAME</b>	<b>EVENT DATE</b>	<b>EVENT APPLICANT</b>	<b>AMOUNT REQUESTED</b>	<b>\$RECOMMENDED FOR APPROVAL</b>

NZ Brass Band Championships	Jul 2019	Hamilton Citizens' Band Inc	\$50,000	\$50,000
<b>TOTAL</b>			<b>\$50,000</b>	<b>\$50,000</b>
<b>TOTAL EVENT SPONSORSHIP FUND 2019/20</b>				<b>\$384,346</b>
<b>BALANCE TO BE HELD FOR APPLICATIONS 2019/20</b>				<b>\$334,346</b>

13. The unallocated balance of the 2019/20 fund will be allocated in July/August 2019.

## Background

14. **Event Sponsorship Fund Summary – Review of 2016/17:**

15. In 2016/17, the Event Sponsorship fund budget was \$380,632. At the end of the 2016/17 funding review round, Council's Event Sponsorship Subcommittee (now disestablished) approved funding to a total of \$355,000. The unallocated surplus balance of \$25,632 was re-directed to the General Manager's Event Leverage fund.
16. In 2016/17, Council's Event Sponsorship Subcommittee approved the following event sponsorship funding applications:

EVENT NAME	EVENT DATE	APPLICANT	\$ APPROVED
Round the Bridges Fun Run and Walk	Nov 2016	U Leisure Limited	\$5,000
Hamilton Christmas	Dec 2016	Hamilton Christmas Trust	\$90,000
Bridge to Bridge Water Ski Classic	Dec 2016	NZ Water Ski Racing Assn.	\$5,000
Hamilton Gardens Arts Festival	Feb 2017	Hamilton Summer Festival Foundation	\$130,000
NZ Track and Field Championships	Mar 2017	Athletics NZ	\$50,000
Balloons over Waikato	Mar 2017	Classic Events Limited	\$75,000
<b>TOTAL</b>			<b>\$355,000</b>
<b>TOTAL EVENT SPONSORSHIP FUND</b>			<b>\$380,632</b>
<b>UNALLOCATED BALANCE REDIRECTED TO EVENT LEVERAGE BUDGET</b>			<b>\$25,632</b>

17. **Event Sponsorship Fund Summary – 2017/18 , 2018/19 and 2019/20**

18. The funding application round was advertised for a period of two months, opening on 1 May, and closing 30 June 2017. 13 applications were received.
19. Management reviewed all event sponsorship applications received. They covered events taking place across the 2017/18, 2018/19 and 2019/20 financial years.
20. As advised at the briefing session with Elected Members on 6 July 2017, the General Manager of Venues, Tourism and Major Events was to review the applications against the Event Sponsorship policy criteria to collectively assess and determine applications for approval by the Committee.

21. The General Manager has recommended:
  - Four applications for funding in 2017/18, with a total funding amount of \$300,000 from a total budget of \$349,346. Refer paragraph 7.
  - Three applications for funding in 2018/19, with a total funding amount of \$132,000 from a total budget of \$384,346. Refer paragraph 10.
  - One application for funding in 2019/20, with a total funding amount of \$50,000 from a total budget of \$384,346. Refer paragraph 12.
22. This is seen as fair representation of Council investment in line with the intent of the Event Sponsorship Policy.

### **Legal and Policy Considerations**

23. The Council is not legislatively required to provide event sponsorship funding. However the Local Government Act 2002 anticipates sponsorship as an activity of local government.
24. Section 5 (1) of the Local Government Act 2002 provides a definition for the term 'activity':
  - Activity means a good or service provided by, or on behalf of, a local authority or a council-controlled organisation, and includes;
    - a. the provision of facilities and amenities, and
    - b. the making of grants, and
    - c. the performance or regulatory and other government functions.

### **Risk**

25. All applicants to the Event Sponsorship Fund have been kept informed throughout the process and were notified of the management recommendation to mitigate any potential risk; however there is still an element of risk that some applicants will not be happy with the outcome of the funding decisions. Immediately following the meeting, all applicants will be notified of the Committee recommendation.

### **Attachments**

Attachment 1 - Event Sponsorship Fund Applications and Management Recommendations 2017-18

Attachment 2 - Event Sponsorship Fund Applications and Management Recommendations 2018-19

Attachment 3 - Event Sponsorship Fund Application and Management Recommendation 2019-20

## **Event Sponsorship Fund 2017/18**

### **Application Scorecard Summaries and Management Recommendations**

- 1) Hamilton Gardens Arts Festival 2018
- 2) Balloons over Waikato 2018
- 3) New Zealand Marching Championships 2018
- 4) Hamilton Christmas Events 2017
- 5) Distinguished Gentleman's Ride 2017
- 6) Round the Bridges 2017
- 7) HAKA 2018
- 8) Frankton Thunder 2018
- 9) The Waikato 100 2017
- 10) Bridge to Bridge Water Ski Classic 2017

## Event Sponsorship Scorecard

Application Information	
<b>Event Name and Date</b>	Hamilton Gardens Arts Festival – early February 2018 (dates still to be announced)
<b>Applicant/Organisation</b>	Hamilton Gardens Summer Festival Foundation
<b>Event Venue</b>	Hamilton Gardens
<b>Event Type</b>	Culture / Arts
<b>Event Overview</b>	<p>The Hamilton Gardens Arts Festival is a 10 day outdoor arts festival delivered annually since 1998.</p> <p>Each year the Festival presents opportunities for locals and visitors from outside the region to experience and enjoy a range of arts performances both free and paid, within the Hamilton Gardens. It is held solely in Hamilton Gardens and celebrates the arts while also promoting a key city asset. The event is seen as an iconic event that generates high community interest and attendance.</p> <p>Key marketing objectives include a new brand feel for the festival, promotion of Hamilton and Hamilton Gardens as the place to visit in summer 2018 and announcing a sizable act with commercial presence and connection with a wider audience.</p> <p>In recent years the Festival has attracted prestigious national and international acts across all genres, including New Zealand All Stars ‘Marley’ Tiki Taane, Boh Runga and Annie Crummer (2017), pianist David Helfgott (2016), the Soweto Gospel Choir (2015), and the Melbourne Ska Orchestra.</p>
<b>Target Market</b>	<p>Communities and Day-trippers (local residents of Hamilton city and Cambridge, Matamata, Morrinsville, Otorohonga, Te Awamutu – families, youth ethnic groups, retired persons, students)</p> <p>Overnighters (visitors from Wider Waikato, BoP, Central North Island, Taupo, Taranaki, New Plymouth, Hawkes Bay and Greater Auckland areas)</p> <p>National (visitors from Wellington and South Island)</p> <p>Note: Tickets go on sale in December 2017. Entry fees range from free to gold coin and between \$5-\$80 depending on event.</p>
<b>Event Objectives</b>	<ul style="list-style-type: none"> <li>• To generate extensive local, regional and national publicity and awareness of the event, its location and Hamilton City during the lead up to and during the Festival <ul style="list-style-type: none"> <li>○ The event vision is be a nationally and internationally recognised Arts festival that is accessible to the community and promotes awareness of the Hamilton Gardens</li> </ul> </li> <li>• To generate a high volume of ticket sales and ensure the best attendance possible to all the events within the festival <ul style="list-style-type: none"> <li>○ Continued focus on marketing for increased revenue (ticket sales)</li> </ul> </li> <li>• To continually build the support of the local and national community for this Festival and future festivals <ul style="list-style-type: none"> <li>○ Continue to develop a strong annual festival programme with a series of must-see events</li> </ul> </li> </ul>
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>• Recognition of Hamilton City Council as a ‘Major Supporter and Festival Partner’</li> <li>• The first opportunity to display signage collateral at key locations of the Hamilton Gardens and event, as agreed upon by both parties, and additional signage locations around the city.</li> <li>• Exclusive naming rights alignment with a major event or component/theme within the</li> </ul>

