

Notice is hereby given that an ordinary Meeting of the Community and Services Committee will be held on:

Date: Thursday 7 June 2018
Time: 9.30am
Meeting Room: Council Chamber
Venue: Municipal Building, Garden Place, Hamilton

Community and Services Committee

OPEN ATTACHMENTS

ATTACHMENTS UNDER SEPARATE COVER

ITEM	TABLE OF CONTENTS	PAGE
12	Event Sponsorship Fund 2018/19 - Applications for Approval	
	1. List of Applications with Management Recommendation - 2018/19 Event Sponsorship Fund	3

Please note the full applications are to be read in conjunction with the management recommendations in the Community and Services agenda 7 June 2018.

Event Sponsorship Fund 2018/19

Application Scorecard Summary and Management Recommendation

Event Name	Event Date
1) The Matariki Dish Challenge	15 June - 24 July 2018
2) Battlegrounds NZ	14 July 2018
3) NZ National Bridge Congress	28 Sept - 6 October 2018
4) NZ Open Dance Championship	20-21 October 2018
5) Waikato A&P Show	26-28 October 2018
6) Waikato 100	3 November 2018
7) Round the Bridges	18 November 2018
8) Colgate Games	4-6 January 2019
9) Hamilton Gardens Arts Festival	20 Feb - 3 March 2019
10) Boon Street Art Festival	8 -10 March 2019
11) HAKA	9-15 March 2019
12) Balloons Over Waikato	20-24 March 2019
13) Waikato International	28-31 March 2019
14) Matariki ki Waikato	15 June - 30 June 2019

Applications are ordered by event date

Event Sponsorship Scorecard

Attachment 1

Application Information			
Event Name and Date	The Matariki Dish Challenge 15 June – 24 July 2018		
Applicant/Organisation	Waikato Food Inc		
Amount requested	\$12,000		
Event Venue	Various (Restaurants and Gallagher Academy of Performing Arts)		
Event Overview	Cultural Kai Event – an event celebrating the regional talent and produce while discovering more about Matariki and NZ cuisine.		
Target Market	The public, restaurant owners and chefs		
Event Objectives	To increase participation of restaurants and public in Matariki challenge in Hamilton and position the Waikato as a recognized top-class hospitality industry.		
Potential Benefits to Hamilton City Council	Six tickets, signage and guest speaker spot at prizegiving, public acknowledge and recognition of support via news and press/media/ presentations and on social media content.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	Not supplied		
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	Not supplied		
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	Not supplied		
Anticipated bed nights	Not Supplied		
Previous HCC Sponsorship	N/A		
External Funding	No other external funding sources in budget		
Previous HCC Leveraging	N/A		
Past Event Performance	4 th year of event. Anecdotally the event appears to have grown in popularity over the years.		

Item 12

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	2
City exposure benefits	2
Generation of overnight visitation to city	0
Generation of incremental income to city businesses	2
Number of anticipated participants	0
Jtilisation of city assets	0
Total	6/30

Management Recommendation

DECLINE

The application does not provide strong evidence of expected attendees, overnight visitation or link strongly to sponsorship policy objectives. Appears to be a popular event in the hospitality scene and funding might be more appropriately sourced via this industry, rather than Council.

Major Event Sponsorship Application Form

Section One - Applicant Event Details

Name of Event

2018 Matariki Dish Challenge

Date(s) of Event

June 15-24 July

Time/s of Event

Throughout the month 15th June-24th July + launch event and prizegiving at the end (dates TBC)

Location or Venue

Different restaurants throughout the Waikato with prizegiving event at Gallagher's Performing Arts Centre , The University of Waikato

Is the Event an annual/bi-ennial (every two years) event?

Annual

Type of Event – sporting/community/youth/cultural/arts etc.

Cultural Kai Event

Amount of Hamilton sponsorship sought: \$ 12,000.00

Name of applicant organisation –

Waikato Food Incorporated

Is it a legal entity?

YES

NO

Please qualify - is it a company, incorporated society, partnership or sole trader?