	<p>festival, e.g. "Rembrandt Remastered - supported by Hamilton City Council"</p> <ul style="list-style-type: none"> <li>• Further LOGO acknowledgement on all collateral where HCC aligned 'event/s' features.</li> <li>• The opportunity to access the festivals network of audience and sponsors at the exclusive programme launch event, and through our digital database.</li> <li>• 75 x complimentary tickets to Festival events</li> <li>• 2 x VIP reserve parking spaces for the Festival duration.</li> <li>• 12 invitations to attend the exclusive Hamilton Gardens Arts Festival Programme Launch.</li> <li>• Opportunities to leverage from the event by offering exclusive hosting opportunities at various venues and events, including the opportunity to host an exclusive meet and greet with the cast and crew of a Festival event.</li> <li>• Opportunities to host and coordinate key functions with clients and colleagues.</li> <li>• Placement of Hamilton City Council logo across all relevant digital event materials, including website and facebook and other social media and any documents and promotional material, uniforms, posters, festival vehicle, flyers relating to the festival</li> <li>• Advertisement in programme brochure distributed nationally (2017 print run 107,000 copies)</li> <li>• Hamilton City Council being acknowledged in news and press/media releases(s)</li> </ul>		
<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	450	380	70
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	37,200 (62%)	19,800 (33%)	3,000 (5%)
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	100	20	1
<b>Accommodation (Anticipated bed nights )</b>	<p>Hotels: 1250 beds for two night (participants and spectators)            Motels: 1250 beds for two night (participants and spectators)            All artists will be accommodated in Hamilton, at Novotel Tainui, Ventura Inn and Suites.            Spectators/Audience will likely stay in Hamilton            In 2017, there were 7,649 overnight stays by attendees. In 2016, there were 9,799 overnight stays by festival attendees</p>		
<b>Previous HCC Sponsorship</b>	2016 - \$130K 2015 - \$85k 2014 - \$80k 2013 - \$55k 2012 - \$60k 2011 - \$90k 2010 - \$80k		
<b>External Funding</b>	Budget information supplied with the application includes external funding from Central Government, community funders, gaming trusts, a Strategic Partnership agreement, cash sponsorships and in-kind sponsorships.		
<b>Previous HCC Leveraging</b>	The event is supported by exclusive use of the Hamilton Gardens (including the Pavilion) for two weeks every year which is estimated in value at \$65k. This also includes additional staff time and extra maintenance during the festival period.		
<b>Past Event Performance</b>	<p>The Hamilton Gardens Summer Festival Foundation has delivered the Hamilton Gardens Arts Festival annually since 1998.</p> <p>The Festival continues to boast strong local support from Hamilton City residents and audiences from the greater Waikato region; 71% 2016 and 73.5% 2017*</p> <p>Visitors from outside the region, including international visitors, accounted for the remaining</p>		

	26.5%, with residents of Auckland at 15.2%* 88.4% of audience surveyed Extremely Likely, or Very Likely to attend the Festival again <i>*Identified Visitors' as per the commissioned Qrious data report.</i>
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Sponsorship Requested	Amount
Sponsorship 2017	\$130,000
<b>Total</b>	<b>\$130,000</b>

Management Assessment	Management 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	3
Number of anticipated participants	4
Utilisation of city assets	5
<b>Total</b>	<b>24/30</b>

Management Recommendation
<p><b>APPROVE</b></p> <p>The event is seen as a natural fit with Council – Hamilton city as a tourist/ event destination and Hamilton Gardens as a 'must see' destination. It is an event the city should be proud of.</p> <p>The organisers are increasingly moving towards the promotion of the event nationally and leverage much more on the Hamilton Gardens story.</p>

Event Sponsorship Scorecard



Application Information	
<b>Event Name and Date</b>	Balloons over Waikato - Wednesday 21 to Sunday 25 March 2018
<b>Applicant/Organisation</b>	Balloons over Waikato Trust & Classic Events Limited
<b>Event Venue</b>	Innes Common (Hamilton Mass Ascension and University of Waikato (The Zuru Nightglow). There are various other locations utilised during the 5 day festival, subject to confirmation i.e. Garden Place and Hamilton Schools
<b>Event Type</b>	Cultural/Arts Festival
<b>Event Overview</b>	<p>Balloons over Waikato (BOW) is seen as an iconic event for Hamilton and the Waikato Region. This event remains one of the last large scale free events in NZ.</p> <p>It is a 5 day balloon festival that attracts largest public attendance across the opening "Hamilton Mass Ascension" event (Wednesday) and "The Zuru Nightglow" (Saturday).</p> <p>A relatively new addition to the suite of events across the five days is the City Burn and Markets Event in Garden Place (Friday) and this has continued to attract increasing numbers.</p> <p>The event organisers will work with Hamilton and Waikato Tourism and social media influences to assist in the growth of attendance for domestic audiences. For the 2017 event, BoW featured in a successful and visible "Short Escapes Campaign" via the NZ Herald, Dominion Post and digital promotion platforms.</p> <p>The event also partners with a charity for a three year term. In 2017 the festival raised \$20,000 for the Waikato Sunrise Rotary group.</p>
<b>Target Market</b>	Local and regional attendees plus domestic audiences (Auckland, BOP, Taupo, Rotorua and Wellington)
<b>Event Objectives</b>	<ul style="list-style-type: none"> <li>Remain FREE As one of the last large scale events in NZ that remains entirely free for the public to attend</li> <li>Remain UNIQUE "Where else do a Rocket man, a Pirate Parrot, a Princess chariot, or an Elephant &amp; Polar Bear Hugging come together flying thru the sky? No other event creates the visual stimulation, magical beauty and excitement that BOW brings to the Waikato and we will work hard to continue to bring the WOW factor to the festival"</li> <li>Provide a fun, safe, exhilarating experience for all visitors that attend</li> <li>Continue to promote Hamilton as a must visit destination and highlight all of the cities many attractions nationally and internationally via marketing campaigns</li> <li>Attract more national and international media, visitors and participants</li> <li>Focus on the growth and long term sustainability of the event</li> </ul>
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>Recognition of Hamilton City Council as 'Strategic Partner' (one of four)</li> <li>Naming rights to the opening morning event "The Hamilton Mass Ascension" at Innes Common including the Mayor (or other elected representative) opening the event</li> <li>Hamilton branding is also up for the entire 5 days of the festival at Innes Common</li> <li>4 rides in a Hot Air Balloon at "Hamilton Mass Ascension" and 10 x family invitations to "The Zuru Nightglow" – to be used as Council wishes for hosting</li> <li>Placement of Hamilton City Council logo across all relevant digital event materials, including website</li> </ul>

	<ul style="list-style-type: none"> <li>Hamilton City Council being given verbal acknowledgement during presentations(s)/ public announcement(s) and on event day</li> <li>Hamilton City Council being acknowledged in the news and press/media releases(s)</li> </ul>		
<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	180		
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	3000 daily at Innes Common 75,000-80,000 at Zuru Nightglow 135,000 spectators overall Please note: due to being a FREE event the organisers say there is no way of knowing exactly numbers of how many spectators enjoy the event from outside Hamilton and Internationally.		
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
<b>Accommodation (Anticipated bed nights )</b>	50-60 international and national pilot and crew members generally require accommodation for the festival, minimum 5 nights but most stay 7-10 nights. (250-600 bed nights)		
<b>Funding Purpose</b>	Covering costs of running event including but not limited to twenty individual balloon teams attending from NZ, USA, China, Brazil, Canada and Australia.		
<b>Previous HCC Sponsorship</b>	2016 - \$75k 2015 - \$70k 2014 - \$65k 2013 - \$65k 2012 - \$65k 2011 - \$40k 2010 - \$40k 2009 - \$45k 2008 - \$40k		
<b>External Funding</b>	Budget information supplied with the application includes external funding from Naming rights sponsorships (3), corporate sponsorships, community trust funding,		
<b>Previous HCC Leveraging</b>	In 2016, Management approved funding towards pilot party, branded collateral, amenities at City Burn and balloon giveaways at Mass ascension. Total \$8375. The use of city grounds and parks has also been discounted from \$250 down to \$100 with park bonds waived.		
<b>Past Event Performance</b>	Classic Events Limited have been running BOW for the previous 13 years		

Sponsorship Requested	Amount
Sponsorship 2017	\$75,000
<b>Total</b>	<b>\$75,000</b>

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	5
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	5

Utilisation of city assets	5
<b>Total</b>	<b>25/30</b>

**Management Recommendation**

**APPROVE**

The Balloons over Waikato event continues to be a cornerstone event for Hamilton that attracts significant national and international attention. The extremely high participation levels at a range of events during 'Balloons week' by Hamiltonians and neighbouring residents is testament to that.

## Event Sponsorship Scorecard

Application Information	
<b>Event Name and Date</b>	New Zealand Marching Championships – Thursday 15 March to Saturday 17 March 2018
<b>Applicant/Organisation</b>	Marching Waikato Association Incorporated
<b>Event Venue</b>	Claudelands Event Centre
<b>Event Type</b>	Sporting
<b>Event Overview</b>	<p>The NZ Marching Championships are held annually. The NZ Marching Association has selected the Marching Waikato Association to hold the 2018 event.</p> <p>It is the pinnacle marching event of a nine month training and competition season. It is held over three days with 50 teams expected to attend. The New Zealand Marching Championships show case Marching for marchers aged 7yrs up to 60 plus years. The majority of team members are between the ages of 7-18 years. The Under 12 age grade and the Under 16 age Grade are the two highest participants grades within the sport. Teams travel from across NZ to attend with their supporters also attending.</p> <p>Tickets are available for members of the public to attend. The last event was held in Hamilton in 2012, also at Claudelands.</p>
<b>Target Market</b>	<p>Local, regional and national marching teams and their supporters, general public</p> <p>Tickets will be \$10 for children and \$15 for adults (per day).</p>
<b>Event Objectives</b>	<ul style="list-style-type: none"> <li>• To organise an “event to remember”</li> <li>• To offer facilities to our competitors that complement their high standard of achievements</li> <li>• To showcase the sport of Marching</li> <li>• To host an event as economically as possible for all competitors and spectators</li> <li>• To promote Marching in Hamilton with the aim of growing our numbers of coaches, judges and marches</li> <li>• To ensure that our visitors to our city can leave with the “WOW” factor</li> <li>• To provide an equal playing field for all teams</li> <li>• To promote and encourage fair play and sound sportsmanship at all times</li> </ul>
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>• Opportunity for Hamilton City Council to be recognised as an event partner</li> <li>• Marching Waikato welcomes involvement with the Mayor or any interested Councillors at the event</li> <li>• Marching Waikato will promote Hamilton in any way possible including promotion of city attractions to teams and supporters</li> <li>• Hamilton City Council logo appearing on any document, uniform or advertisement relating to the event including website and facebook pages and outward competitor information plus venue branding.</li> <li>• Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s)</li> <li>• Hamilton City Council being acknowledged in the news and press/media releases(s)</li> </ul>