Is it GST registered? If yes, provide GST number

Name of contact person for this application: Gus Tissink

Postal address: 9 Cherrywood St – Pukete - Hamilton

Telephone 07 847 5324

Fax

Mobile. 027 241 3090

Email Gus.Tissink@bidfood.co.nz

Name of organiser Vicki Ravlich-Horan

Contact address (if different from above) 4 Miro St – Maeroa -Hamilton

Telephone 07 847 5321

Fax

Mobile 0210651537

Email vicki@nourishmagazine.co.nz

Attachment 1

Item 12

Please list prior event experience of both the organisation and the event organiser.			
The Matariki Dish Challenge will be in its fourth year running. The augural event in 2015 attracted a dozen local eateries with a great response from the public. This grew to 26 entries in 2017 and we expect this to increase again in 2018 cementing the challenge as a major event on the hospitality industry calendar and a highlight for locals who get to celebrate our region, the talent and produce as while discovering more about Matariki and New Zealand cuisine			
Waikato Food Inc was incorporated in 2014 and has a strong representation of passionate volunteers who love to connect people through the medium of Kai.			
The event organiser Vicki Ravlich-Horan is the owner, editor and founder of Nourish Magazine. She has over 20 years experience in The hospitality industry. Vicki has a pivotal role in the Waikato and BOP region educating people to learn more about their Kai, to be inspired by fresh seasonal produce and enjoy cooking.			
Is there a contract in place with the event organiser or organisation team?		YES	NO

Does your organisation hold intellectual property rights to the event? If not, who?
Not at this stage. No one seems to be doing this Challenge at the moment, we can look into this further if required

Section Two - Event Description and Attachments Please attach documentation related to this section.

Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). **Maximum of one page preferred.**

Business Plan for the event. This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Current Event Budget. This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Expenses.	Costs.	Income.	Amount
Prizes /trophies.	700.00.	Ticket sales.	10,000.00
Administration	5,000.00.	Registrations.	6,875.00
Judges	3,000.00.	Event manager in kind.	1,500.00
Photography.	1,250.00.		
Prizes.	1,500.00.		
Gala Dinner Catering	9,660.00.	Own Contribution.	2,335.00
Entry Packs.	3,000.00		
Field trip.	1,000.00		
Printing and Design	1,500.00		
MCEE.	600.00		
Entertainment.	1,000.00		
Venue Hire.	2,000.00		
Decorations.	1,000.00		
Event Manager.	1,500.00		
TOTALS.	32,710.00.	TOTALS.	20,710.00

SHORTFALL \$12,000.00. We still have yet to look into further funding and proposals to other funders.

Marketing and Promotion Plan. This should include the following:

- Target markets

Our target Market are general public who love to eat out, Restaurant Owners and chefs. We want to also increase participation of Maori to have access to high quality cuisine through connecting of Kai and Matariki

- Marketing objectives

To increase participation of restaurants and general public in Matariki Challenge in Hamilton City
To position The Waikato as a recognised top class hospitality industry

- Marketing strategies including advertising/PR activity and timeline

Date.	Item.
End of April.	Website Updates + media release Preliminary publicity sent out to eateries and media Public Voting system sorted
May 14-19.	Chef Talks with Wintec
May 15.	Pop Up Restarurants collated
June 4 – 8.	Entry packs delivered
June 9 – 10.	Entry photos taken
June 11.	Entries loaded to website
June 15.	Media Release

+ ongoing social media, EDMS to our database and conversations with local and national media

- Who is responsible for the marketing and promotions plan?
Vicki Ravlovich- Horan
- Do they have experience in either events/marketing/PR? If so, what experience?
As stated, Vicki has her own successful magazine (Nourish Magazine), which is the bestselling food magazine in Waikato and BOP. She is very experienced has a great team around her to market this event.
- Itemised marketing and promotions plan budget
As stated above

Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event.
No one that we know of in the country hosts a Matariki Dish Challenge such as this one. This will raise Hamilton’s profile highlighting out talent and produce as well as the great community we are creating via Kai.

Moving forward we want to increase national coverage of the challenge incorporating other NZ chefs with expertise in indigenous Kai and celebrating NZ cuisine.