<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	150	500	
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	500	1000	
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
<b>Accommodation (Anticipated bed nights)</b>	Based on previous years' events, the teams attending from outside Hamilton require motel beds for up to 5-7 nights. Generally, the teams are very well supported by supporter attendance (often parents and siblings who follow teams around all season) who arriving later in the week and require up to 3-5 nights. The organisers suggest most teams prefer to stay in Hamilton to be close to city amenities and for ease of getting to and from the venue.  Motels – 500 beds for team members between 5-7 nights (2500 – 3500 bed nights) Motels – 1000 beds for supporters between 3-5 nights (3000 – 5000 bed nights) Hotels – 20 beds required for judges and officials for 4-5 nights (80-100 bed nights)		
<b>Previous HCC Sponsorship</b>	N/A		
<b>External Funding</b>	Budget information supplied with the application states no other external funding is being applied for.		
<b>Previous HCC Leveraging</b>	N/A		
<b>Past Event Performance</b>	The last event was held in Hamilton in 2012 with approximately 500 participants and over 1500 spectators attending.		

<b>Sponsorship Requested</b>	<b>Amount</b>
Sponsorship 2017	\$25,000
<b>Total</b>	<b>\$25,000</b>

<b>Management Assessment</b>	<b>Management Score (5)</b>
Fit to Hamilton City vision and profile	3
City exposure benefits	3
Generation of overnight visitation to city	5
Generation of incremental income to city businesses	4
Number of anticipated participants	4
Utilisation of city assets	3
<b>Total</b>	<b>23/30</b>

<b>Management Recommendation</b>
<b>APPROVE</b> Strong national event with high overnight attendance. Good fit to the objectives of the Event Sponsorship Policy.

## Event Sponsorship Scorecard

Application Information	
<b>Event Name and Date</b>	Hamilton Christmas Events 2017 <ul style="list-style-type: none"> <li>○ Christmas Parade (Sunday 10 December 2017)</li> <li>○ Christmas Tree (Saturday 2 December 2017 to 3 January 2018 plus two-week build time from 20 November 2017)</li> </ul>
<b>Applicant/Organisation</b>	Hamilton Christmas Charitable Trust
<b>Event Venue</b>	Parade – Anglesea Street Tree – Garden Place
<b>Event Type</b>	Arts
<b>Event Overview</b>	<p>These two events are two of the key Christmas Events for Hamilton city.</p> <p>The trust organises the only Christmas Parade held in the city and includes over 85 floats and 2,000 performers. This is a longstanding event that gives the opportunity for residents of Hamilton and the Waikato to celebrate the festive season in the centre of the city.</p> <p>The Tree, which is owned by the Trust, is the largest Christmas Tree in NZ (at 27 metres high) and begins with an opening night lighting ceremony and associated concert. This provides a focal point for Christmas with tree lighting. Significant investment in 2016 by the trust resulted in new tree lighting technology with the ability to change the lighting displays, arrange to music and other options yet to be revealed.</p> <p>In prior years the trust has also arranged a separate Carols Concert (previously held at Claudelands) but this is not taking place in 2017.</p>
<b>Target Market</b>	Wide appeal across the community / mass appeal to children aged 2-12 years
<b>Event Objectives</b>	<ul style="list-style-type: none"> <li>• Provide iconic Christmas events that give families and people of the region the opportunity to celebrate Christmas together - "Creating and Reliving Christmas Memories"</li> <li>• To develop sustainable events with an emphasis on including as many youth, families and people from our community/region</li> <li>• To ensure the events are free for the public to enjoy</li> <li>• To attract a minimum of 25,000 + people to the Christmas parade each year and ensure the Christmas tree is seen by as many local, regional and national people each year (this is estimated into the hundreds of thousands)</li> </ul>
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>• Recognition of Hamilton City Council as a major supporter of both events</li> <li>• Placement of Hamilton City Council logo across all relevant digital event materials, including website and facebook and other social media and any uniforms, documents and advertisements relating to the events. This would also include on the Christmas Tree, the wrap, key trust floats.</li> <li>• The opportunity for Council to use the tree for other promotional opportunities including joint promotion on the tree (to be discussed with the Trust)</li> <li>• The opportunity for Hamilton City Council to enter a float in the Christmas Parade with possible Mayoral, elected member and senior executive or staff involvement</li> <li>• Hamilton City Council being given verbal acknowledgement during presentations(s)/ public announcement(s)</li> <li>• Hamilton City Council being acknowledged in the news and press/media releases(s)</li> </ul>

<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	2000 +	100+	
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	40,000 + across both events		
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
<b>Accommodation (Anticipated bed nights )</b>	Not supplied		
<b>Previous HCC Sponsorship</b>	2016 - \$90k 2015 - \$85k 2014 - \$80k 2013 - \$55k 2012 - \$60k 2011 - \$90k 2010 \$80k		
<b>External Funding</b>	Budget information supplied with the application includes external funding from cash sponsorships, community grants and in-kind sponsorships.		
<b>Previous HCC Leveraging</b>	Hamilton Christmas parade, mayoral involvement in tree lighting ceremony, feature events in all Christmas collateral, support events with add on activities – Garden Place. Total leveraging spend in 2016 was \$10k.		
<b>Past Event Performance</b>	The Hamilton Christmas Charitable Trust has been the prime organiser of Christmas events in the city for the last 13 years.		

<b>Sponsorship Requested</b>	<b>Amount</b>
Sponsorship 2017	\$70,000
<b>Total</b>	<b>\$70,000</b>

<b>Management Assessment</b>	<b>Management Score (5)</b>
Fit to Hamilton City vision and profile	2
City exposure benefits	1
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	1
Number of anticipated participants	2
Utilisation of city assets	4
<b>Total</b>	<b>11/30</b>

<b>Management Recommendation</b>
<p><b>APPROVE</b></p> <p>1) That \$70,000 be awarded to the Hamilton Christmas Trust for the 2017/18 year and the 2018/19 year;</p> <p>2) The relevant budget from the Event Sponsorship fund approved for this activity is redirected to the City Events Budget.</p>

## Event Sponsorship Scorecard

Application Information			
<b>Event Name and Date</b>	Distinguished Gentleman's Ride 2017- Sunday 24 September 2017		
<b>Applicant/Organisation</b>	OneFortySeven Communications (OFS)		
<b>Event Venue</b>	Hood Street, Hamilton Gardens, The Base plus riding throughout the city and suburbs		
<b>Event Type</b>	Charity/Community – annual		
<b>Event Overview</b>	<p>The Distinguished Gentleman's Ride (DGR) is an annual event that takes place across hundreds of cities worldwide to raise funds and awareness for men's health, specifically prostate cancer research and suicide prevention.</p> <p>It takes the form of a ride day with "dapper dressed" riders on classic motorcycles riding a set route through the city, finishing at Hood Street, Hamilton Central. The final destination hosts a range of other activities for the general public to engage in such as bands, shoe shine stalls, barber service stalls and supplier stalls.</p> <p>The event was first hosted in Hamilton in 2016 and 94 riders took part. \$16,222 was raised and the Hamilton event was the third most successful across 10 NZ cities.</p>		
<b>Target Market</b>	Motorcycle riders (classic and vintage) and general public		
<b>Event Objectives</b>	<ul style="list-style-type: none"> <li>• Raise funds and awareness for Men's health</li> <li>• Create an annual event for Hamiltonians to look forward to each year</li> </ul>		
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>• Create an annual event for Hamiltonians to look forward to each year</li> <li>• Promote Hamilton to DGR enthusiasts worldwide</li> <li>• Provide economic stimulus for local business and city centre</li> <li>• Help reduce any "stigma" of motorcyclists within Hamilton</li> <li>• Potential for event to grow into something iconic (i.e. Napier Art Deco weekend)</li> <li>• Hamilton is seen as charitable and caring</li> <li>• Hamilton City Council logo used to recognise support in all print, media</li> <li>• Hamilton City Council receives verbal recognition during presentations and in media releases</li> </ul>		
<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	110	20	0
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	5000+	0	0
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	5	0	0
<b>Accommodation (Anticipated bed nights)</b>	20 hotel beds (1-2 nights) = Up to 40 bed nights		
<b>Previous HCC Sponsorship</b>	N/A - new application		
<b>External Funding</b>	Budget information supplied with the application includes external funding from local sponsors and community business.		
<b>Previous HCC Leveraging</b>	N/A		

<b>Past Event Performance</b>	N/A
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<b>Sponsorship Requested</b>	<b>Amount</b>
Sponsorship 2017	\$10,000
<b>Total</b>	<b>\$10,000</b>

<b>Management Assessment</b>	<b>Management Score (5)</b>
Fit to Hamilton City vision and profile	3
City exposure benefits	0
Generation of overnight visitation to city	0
Generation of incremental income to city businesses	1
Number of anticipated participants	0
Utilisation of city assets	1
<b>Total</b>	<b>5 / 30</b>

<b>Management Recommendation</b>
<p><b>DECLINE</b></p> <p>This is a good community awareness activity but well outside of the scope for the purpose of the event sponsorship fund.</p> <p>Please note this application requests sponsorship for future years (18/19 \$5k and 19/20 \$2.5k). Management will advise the applicant to make this application to the single year contestable community grants in future years for consideration.</p>

## Event Sponsorship Scorecard

Application Information	
<b>Event Name and Date</b>	Round the Bridges – Sunday 19 November 2017
<b>Applicant/Organisation</b>	Classic Events Limited
<b>Event Venue</b>	Garden Place, Civic Square, Victoria Street, Waikato River paths and parks, Hamilton Gardens and various other streets over the course
<b>Event Type</b>	Sporting
<b>Event Overview</b>	<p>Round the Bridges is one of New Zealand’s oldest annually contested elite road-running races. It was originally established in 1945 and in 2017, will celebrate its 73<sup>rd</sup> year.</p> <p>The event consists of a 2km kids challenge, 6km and 12km fun run and 12km corporate challenge and utilises numerous Council facilities and amenities including Garden Place (start/finish area), river paths, CBD roads and bridges and a section of Hamilton Gardens.</p> <p>The event is well supported locally, with 77% of participants originating in Hamilton. A strong focus in 2017 is attracting participants from outside the region to take part. With participation levels not at full capacity, the event organisers will work with Hamilton and Waikato Tourism and social media influences to assist in the growth of participation for non-residents.</p> <p>The event helps to promote health and wellbeing among the local community and acts as a fundraising platform for a range of local charities.</p>
<b>Target Market</b>	Local community, runners and walkers, families and corporate groups
<b>Event Objectives</b>	<p>Round the Bridges’ primary objectives for this event are to:</p> <ul style="list-style-type: none"> <li>• Ensure participants entry cost remains low</li> <li>• Grow participation levels to over 6000, with a long term goal of 10,000 over the next 5 years</li> <li>• Increase fundraising for local charities in excess of \$100,000</li> </ul>
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>• Recognition of Hamilton City Council as ‘Major Partner’ of Round the Bridges 2017</li> <li>• Acknowledgement as official “Drinks Station naming rights partner”. Naming rights to all three drink stations situated around the official course route. These can be branded and staffed to Council’s choosing including but not limited to branded eco cups, Councillors/ staff handing out refreshments and encouraging runners and an agreed to name to reference all the drink stations on course.</li> <li>• 20 complimentary entries into 12km or 6km race to be used as external promotion or for staff/Councillors</li> <li>• Placement of Hamilton City Council logo across all relevant digital event materials, including website, registration platform, e-ticket confirmation and downloadable finishers certificate</li> <li>• Advertising space/ content across relevant electronic newsletters sent to Round the Bridges database (8,500 subscribers)</li> <li>• Hamilton City Council being given verbal acknowledgement during presentations(s)/ public announcement(s) and on event day</li> <li>• Hamilton City Council being acknowledged in the news and press/media releases(s)</li> <li>• Approval to use the Round the Bridges event name and logo where relevant</li> <li>• Potential for Mayor or other elected member to officially start the event</li> </ul>

<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	4,500	1,500	
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	4,000		
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas

<b>Accommodation (Anticipated bed nights )</b>	Not supplied
<b>Previous HCC Sponsorship</b>	<p>In 2016 this event was awarded \$5000 annual sponsorship via the event Sponsorship Fund</p> <ul style="list-style-type: none"> <li>• 201, 2013, 2014 and 2015: Application declined due to competitive nature of the reduced fund</li> <li>• 2010 and 2011:\$20,000</li> <li>• 2009: \$15,000</li> </ul> <p>The event was under different management from 2009-2016.</p>
<b>External Funding</b>	Budget information supplied with the application includes external funding from other sponsorship funding applications and in-kind sponsorship.
<b>Previous HCC Leveraging</b>	N/A
<b>Past Event Performance</b>	In 2016 the event had just under 6000 participants making it officially one of New Zealand’s largest fun runs. The event has historically attracted strong support from the local community.

<b>Sponsorship Requested</b>	<b>Amount</b>
Sponsorship 2017	\$20,000
<b>Total</b>	<b>\$20,000</b>

<b>Management assessment against criteria</b>	<b>Management Score (5)</b>
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	4
Utilisation of city assets	5
<b>Total</b>	<b>20 / 30</b>

**Management Recommendation**

**DECLINE**

This is a well-established event. Under new management there appears to be a much stronger focus to attract a greater national standing for the event and attract a much wider NZ audience. This event has the potential to grow overnight visitation and profile.

Event Sponsorship Scorecard



Application Information	
<b>Event Name and Date</b>	HAKA - 23-30 March 2018
<b>Applicant/Organisation</b>	Community Development Trust (CDT). CDT is a Hamilton based charitable trust with aims and objectives relating to the protection and promotion of intangible cultural heritage – with a specific focus on Māori and Indigenous arts and culture.
<b>Event Venue</b>	Hamilton Gardens
<b>Event Type</b>	Arts - Cultural
<b>Event Overview</b>	<p>HAKA is an annual Māori arts and cultural exposition that showcases traditional and contemporary Waikato-Tainui Māori performing arts, Māori visual arts and Māori customary practices. The event is designed to appeal to Māori and non-Māori alike. The event will also be of strong appeal to international visitors seeking a more authentic Māori arts and cultural experience whilst in New Zealand.</p> <p>HAKA 2018 will be staged in support of the WAIKATO RIVER FESTIVAL – HE PIKO HE TANIWHA. The event will take place over 7 days at Hamilton Gardens and include:</p> <ul style="list-style-type: none"> <li>• Māori Visual Art Exhibitions</li> <li>• Interactive Māori Arts &amp; Cultural Workshops</li> <li>• Tā Moko Pavilion</li> <li>• Waka Pavilion</li> <li>• Māori Story Tellers &amp; Guest Speakers</li> <li>• Interactive Kapa Haka Performances</li> <li>• Hangi / Kai Pavilion</li> <li>• Contemporary and traditional Entertainment Tainui Waka region and beyond;</li> <li>• Marketplace</li> <li>• Waikato-Tainui Māori Heritage Tours</li> </ul>
<b>Target Market</b>	A diverse cross section of people from the local community and from outside the region
<b>Event Objectives</b>	<ul style="list-style-type: none"> <li>• To establish HAKA and the WAIKATO RIVER FESTIVAL as iconic events for Hamilton City and the Waikato region.</li> <li>• Work collaboratively with the Māori arts community, regional &amp; national media, Hamilton Waikato Tourism &amp; project stakeholders to promote this event.</li> <li>• The WAIKATO RIVER FESTIVAL aims to showcase and celebrate the iconic Waikato River. The aim is to provide a diverse programme of activities throughout the month of March in and/or around the Waikato River. This event will commence with ceremonial activities at the source of the Waikato River and will conclude with ceremonial activities at the point where the Waikato River exits into the sea.</li> <li>• In addition to the HAKA event at the Hamilton Gardens, we wish to provide a variety of activities along the Hamilton Riverbank area throughout the month of March to position Hamilton as the regional hub and heart of the WAIKATO RIVER FESTIVAL.</li> </ul>
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>• Recognition of Hamilton City Council as Strategic Partner and Major Funder of HAKA 2018</li> <li>• Hamilton City Council logo placement on all print material and online collateral</li> <li>• Hamilton City Council branded signage given premium site placement</li> <li>• VIP Hospitality for use by HCC guests at events</li> </ul>

<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	200	50	
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	4000	2000	4000
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	50	20	
<b>Accommodation (Anticipated bed nights )</b>	Hotels: 500 beds for 1 night Motels: 500 beds for 1 night Campground/Marae: 200 for 1 night Home hosted: 500 for 1 night Total 1700 bed nights  Organisers expect participants (i.e. people involved in the event production) will stay for the duration of the event (7 nights). We expect that international visitors and visitors from outside the region will stay at least 1 night. We estimate that 50% of visitors from the Waikato will stay overnight (with many staying with friends & family).		
<b>Previous HCC Sponsorship</b>	In 2016 CDT applied for sponsorship for “HAKA and Waikato River Festival 2017” sponsorship in 2016 but was declined by the Event Sponsorship Subcommittee.		
<b>External Funding</b>	Budget information supplied with the application includes external funding from Central Government, Community trusts, Gaming trusts, Lotteries Trusts, cash sponsorships and in-kind sponsorships.		
<b>Previous HCC Leveraging</b>	Hamilton Gardens have confirmed they did not sponsor the 2017 event.		
<b>Past Event Performance</b>	CDT have previously held a HAKA event at Founders (“HAKA and Ahi KAA Homes Fires”) and venue management have advised the event and its management was well run and without issue.		