Economic Impact and Profile. This should include the following:

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.	YES		No	
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Attendance (please do not exaggerate) -

Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants			
Spectators			

Attachment 1

Item 12

Trade			
Entry Fees			
Adult	Child	Older persons	Other
Accommodation – anticipated number of beds needed			
	Number of beds	Number of Nights	
Hotels			
Motels			
Camping ground			
Schools			
Home hosted			
Will all accommodation be located in Hamilton? If not, where?			
What is the anticipated average stay in Hamilton for participants?			
Section Three – Benefits to Hamilton City Council			
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:			
Idea 1	Six tickets to the Prizegiving Gala		
Idea 2	Public acknowledgement at the Prizegiving Gala dinner		
Idea 2	Signage at the event		
Idea 4	Guest speaker spot at the finals Gala		
Idea 5	Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.		
Idea 6	Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).		
Idea 7	Hamilton City Council being acknowledged in the news and press/media releases(s).		
Idea 8	HCC part of our social media content and on our website		
Section Four- Declaration and Privacy Act Authorisation			
<ul style="list-style-type: none"> • This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future. • We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved. • We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council. • We authorise Hamilton City Council to obtain further information as it may require when considering this application. • We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for. 			

- We declare that the information provided in this application is true and correct.
- We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (14 May 2018) to:

Venues, Tourism and Major Events
Hamilton City Council
Private Bag 3010
Hamilton 3240
Attention: Jennie Lavis - Major Event Sponsorship Application

Or via email to jennie.lavis@hcc.govt.nz

Event Sponsorship Scorecard

Attachment 1

Application Information			
Event Name and Date	Battlegrounds NZ – 14 July 2018		
Applicant/Organisation	Rag Doll Events		
Amount Requested	\$11,421.90		
Event Venue	Southwell School, Hamilton		
Event Overview	International qualifying Street Dance/Hip Hop Dance Championship and competition. Hamilton is the sole host of this event nationally.		
Target Market	General public and all dancers and parents from around NZ.		
Event Objectives	To increase dance participation and to make Hamilton the hub for significant dance events bringing people from all around the country to Hamilton with the intention of placing this competition on a global scale.		
Potential Benefits to Hamilton City Council	10 tickets to the event, public acknowledgment, signage, role at prizegiving, recognition as sponsor and logo on promotional material and social media content.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	48	345	0
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	100	400	0
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	0	0	0
Anticipated bed nights	Not provided although it is noted that most participants were from outside of Hamilton and would stay for approximately 2 nights within the city. Assume 690 bed nights.		
Previous HCC Sponsorship	N/A		
External Funding	No other external funding sources in budget		
Previous HCC Leveraging	N/A		
Past Event Performance	3rd year of event. Anecdotally the event appears to have grown in popularity over the years with the organiser wanting to making the competition international in five years' time.		

Item 12

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	2
City exposure benefits	3
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	2
Number of anticipated participants	2
Utilisation of city assets	0
Total	12/30

Management Recommendation

DECLINE

The budget provided with the application suggests the event has a funding deficit. The event sponsorship fund is not designed to fund operating shortfalls.

Major Event Sponsorship Application Form

Section One - Applicant Event Details

Name of Event

2018 Battlegrounds NZ

Date(s) of Event

July 14th 2018

Time/s of Event

11:30am and 6:30pm

Location or Venue

Southwell School Centre for Performing Arts – 200 Peachgrove Road
Hamilton City

Is the Event an annual/bi-ennial (every two years) event?

Annual

Type of Event – sporting/community/youth/cultural/arts etc.

Youth and cultural arts

Amount of Hamilton sponsorship sought: . \$11,421.90

Name of applicant organisation –

Rag Doll Events

Is it a legal entity?

YES

NO

Please qualify - is it a company, incorporated society, partnership or sole trader?

Sole Trader

Is it GST registered? If yes, provide GST number - No

Name of contact person for this application: Raelene Hoogeveen

Postal address: 14a Fowlers Avenue – Frankton - Hamilton

Telephone 07 838 1609

Fax

Mobile. 021 269 1825

Email raelene@terunanga.org.nz

Name of organiser : Raelene Hoogeveen

Contact address (if different from above) 14a Fowlers Avenue – Frankton - Hamilton

Telephone 07 838 1609

Fax

Mobile 021 269 1825

Email raelene@terunanga.org.nz

Section Two - Event Description and Attachments Please attach documentation related to this section.

Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). **Maximum of one page preferred.**

Business Plan for the event. This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Current Event Budget. This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/sought)

Expenses.	Costs.	Income.	Amount
Venue Hire	2871.90	Ticket sales(250 x \$20pp)	5,000.00
Administration	3,000.00	Registrations.	6,000.00
Judges	5,000.00	Merchandise	1,000.00
Photography.	1,250.00.		
Prizes money	7,500.00		
Catering for volunteers	2,000.00		
Trophies	2,500.00		
Tee Shirts	1,800.00		
TOTALS.	\$23,421.90	TOTALS	\$12,000.00

Shortfall applied for - \$11,421.90

Marketing and Promotion Plan. This should include the following:

- Target markets

Our target Market are general public and all dancers and their parents around the country

- Marketing objectives

To increase dance participation

To make Hamilton the Hub for significant dance events bringing people from all around the country to Hamilton with the intention of placing this competition on a global scale

• Marketing strategies including advertising/PR activity and timeline

Date	Activity	Method
End of April	Registrations sent out to last years competing crews	Email
End of April	Social Media campaign	Facebook/ Instagram/Snap Chat
May	<ul style="list-style-type: none"> - Event uploads to Hamilton events pages and spaces - Posters distributed 	Other organisational websites – Whats on Hamilton – Hamilton YTS etc
June	Radio Promos	Radio Promotions with as many free radio stations
July	Newspaper articles	Information given to Local community newsletters and through schools
Every day in the lead up	Facebook and email contacts	Ongoing social media and information distributed to our email data base

• Who is responsible for the marketing and promotions plan?
Raelene Hoogeveen

• Do they have experience in either events/marketing/PR? If so, what experience?
Raelene has promoted many dance events with successful numbers who have turned out to these events
Raelene is also very connected to crews and individual in the dance sector nationally and internationally

• Itemised marketing and promotions plan budget
As stated above

Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event.
I am the only one who has the affiliation to host this international qualifying event, so Hamilton is the only city hosting. This means that people from all over the country will come to either compete in this competition or bring their whanau to support. This place Hamilton as the place to be for significant dance events and also highlights Southwell School Centre for Performing Arts as a great venue to accommodate an international Qualifying Competition

Economic Impact and Profile. This should include the following:

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.	YES		No	
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Attendance (please do not exaggerate) -

Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	48	345	0

Spectators	100	400	0
Trade	0	0	0
Entry Fees			
Adult	Child	Older persons	Other
Accommodation – anticipated number of beds needed			
	Number of beds	Number of Nights	
Hotels	Unknown,	2	
Motels	Unknown - however, most teams were from outside of Hamilton from Wellington, Whakatane, Auckland etc, most the crews that stayed were from this area.		
Camping ground			
Schools			
Home hosted			
Will all accommodation be located in Hamilton? If not, where?			
Yes all those that travel will more than likely stay in Hamilton as the competition goes til late in the night			
What is the anticipated average stay in Hamilton for participants? 2 nights			
Section Three – Benefits to Hamilton City Council			
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:			
Idea 1	Ten tickets to the event		
Idea 2	Public acknowledgement throughout the day from the MC		
Idea 2	Signage at the event displayed on stage		
Idea 4	Handing out of trophies to qualifying crews		
Idea 5	Hamilton City log on promotional material		
Idea 6	Hamilton City Council acknowledgement on social media and other platforms		
Idea 7	Hamilton City Council being acknowledged in the news and press/media releases(s).		
Idea 8	HCC part of our social media content		
Section Four- Declaration and Privacy Act Authorisation			
<ul style="list-style-type: none"> • This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future. • We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved. • We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council. 			

- We authorise Hamilton City Council to obtain further information as it may require when considering this application.
- We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
- We declare that the information provided in this application is true and correct.
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2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (14 May 2018) to:

Venues, Tourism and Major Events

Hamilton City Council

Private Bag 3010

Hamilton 3240

Attention: Jennie Lavis - Major Event Sponsorship Application

Or via email to jennie.lavis@hcc.govt.nz

Event Sponsorship Scorecard

Application Information			
Event Name and Date	NZ National Bridge Congress 28 Sept to 6 October 2018		
Applicant/Organisation	NZ Bridge Association		
Amount requested	\$25,000		
Event Venue	Distinction Hotel, Hamilton		
Event Overview	Annual NZ Championships of Bridge		
Target Market	NZ and Australia players (intermediate, junior, novice, Waikato Bay of Plenty, Auckland South Island and Australian players. Large patronage to Hamilton by 650+ players.		
Event Objectives	Provide an environment for NZ Champs at all levels to take place. Contribute to the development of the game, attract overseas players to the congress.		
Potential Benefits to Hamilton City Council	Promotional activity during event, opening of congress by mayor or Council representative, attendance at prizegiving and closing ceremony, recognition, logo and acknowledgement.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	80	500	70
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	0	30	10
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	15	10	5
Anticipated bed nights	On average attendees stay for 5 nights – 2850 bed nights		
Previous HCC Sponsorship	N/A		
External Funding	Received from NZ Bridge Foundation and other private/corporate sponsors		
Previous HCC Leveraging	N/A		
Past Event Performance	An event of national significance. First held in 1986 across different cities. Since 1998, has been held in Hamilton. New Zealand Bridge Inc owns the NZ National Bridge Congress. It is the only organization governing Bridge in New Zealand and is a full member of the World Bridge Federation.		

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	3
City exposure benefits	3
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	3
Number of anticipated participants	3
Utilisation of city assets	2
Total	18/30

Management Recommendation

APPROVE - \$10,000

The application is supported with funding (but at a lesser amount than requested) due to the generation of overnight visitation to the city for an extended period (5+ nights) and associated incremental income to city businesses. Applicants have also sought other funding sources other than Council.

Attachment 1

Item 12

Major Event Sponsorship (sponsorship from \$5,000 up to \$100,000) Application Form

Section One - Applicant Event Details

Name of Event New Zealand National Bridge Congress

Date(s) of Event September 28th 2018 – 6th October 2018. The event takes place annually on or about the same time each year.

Time/s of Event all day and some evenings during the period of the event.

Location or Venue Distinction Hotel, Garnett Avenue, Te Rapa, Hamilton

Is the Event an annual/bi-ennial (every two years) event? Annual

Type of Event – sporting/community/youth/cultural/arts etc. Sporting

Amount of Hamilton sponsorship sought: \$25,000

Name of applicant organization New Zealand Bridge Association

Is it a legal entity?	YES	<input checked="" type="checkbox"/>	NO		Please qualify - is it a company, incorporated society, partnership or sole trader? Incorporated society
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Is it GST registered? YES If yes, provide GST number 11-665-772

Name of contact person for this application Richard Solomon

Postal address PO Box 90, Tuakau 2342

Telephone 09 232 8494

Fax -

Mobile 021 0833 1570

Email Richard.solomon@nzbridge.co.nz

Name of organizer Richard Solomon

Contact address (if different from above)

Telephone

Fax

Mobile

Email

Attachment 1

Item 12

Section Two - Event Description and Attachments Please attach documentation related to this section.

Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). **Maximum of one page preferred.** SEEA1

Business Plan for the event. This should include the following: See A2, A3

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets SEE A4
- Organisational structure SEE A5,6

Current Event Budget. This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts SEE A4,A7
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/sought)

2017 Sponsors sought for 2018 Congress

Jardine Lloyd Thomson	\$1500	Babich Wines	\$400
Bridge New Zealand	\$ 200	Cock n Bull Hamilton	\$400
Pianola	\$ 500	New Zealand Bridge Foundation	\$5000

New sponsor sought

Quail Ridge Country Club

Hamilton Council

Marketing and Promotion Plan. This should include the following:

- Target markets SEE A8
- Marketing objectives SEE A8
- Marketing strategies including advertising/PR activity and timeline SEE A9
- Who is responsible for the marketing and promotions plan? SEE A8
- Do they have experience in either events/marketing/PR? If so, what experience? SEE A8
- Itemised marketing and promotions plan budget SEE A14

Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event. SEE A11

Economic Impact and Profile. This should include the following:

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material. SEE A12,A13	YES √ Richard Solomon	NO
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Attendance (please do not exaggerate) -			
Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	80	500	70
Spectators	0	30	10
Trade (Staff etc)	15	10	5
Entry Fees			
Adult \$410 full week	Youth \$205 full week	Older persons no special rate	Other many partial rates from \$50-\$310
Accommodation – anticipated number of beds needed			
	Number of beds	Number of Nights	
Hotels	190	Average 5 nights per player	
Motels	330	Average 5 nights per player	
Camping ground	0	0	
Schools	0	0	
Home hosted inc Air B & B	50	Average 5 nights per player	
Will all accommodation be located in Hamilton? If not, where? Almost all in the city/Te Rapa areas			
What is the anticipated average stay in Hamilton for participants? 5 nights			
About half stay 7-8 nights and the other half between 1 and 5 nights			
Section Three – Benefits to Hamilton City Council			
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:			
Idea 1	Stand dedicated to the Council and promoting the Hamilton area at the venue		
Idea 2	Opening of Congress by mayor or Council representative		
Idea 3	Attendance by mayor or other representative at Closing Ceremony/prize giving...speaking rights.		
Idea 4	Pens for players with Hamilton City logo		
Idea 5	Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.		
Idea 6	Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s). Daily Bulletins could provide information about local activities.		
Idea 7	Hamilton City Council being acknowledged in the news and press/media releases(s).		
Section Four- Declaration and Privacy Act Authorisation			
<ul style="list-style-type: none"> • This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future. • We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved. • We authorise Hamilton City Council to use the information contained in this application for the 			

purposes of administration and promotion of Hamilton City Council.

- We authorise Hamilton City Council to obtain further information as it may require when considering this application.
- We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
- We declare that the information provided in this application is true and correct.
- We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (30 June 2016) to:

**H3 and Major Events Group
Hamilton City Council
Private Bag 3010
Hamilton 3240
Attention: Jennie Lavis - Major Event Sponsorship Application**

Or via email to jennie.lavis@hcc.govt.nz

New Zealand National Bridge Congress. Event Outline. Schedule A1

One of the roles of New Zealand Bridge Inc is to organize events of National significance.

The annual National Bridge Congress incorporates several events which fulfil this criteria. These events cover the range of all competitive Bridge players in this country, not just the top players. Thus, the following National titles are decided during the National Congress:

New Zealand Open Pairs New Zealand Restricted Open Pairs

New Zealand Teams New Zealand Point A Board Teams

New Zealand Seniors Pairs New Zealand Seniors Teams

New Zealand Intermediate Pairs New Zealand Intermediate Teams

New Zealand Mixed Pairs New Zealand Same Sex Pairs

New Zealand Youth Teams

The week of Bridge includes other events which are not National titles as well.

Many players attend the full Congress. Others come for specific events. The Congress is open to players from New Zealand and from overseas countries. Attendance from Australia is strong.

Although the Congress provides a week of competitive Bridge, the Organisers seek to provide a friendly atmosphere where players can mix socially, united by their love of the card game, Bridge.

History of National Congress. The first Congress was held in 1986. Before that, Congress events were held throughout the Bridge calendar at different locations. From 1986 until 1997, the National Congress was held at the former Quality Inn in Rotorua and shifted to its current venue, now the Distinction Hotel, in Te Rapa when this hotel opened in 1998.

New Zealand National Bridge Congress – Business Plan. Schedule A2

Event Goals and Objectives

Provide an environment which allows for New Zealand Championships, at all levels, to take place.

Foster friendship among people of like interest, people who enjoy the game of Bridge.

Contribute to the development and growth of Bridge at tournament level.

Attract strong overseas players to the Congress to improve the standard of our own players.

Attract overseas players to New Zealand.

Promote the Congress as an event for all Tournament players, including Intermediate, Junior and Novice players, to be New Zealand Bridge's showcase event. In doing so, New Zealand Bridge wants to encourage both less experienced players and Senior players (aged 61+) to play more tournament bridge. This latter age group has more disposable income and would spend a greater share of their income in pursuit of their favourite pastimes.

Event Strategies to achieve Goals and Objectives

Schedule A3

Advertise the National Congress to potentially interested players in New Zealand and Australia:

Advertise the Congress at the two major Australian Congresses, at Canberra and the Gold Coast with brochures and by advertising in the event's Bulletins.

Send New Zealand Bridge Board Members to both the above Congresses to promote the New Zealand National Congress.

Send promotional material to the main Bridge clubs in Australia and to Bridge Associations around the Pacific area.