Sponsorship Requested	Amount
Sponsorship 2017	\$50,000
<b>Total</b>	<b>\$50,000</b>

Management Assessment	Management 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	3
Number of anticipated participants	3
Utilisation of city assets	4
<b>Total</b>	<b>18 / 30</b>

**Management Recommendation**

**DECLINE**

HAKA and the Waikato River Festival events have been identified in the Tourism Opportunities Plan by Hamilton Waikato Tourism as important product development opportunities for the region. It is a good event concept but multi-faceted in its approach which may prove challenging.

## Event Sponsorship Scorecard

Application Information	
<b>Event Name and Date</b>	Frankton Thunder – Saturday 3 to Sunday 4 March 2018
<b>Applicant/Organisation</b>	Frankton Thunder Charitable Trust
<b>Event Venue</b>	Frankton Village
<b>Event Type</b>	Community day with charity benefit
<b>Event Overview</b>	<p>The annual Frankton Thunder Automotive Festival is a two-day event which brings together a wide range of automotive interest groups including classic cars, hot rods, motorcycles, club displays, military vehicles, performance vehicles and drag racing displays.</p> <p>Based in and around Commerce St in Frankton, the event also includes the Thunder Ink Tattoo Show, Burlesque, Miss Frankton Thunder retro fashion, live music and the Ulysses Motorcycle Club Child Cancer Charity Run.</p> <p>Hamilton is seen as a very automotive based environment. The previous Race event within the area did produce local benefit which is now lost. The event is intended to provide a positive activity and encourage others to participate in the area.</p>
<b>Target Market</b>	Local residents. Entry to the event is free.
<b>Event Objectives</b>	<ul style="list-style-type: none"> <li>To promote the Frankton Village Precinct as a destination within Hamilton City itself</li> <li>To raise funds for Child Cancer by involving the community in assisting the fund raising objectives of Ulysses Club and the Trust</li> </ul>
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.</li> <li>Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.</li> <li>Hamilton City Council being acknowledged in the news and press/media releases(s).</li> </ul>

<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	2000		
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	3000		
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	250		
<b>Accommodation (Anticipated bed nights )</b>	N/A		
<b>Previous HCC Sponsorship</b>	N/A		
<b>External Funding</b>	Budget information supplied with the application includes external funding from in-kind sponsorships and business donations. A full detailed budget was not supplied.		
<b>Previous HCC Leveraging</b>	Road closure costs have in the past been partially sponsored but is unavailable in 2018. This has prompted this application to Council.		

<b>Past Event Performance</b>	N/A
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<b>Sponsorship Requested</b>	<b>Amount</b>
Sponsorship 2017	\$11,000
<b>Total</b>	<b>\$11,000</b>

<b>Management Assessment</b>	<b>Management Score (5)</b>
Fit to Hamilton City vision and profile	2
City exposure benefits	1
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	1
Number of anticipated participants	1
Utilisation of city assets	1
<b>Total</b>	<b>7 / 30</b>

<b>Management Recommendation</b>
<p><b>DECLINE</b></p> <p>This is a commendable charitable activity but well outside of the scope for the purpose of the event sponsorship fund.</p> <p>Management will advise the applicant to make this application to the single year contestable community grants in future years for consideration.</p>

## Event Sponsorship Scorecard

Application Information	
<b>Event Name and Date</b>	The Waikato 100 - Saturday 25 November 2017
<b>Applicant/Organisation</b>	Waikato Rowing Club
<b>Event Venue</b>	Waikato River (starts at the Hamilton club and finishes 100km downstream at Elbow Corner)
<b>Event Type</b>	Sporting
<b>Event Overview</b>	<p>The Waikato 100 is a “human powered endurance event” on the Waikato River. It is an open invitation event for rowing crews, waka-ama, kayakers and stand up paddle boarders (SUPs). It’s estimated to take 6-8 hours to complete. It starts at the Waikato Rowing Club’s Hamilton river base and finishes 100km downstream at ‘Elbow Corner’.</p> <p>It is a time trial race with optional relay stops at Ngaruawahia (20km), Rangiriri (50km) and Mercer (75km). Categories include masters, schools, universities, club and mixed crews.</p> <p>NZ Rowing has committed to attend the 2017 event. Though numbers are difficult to estimate, the organisers have early indications of potential entrants from across NZ. As awareness grows the organisers expect clubs further afield, including off shore (e.g. Australia), will compete.</p> <p>The event will begin with a powhiri highlighting the history of the Waikato River and its significance to the people of Hamilton.</p> <p>The inaugural event took place in 2016 with 45 participants.</p>
<b>Target Market</b>	Water sport enthusiasts across the region and NZ
<ul style="list-style-type: none"> <li>Event Objectives</li> </ul>	<ul style="list-style-type: none"> <li>To promote healthy waterways initiatives; Promote clean water resolutions in the region that will benefit Hamilton’s community;</li> <li>To give back to community; fund raising initiatives all entrants will commit to whereby they raise funds for their chosen charity or for the Event charity much of which will benefit local organisations;</li> <li>Support Waikato Rowing Club’s desire to activate rowing in the community.</li> </ul>
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>Recognition of Hamilton City Council as major supporter of the event</li> <li>Prominent Hamilton city Council branded signage at Event</li> <li>Right of use of photos/video in Hamilton City Council promotional material</li> <li>Networking opportunities available to Hamilton City Council with partner sponsors</li> <li>Link from event web site <a href="http://www.waikato100.kiwi">www.waikato100.kiwi</a> to HCC web site (and visa versa) Link from FB <a href="http://www.facebook.com/waikato100">www.facebook.com/waikato100</a> to HCC page (and visa versa)</li> <li>Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.</li> <li>Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s), during hosting event , pre start officiating and post event function</li> <li>Promote the river’s importance (<a href="http://www.waikato100.kiwi/river">www.waikato100.kiwi/river</a>): history, cultural significance, issues and solutions, long term aims eg Te Awa</li> <li>Promote river restoration and protection of the most degraded section-lower Waikato River</li> </ul>

<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	120 rowing 30 waka ama 10 kayaking 10 SUP	150 rowing 50 waka ama 30 kayaking 40 SUP	2018 event
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	200	250	
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	15	5	
<b>Accommodation (Anticipated bed nights )</b>	Hotels – 20 Motels – 60 Schools – 50 Home hosted – 100  Organisers expect most attendees to base themselves in Hamilton and stay for up to 2 nights		
<b>Previous HCC Sponsorship</b>	N/A		
<b>External Funding</b>	Budget information supplied with the application includes external funding from a Community trust and corporate sponsorships.		
<b>Previous HCC Leveraging</b>	N/A		
<b>Past Event Performance</b>	<p>This event did not apply for event sponsorship funding for its inaugural event in 2016.</p> <p>The Waikato Rowing Club has never organised an event of this nature. However, Waikato 100 Event Director and club member Rob Hamill has. In 2002, Rob co-organised the start-up event, The Great Race, an annual rowing eights race between Waikato University and a mixture of international university opposition including Oxford, Cambridge, Harvard, Sydney, Melbourne and Washington. The Great Race Ball ran for five years in conjunction with the Event and with 1800 attendees was the Waikato's biggest social occasion on the calendar. The Great Race ran consecutively from 2002-15. Planning is underway for its return in September 2018.</p>		

<b>Sponsorship Requested</b>	<b>Amount</b>
Sponsorship 2017	\$30,000
<b>Total</b>	<b>\$30,000</b>

<b>Management Assessment</b>	<b>Management Score (5)</b>
Fit to Hamilton City vision and profile	4
City exposure benefits	2
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	1
Number of anticipated participants	1
Utilisation of city assets	3
<b>Total / 30</b>	<b>12 / 30</b>

<b>Management Recommendation</b>
<b>DECLINE</b> A good event with potential however it delivers limited returns under the sponsorship fund criteria.

Event Sponsorship Scorecard



Application Information	
<b>Event Name and Date</b>	Bridge to Bridge Water Ski Classic – Friday 10 to Sunday 12 November 2017
<b>Applicant/Organisation</b>	New Zealand Water Ski Racing Association
<b>Event Venue</b>	The event is based at the Grantham Street boat ramp in central Hamilton and all the racing happens on the Waikato River
<b>Event Type</b>	Sporting
<b>Event Overview</b>	<p>The Bridge to Bridge (B2B) is an annual premier event for Water Ski Racing in NZ. It takes place annually on the Waikato River. It includes water ski races, power boaters and jet skiers. It is organised by the New Zealand Water Ski Racing Association which is not-for-profit organisation.</p> <p>B2B sees over 250 competitors race along the Waikato River in numerous categories with boats exceeding 120 MPH and over 5000 spectators on the river banks plus plenty more watching from their properties along the river bank. Teams travel from as far south as Otago and also from all over Australia to include family and individual teams.</p> <p>This year marks 34 years the event has been produced. Yamaha &amp; Rollo's Marine is locked in as naming right sponsors. Rollo's Marine has been naming right sponsors for 30 of the 34 years the event has run.</p>
<b>Target Market</b>	Water ski enthusiasts and members of the public watching along the river
<b>Event Objectives</b>	<ul style="list-style-type: none"> <li>• Showcase water ski racing to the Waikato and surroundings community to encourage membership and interest for the sport as whole and promote the mighty Waikato River to attract tourists and spectators.</li> <li>• Increase awareness for the community to know when the event is and how and where to watch.</li> <li>• Get people to the banks of the river for our sponsors so we can display boating in a positive light in the hope that more people get out on our Waikato waterways and use them as intended.</li> <li>• Create a memorable event that spectators and competitors look forward to in years to come.</li> <li>• Encourage a large group of local sponsors to be actively involved in making the Bridge to Bridge Water Ski Classic better year after year.</li> </ul>
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>• The event utilises the Waikato River which helps showcase the river</li> <li>• Promotion of Hamilton to other domestic and international competitors to experience the Waikato River and the services that Hamilton has to offer (70% of our competitors are from outside the Hamilton/Waikato Region; therefore this is beneficial for the local economy in regards to accommodation and food and beverage outlets)</li> <li>• Opportunity for Hamilton City Council to be recognized as an event partner by:             <ul style="list-style-type: none"> <li>○ featuring a static or video advert on the Big Screen</li> <li>○ sponsoring of a specific race or category</li> <li>○ installing branded marquees and flags at the river bank over the three day weekend</li> <li>○ hosting corporate hospitality experience on the Sunday while watching the Long Race</li> <li>○ advertising in the Official Bridge to Bridge Program</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ staffing a 'Council' or 'i-Site' trade stand on site</li> <li>• Hamilton City Council logo appearing on any document, uniform or advertisement relating to the event including website and facebook pages and outward competitor information</li> <li>• Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s)</li> <li>• Hamilton City Council being acknowledged in the news and press/media releases(s)</li> </ul>
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<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	80	150	20
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	4,500	500	20
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
<b>Accommodation (Anticipated bed nights)</b>	<p>Hotels – 250 beds for 3 to 4 nights Home hosted – 20 beds for 3 nights</p> <p>The organisers state that domestic competitors they generally stay for 3 nights whereas the Overseas and South Islanders will stay over 4 nights. A minority stay just Friday and Saturday night but most stay Sunday night also. Those who have travelled from Australia and the South Island usually stay the Thursday night before the event also.</p>		
<b>Previous HCC Sponsorship</b>	In 2016 the event applied for \$10k was awarded \$5k from the event sponsorship fund by the Event Sponsorship Subcommittee.		
<b>External Funding</b>	Budget information supplied with the application includes external funding from community trusts, a Gaming Trust, and commercial sponsorships including naming rights.		
<b>Previous HCC Leveraging</b>	N/A		
<b>Past Event Performance</b>	The New Zealand Water Ski Racing Association (NZWSRA) owns the event and the Bridge to Bridge organising committee will deliver and produce the event. The organising committee consist of volunteers and a paid marketing/sponsorship contractor and all parties are actively involved and will be responsible for organising the event.		

Sponsorship Requested	Amount
Sponsorship 2017	\$10,000
<b>Total</b>	<b>\$10,000</b>

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	3
City exposure benefits	3
Generation of overnight visitation to city	2
Generation of incremental income to city businesses	2

Number of anticipated participants	2
Utilisation of city assets	3
<b>Total</b>	<b>15 / 30</b>

**Management Recommendation**

**DECLINE**

This is a well-established and week funded event. There is low level economic generation for the city from this event.

## **Event Sponsorship Fund 2018/19**

### **Application Scorecard Summaries and Management Recommendations**

- 1) National Hockey League and Seniors Tournament 2019
- 2) National Leisure Marching Display Day 2019

Application Information	
<b>Event Name and Date</b>	National Hockey League & Seniors Tournament: 15 -23 September 2018 National Masters Tournament: 18-24 November 2018
<b>Applicant/Organisation</b>	New Zealand Hockey Incorporated
<b>Event Venue</b>	Waikato Hockey , Hamilton Lake
<b>Event Type</b>	Sporting
<b>Event Overview</b>	<p>This application is for two separate events that are being arranged by NZ Hockey to take place in Hamilton in 2018:</p> <p><u>National Hockey League (NHL)/National Seniors Tournament – September 2018</u></p> <p>NHL is the Premier Amateur National Competition with the eight best men's and women's teams in the country representing our 300+ Clubs, 32 Associations through 8 Regions. These regions cover the entire country and comprise of Northland, North Harbour, Auckland, Midlands, Central, Capital, Canterbury and Southern. NHL will attract 16 Teams (men's and women's teams from 8 regions) totalling 320+ players, coaches &amp; officials</p> <p>National Seniors Tournament is a Regional Association based event with 20 – 30 teams participating, with approximately an additional 600+ participants and officials in attendance.</p> <p>The 32 Association's fit into 8 regions, with NHL representing the best players from these regions and Seniors Tournament giving those below NHL level the opportunity to represent their relevant Association.</p> <p>These tournaments are the two biggest national senior tournaments on the Hockey NZ calendar.</p> <p><u>National Masters Tournament – November 2018</u></p> <p>The National Masters Hockey Tournament is Hockey NZ's annual event for associations and participants aged over 35 years of age. Approximately 1,000 participants aged from 35 – 70 will participate in this event and it is an equal mix of male and females.</p> <p>The National Masters event provides a national tournament for Masters participants nationwide to compete in. National Masters has been run since 1997 and has grown quite substantially in this time.</p> <p>The event is the most successful national tournament that Hockey New Zealand runs at present.</p>
<b>Target Market</b>	<p>NHL and National Seniors Tournament: Regional Hockey Athletes, Coaches, Officials and Supporters. Local community including hockey fans and wider community, with particular emphasis on families</p> <p>Masters Tournament: Master Hockey community and their supporters/families. Masters are hockey participants aged 35+</p> <p>Entry fees are kept low. Round robin matches: range from free (child) to \$10 (adult) Finals : range from \$5 (child) to \$15 (adult)</p>
<b>Event Objectives</b>	<ul style="list-style-type: none"> <li>NHL and Seniors: Increase national awareness of the tournaments, NHL is Hockey NZ's premier domestic tournament, and to increase the crowd attendance at the event.</li> <li>Masters: Increase awareness and participation in the tournament. In 2016, 72 teams and well in excess of 1,000 participants, as well as 50+ officials attend the event. 2015 tournament in Hawkes Bay has independent evaluation of total regional and visitor</li> </ul>

	involvement of 2,482 people.		
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>Presenting sponsor which includes brand recognition alongside every event communication including digital, radio, print and TV/Live Streaming coverage</li> <li>Promotion of partnership through all event communications including media releases, match day information and event branding</li> <li>Advertising/promo space in tournament programme and live streaming broadcast, Hamilton tourism video content in any live-streaming broadcast</li> <li>Hamilton City Council branding at the venue (Hamilton Council to provide signage, banners, flags etc) ,</li> <li>Hamilton City Council logo on ball children and/or umpires uniforms</li> <li>Complimentary passes to all matches and VIP hosting at finals day</li> <li>Match reports and event report for Hamilton Council's own communications including images</li> <li>Any other initiatives that Hamilton Council requires we are more than happy to deliver</li> <li>Hockey Athletes utilised to help promote Hamilton as a destination via digital and social media platforms including Facebook.</li> </ul>		
<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	NHL/Seniors 30 Masters 100-200	NHL/Seniors 360 Masters 1000-1200	NHL/Seniors 12
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	Masters – 100-250	Masters 300-600	
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	NHL/Seniors 10 Masters 12	5 5	
<b>Accommodation (Anticipated bed nights )</b>	NHL/Seniors – over 7000 bed nights Masters – over 7700 bed nights  Hotels: NHL/Seniors – 350 beds for 10 nights, Masters 600-650 beds for 7 nights Motels: NHL/Seniors - 300 beds for 10 nights, Masters 500-600 beds for 7 nights  Includes teams and officials		
<b>Previous HCC Sponsorship</b>	N/A		
<b>External Funding</b>	Budget information supplied with the application includes external funding from Central Government, a gaming trust, event naming rights agreements and in-kind sponsorships.		
<b>Previous HCC Leveraging</b>	In 2016/17 FY, Hockey NZ In received \$20k for the NZ Blacksticks vs India series (May 2017) from the Event Leverage fund.		
<b>Past Event Performance</b>	Hockey New Zealand is vastly experience in delivering a national domestic tournament programme. Hockey NZ is the National Sports Organisation for Hockey. It is made up of 8 Regions, 32 Associations and 300+ clubs under the Hockey NZ umbrella.		

<b>Sponsorship Requested</b>	<b>Amount</b>
Sponsorship 2018	\$50,000
<b>Total</b>	<b>\$50,000</b>

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	4
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	3
Number of anticipated participants	4
Utilisation of city assets	3
<b>Total</b>	<b>22 / 30</b>

Management Recommendation
<p><b>APPROVE</b></p> <p>A strong national sports competition that has bypassed Hamilton for a number of years. This approval is recommended as it is in keeping with our aim to attract more of these types of national events with strong overnight visitation.</p> <p><i>This sponsorship application is for an event taking place in a future financial year. Although funding will be approved now, it will be paid from the 2018/19 financial year budget</i></p>

## Event Sponsorship Scorecard

Application Information			
<b>Event Name and Date</b>	New Zealand Leisure Marching Nationals – Friday 8 March to Saturday 9 March 2019		
<b>Applicant/Organisation</b>	Silver Diamonds Leisure Marching Team		
<b>Event Venue</b>	Claudelands Event Centre		
<b>Event Type</b>	Sporting		
<b>Event Overview</b>	<p>New Zealand Leisure Marching Nationals 2019 is an annual event. In 2019, a local team (Silver Diamonds Leisure Marching Team) is hosting the event.</p> <p>The sport of 'Leisure Marching' is aimed at all ages primarily to those who competed in the sport of marching at a younger age. The age of this marching sector is usually between 40-80 years old and is well attended by enthusiastic teams and supporters from across NZ. Organisers expect 60-70 teams (average of 10 women per team) to attend the event.</p> <p>The application also suggests economic benefits to accommodation, dining, entertainment and retail businesses in the city due to the number of out of town attendees.</p>		
<b>Target Market</b>	Local, regional and national marching teams and their supporters, general public Tickets will be available for \$15 each (participants) and spectators (gold coin donation)		
<b>Event Objectives</b>	<ul style="list-style-type: none"> <li>• The motto of Leisure Marching is "Fun, Fitness and Friendship"</li> <li>• The 2019 National Leisure Marching Display is the best to date - attendees and visitors leave with memories of a great event</li> <li>• To showcase the Hamilton and Waikato Region to attendees</li> </ul>		
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>• Recognition of Hamilton City Council as 'Major Sponsor'</li> <li>• The Hamilton i-SITE can hold a pop up stand in the foyer to provide city and regional advice and information</li> <li>• Full page advertisement available in event programme</li> <li>• Opportunity for Council representative to speak at the event</li> <li>• Placement of Hamilton City Council logo across all relevant mail outs</li> <li>• Placement of Hamilton City Council logo across all relevant digital event materials, including website and facebook</li> <li>• Hamilton City Council being given verbal acknowledgement during presentations(s)/ public announcement(s) and on event day</li> <li>• Hamilton City Council being acknowledged in the news and press/media releases(s)</li> </ul>		
<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	30	570-600	
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	50	200	
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas

<b>Accommodation (Anticipated bed nights )</b>	500-600 beds required across motels and hotels for two nights
<b>Previous HCC Sponsorship</b>	N/A – new application
<b>External Funding</b>	Budget information supplied with the application includes external funding from corporate sponsorships.
<b>Previous HCC Leveraging</b>	N/A
<b>Past Event Performance</b>	N/A

<b>Sponsorship Requested</b>	<b>Amount</b>
Sponsorship 2018	\$12,000
<b>Total</b>	<b>\$12,000</b>

<b>Management Assessment</b>	<b>Management Score (5)</b>
Fit to Hamilton City vision and profile	4
City exposure benefits	4
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	3
Number of anticipated participants	3
Utilisation of city assets	4
<b>Total</b>	<b>22 / 30</b>

<b>Management Recommendation</b>
<p><b>APPROVE</b></p> <p>An event with strong numbers of participants and supporters visiting the city (and resulting overnight visitation) as a result of the event.</p> <p><i>This sponsorship application is for an event taking place in a future financial year. Although funding will be approved now, it will be paid from the 2018/19 financial year budget</i></p>

## **Event Sponsorship Fund 2019/20**

### **Application Scorecard Summary and Management Recommendation**

- 1) NZ Brass Band Championships 2019

Event Sponsorship Scorecard



<b>Application Information</b>	
<b>Event Name and Date</b>	New Zealand Brass Band Championships – Wednesday 10 July to Sunday 14 July 2019
<b>Applicant/Organisation</b>	Hamilton Citizens’ Band Inc
<b>Event Venue</b>	Claudelands Event Centre (event days) and lunchtime street march in Hamilton CBD (12 July)
<b>Event Type</b>	Arts – Music
<b>Event Overview</b>	<p>The NZ Brass Band Championships is one of the world’s oldest running music competitions, having been hosted in NZ since 1880. It’s an annual event hosted each year by a different city. It was last hosted in Hamilton in 1979, over 40 years ago.</p> <p>The contest is over five days and features junior, open solo and small ensemble competitions, five sections of band events and the highlight event, the invitational “Band of the Year” concert competition. The National event also includes a Street March/Parade of Bands event to take place in Hamilton Central</p> <p>The event will be adjudicated by an international judge (normally from Europe/UK) and local New Zealand judges.</p>
<b>Target Market</b>	<p>Brand band enthusiasts and their families, local audiences and public attendees.</p> <p>Tickets will be available from \$10 per day (child) or \$20 per day (adult).</p>
<b>Event Objectives</b>	<p>To host the innovative, memorable and successful brass band championships held in New Zealand by:</p> <ul style="list-style-type: none"> <li>• Promotion – to promote and showcase brass banding to the wider Hamilton community</li> <li>• Profitable – to ensure the contest is run at a profit as well as sponsors gaining financial benefit</li> <li>• Exceed Expectations – exceed expectations of participants, supporters, sponsors &amp; local community</li> <li>• Social Media – create an engaging informative social media campaign for participants and visitors</li> </ul>
<b>Potential Benefits to Hamilton City Council</b>	<ul style="list-style-type: none"> <li>• Hamilton City Council recognised as the Major Event Sponsor for the 2019 National Contest</li> <li>• Opportunity for Council vehicle to lead Street March/ Parade of Bands on 12 July and Mayor/Deputy Mayor to attend as dignitaries on ‘saluting dais’</li> <li>• Hamilton City Council to receive complimentary tickets to key events (to be confirmed) and invitations for Councillors to attend welcome and social events.</li> <li>• The Hamilton i-SITE can hold a pop up stand in the foyer to provide city and regional advice and information</li> <li>• Promotion of Hamilton as 2019 Host City at the Event Trade Stand at the 2018 NZ Brass Band Championships in Blenheim.</li> <li>• The Hamilton City Council logo is used to recognise support on any document, uniform or advertisement relating to the event.</li> <li>• Hamilton City Council recognised as sponsor with well positioned venue branding</li> <li>• Hamilton City Council receives verbal recognition during presentations and public announcements</li> <li>• Hamilton City Council is acknowledged in the news and press/media releases</li> <li>• Hamilton promotional video shown between bands on live internet stream (unique</li> </ul>

	viewing audience of more than 7,000 people from over 20 countries)		
<b>Attendance</b>	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	60	830	30
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	150	600	30
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	30		
<b>Accommodation (Anticipated bed nights)</b>	620 in hotels, 800 in motels and 100 at schools = 1,520 beds The majority of accommodation will be located in Hamilton and the anticipated stay is 4 nights.		
<b>Previous HCC Sponsorship</b>	N/A - new application		
<b>External Funding</b>	Budget information supplied with the application includes external funding from industry associated suppliers.		
<b>Previous HCC Leveraging</b>	N/A		
<b>Past Event Performance</b>	N/A		

<b>Sponsorship Requested</b>	<b>Amount</b>
Sponsorship 2018	\$50,000
<b>Total</b>	<b>\$50,000</b>

<b>Management assessment against criteria</b>	<b>Management Score (5)</b>
Fit to Hamilton City vision and profile	4
City exposure benefits	4
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	3
Number of anticipated participants	3
Utilisation of city assets	4
<b>Total</b>	<b>22 / 30</b>

<b>Management Recommendation</b>
<p><b>APPROVE</b></p> <p>This is an ideal national (with international interest) event that generates strong overnight visitation to the City. Hamilton needs more national events and organisations capable of putting on these types of events.</p> <p><i>This sponsorship application is for an event taking place in a future financial year. Although funding will be approved now, it will be paid from the 2019/20 financial year budget</i></p>

# Council Report

Item 13

**Committee:** Community and Services Committee  
**Date:** 08 August 2017  
**Author:** Kelvin Powell  
**Authoriser:** Blair Bowcott  
**Position:** City Safe Unit Manager  
**Position:** Executive Director Special Projects  
**Report Name:** Civil Defence Emergency Management (CDEM) Update

<b>Report Status</b>	<i>Open</i>
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## Purpose

1. To inform the Community and Services Committee on progress on the shared service arrangement with Waikato Regional Council for the delivery of Civil Defence Emergency Management (CDEM) activity on behalf of Hamilton City Council.

## Staff Recommendation

2. That the Community and Services Committee receives the report.

## Executive Summary

3. On 26 August 2016 Council approved a service level agreement with Waikato Regional Council (via the Waikato Group Emergency Management Office) to deliver Hamilton City Council's Civil Defence Emergency Management (CDEM) for a term of six years and nine months. At the 1 June 2017 Council meeting the approved contract sum was amended to reflect additional costs.
4. A condition of the contract was a report back to Council on a quarterly basis on the performance and delivery of the work plan.
5. The Waikato Group Emergency Management Office Manager has provided a quarterly report on Hamilton CDEM activity and will attend the meeting to answer any questions.

## Discussion

6. In 2016, a review of CDEM activity in Hamilton and an evaluation of suitable delivery options were undertaken. The conclusion was to engage the Waikato Group Emergency Management Office to deliver Hamilton City Council's Civil Defence Emergency Management activity.
7. The benefits of entering such a shared service agreement were considered to be:
  - Access to and co-location with operationally skilled staff;
  - The ability for Hamilton City Council to maintain capability over the long term;
  - Shared facilities and other resources;
  - Purchasing efficiencies;
  - The ability to raise Hamilton City Council's level of capability in the shortest timeframe;

- Having the HCC Emergency Operations Centre (EOC) located with Waikato Group Emergency Management Office in an Importance Level (IL) 4 building.
8. Staff are required to report quarterly to Council on the performance and delivery of the CDEM work plan. The report is included in Attachment 1.
  9. Good progress is being achieved on the agreed work programme and areas of priority.

### **Financial Considerations**

10. The total cost of the shared service contract approved by Council was \$3.1 million spread over the six year nine month life of the contract at an annual average contract cost of \$460,000.
11. The approved budget for 2016/2017 financial year was \$369,178. This budget was underspent by \$93,000 as a result of delays in recruiting staff and operational savings.

### **Legal and Policy Considerations**

12. Hamilton City Council is obligated by Section 64 of the Civil Defence Emergency Management Act 2012 to “plan and provide for civil defence emergency management within its district”.

### **Risks**

13. The shared service contract arrangement with Group Emergency Management Office for the method of service delivery does not release Hamilton City Council of its obligations and accountability for the implementation and integration of civil defence.

### **Attachments**

Attachment 1 - Hamilton City Council Emergency Management Quarterly Report



To: Hamilton City Council (HCC)

From: Waikato Civil Defence Emergency Management (CDEM)

Date: 17 July 2017

Subject: Hamilton City Council CDEM Professionals 4<sup>th</sup> Quarterly Report

Prepared by: Andy BuBear - Planning and Strategy

#### Staffing

The last update to Council was presented 26 April 2017. Since this date all Hamilton City Council (HCC) Civil Defence Emergency Management (CDEM) roles have remained filled and the staff have actively focused the majority of their labour on delivering those aspects of CDEM business that have been predetermined as priority work programme areas.

The Hamilton City Alternate Controller appointment has been filled by Andre Chatfield.

#### Priority Work Programme areas resulting from recommendations

Figure 1. Work Programme status – July 2017

RECOMMENDATION	Planning	Implementation	Functional	Optimal
<b>Enhancing capability to recover from emergencies</b>				
Appointment of a Recovery Manager				
Review of HCC Local Recovery Plan to comply with the latest amendments conducted in 2017. Recovery to be included in all exercises.				
<b>Welfare: enhancing HCC capability to manage emergencies</b>				
Sustainment of appropriate HCC Welfare Manager position				
Confirmation of terminology associated with Recovery Coordination Centres/Civil Defence Centres /Recovery Assistance Centres to prevent confusion on any activation of the revised Local Recovery Plan				
Welfare strategic plan				
Any outcomes of the Civil Defence Centre (CDC) project to be included in all (CDEM) documentation for standardisation, in particular the revised Hamilton City Response Plan				
Re-establishment of Local Welfare Committee (LWC) with identification of appropriate local level agencies for its membership and the draft LWC terms of reference (TOR)				

RECOMMENDATION	Planning	Implementation	Functional	Optimal
<b>Increasing Community Resilience through understanding and participation in CDEM</b>				
Development of a Community Resilience Strategy and a public education programme				
Integration and Co-ordination HCC City Council Community Development neighbourhood response plans tailored to specific communities				
Review of the current Community Response Plan and the promotion of CDEM information to public				
Priority development of the relationship between the HCC Communications Team and the CDEM coordinators for coordination of Public Information Management (PIM) activities				
<b>Operations: Enhancing HCC CDEM training and exercise programme</b>				
Development of HCC CDEM training and exercise Programme				
Review and update HCC Emergency Operating Centre (EOC) in line with regional and national best practice				
Appointment of an Alternate Local Controller				
Appointment of an Alternate Local Controller				
<b>HCC integration: Increasing Readiness through participation in CDEM activities</b>				
HCC Human Resources (HR) and (CDEM) collaboration to develop a training programme: increasing Emergency Operating Centre (EOC) staffing sustainability beyond the initial stages				
Review the effectiveness of current and alternate Emergency Operating Centre (EOC) sites and corrective actions for any Information Communications Technology (ICT) issues				
HCC give full effect to the HCC/Waikato Regional Council Service Level Agreement requirements, and consider how it provides an environment of success for the embedding of CDEM staff on a 24/7 basis including the resolution of connectivity issues				

**Priority Work Programme Metrics**

An overview of the time spent by the three (3) dedicated Hamilton City Civil Defence Emergency Management (CDEM) staff, on various project codes and tasks over this period, will be included in future reports.

**Civil Defence Centre project (CDC)**

A scoping exercise across Hamilton City is underway to identify the current state of historically known "Welfare Centres" and review how these may or may not function moving forward.

In addition to Civil Defence Centres (CDC's) at FMG Stadium and Claudelands Event Centre, a further four (4) CDCs are being identified with the aim of having six (6) locations across strategic locations in Hamilton that are able to function and provide the services expected of a CDC.

The Western Community Centre, on Hyde Ave, is in the early stages of Community Response Planning and consideration as a Civil Defence Centres (CDC). One of their key staff members will be starting the CDEM Foundation Training Framework in August 2017.

#### **Operations Report**

There have been no emergency events over this period and no issues from Duty week coverage within Hamilton.

Overnight on 13 July 2017, two (2) Hamilton City Council CDEM staff were deployed to Taumaranui, where they supported an Emergency Operations Centre (EOC) that had been activated by Ruapehu District Council, in response to a severe weather event that included road closures, isolated communities, power outages and some water supply disruption in the area.

The operational deployment was short and had minimal impact upon the delivery of the Hamilton City Council Civil Defence Emergency Management (CDEM) work programme. The experiential benefits for the staff deployed should not be underestimated. Those returning from the deployment come back with increased levels of confidence, experience and learning that will be of benefit to the Civil Defence Emergency Management Training and Operations in Hamilton City Council.

#### **CDEM Training / Exercise Program**

In May and June 2017 there were 138 HCC staff who attended seven (7) Foundation Training Framework sessions bringing the total number of HCC staff who have completed this initial training to 206.

During the same period four (4) HCC staff attended Civil Defence Centre (CDC) Welfare Training.

There were no exercises run during this period, however, over the next four months eight, ninety-minute sessions, (fifteen HCC Staff per session) have been booked for those staff who have completed the Intermediate Training Framework session. This series of exercises will focus on Situation Reports and Action Plans.

#### **Community Engagement**

Much of the work programme CDEM staff are focussing on has crossover ability, which has resulted in good collaboration and has seen some renewed engagement and traction in a number of areas. This can be summarised as:

The Marae engagement strategy and connecting with Iwi representation has been positive. The development of a sustainable template for Maori engagement across the district, including Hamilton City Marae, is a new collaboration between HCC CDEM, Fire and Emergency New Zealand (FENZ) and St John. This project should see a clear framework for engagement whether or not Marae is traditional or urban.

Planning is underway for the Koroneihana commemorations with an interactive Civil Defence Emergency Management (CDEM) display at Turangawaewae Marae from 17 to 20 August 2017, where tens of thousands of people are expected to attend.

This will be a great opportunity to build on relationships with Waikato Tainui and the wider population. It should be noted that whilst the Koroneihana commemorations are held at Turangawaewae, in the Waikato District Council area; those people attending the event come from all over New Zealand, a large number of which are resident of, or work and socialise in, the Hamilton City area.

In addition to the aforementioned, engagement for the purposes of renewed or new relationships and partnerships has been positive over this period. There has been meaningful engagement with the following groups, mainly with the purpose of increasing individual, family, community and organisational resilience:

- Waikato University
- Wintec
- The Western Community Centre
- Aged Concern
- Access Group Forum
- The Settlement Centre
- H-Town Youth Services Forum
- Department of Corrections
- NZ Police
- 2017 Presentation to National DHB Maori leaders with Waikato DHB Partners

#### **Welfare**

The Local Welfare Committee (LWC) has been re-established with key members of the community involved in building and strengthening relationships and committing to attending quarterly meetings. The Hamilton City Local Welfare Plan 2017/2020 was signed off in June 2017.

#### **Plans / Strategy**

The updated Community Response Plan and Resilience Strategy is in the final draft stages. Once completed it will be promulgated for review.