Dedicate a whole section of New Zealand Bridge website to the National Congress with description of all events, their cost and how to enter and pay. Also do regular Congress updates on the "Important News" section of the New Zealand Bridge website.

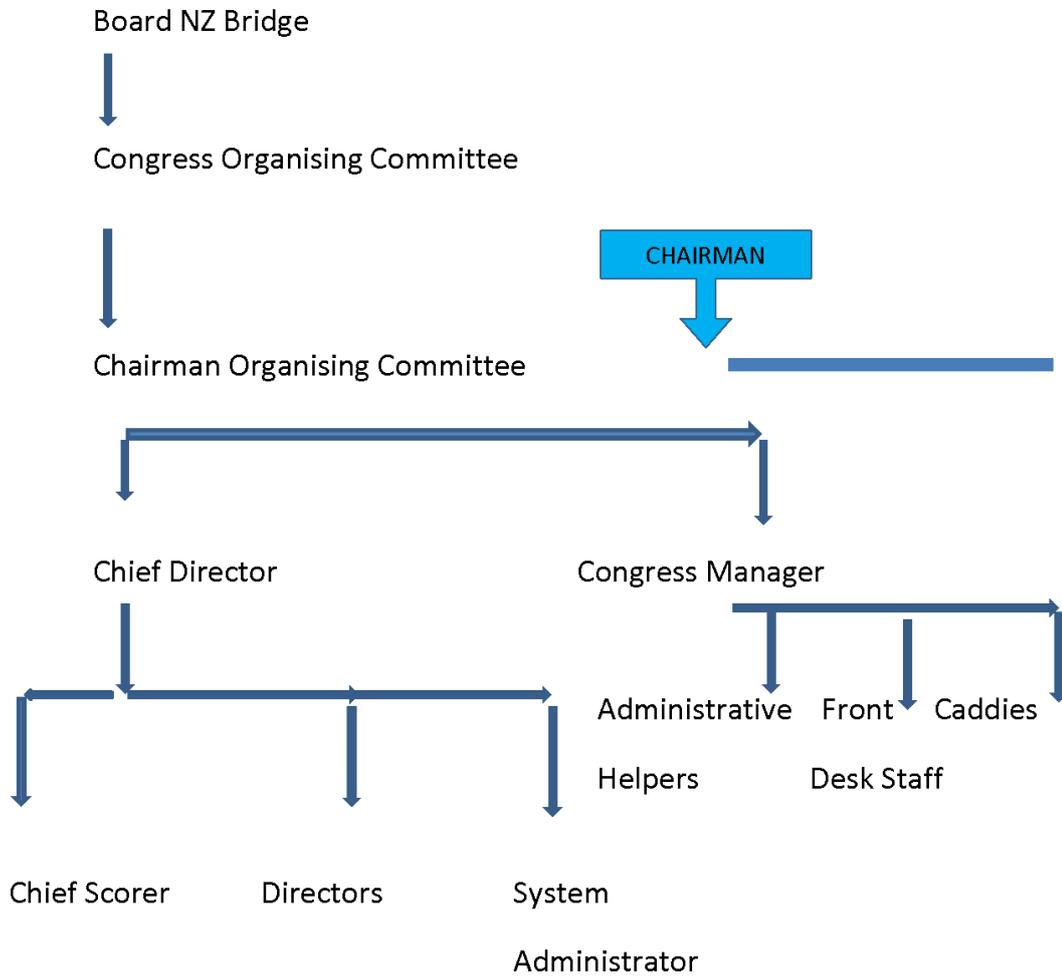
Send promotional information to New Zealand Bridge Clubs to promote to their players.

Advertise on New Zealand Bridge Facebook page.

Do special promotion to New Zealand clubs to promote the Intermediate/Junior events and to encourage local Novice players attend the Novice Pairs event.

New Zealand National Congress Organisational Chart

Schedule A5



New Zealand National Bridge Congress 2018 Marketing, Promotion Plan

TARGET MARKETS. “ The Players” Schedule A8

Tournament players in New Zealand and Australia

Top international players elsewhere

Specific markets:

Intermediate, Junior and Novice players

Players 61+ years old

Players in the Waikato/Bay of Plenty/Auckland areas (Novice Pairs)

South Island players

Australian players

MARKETING OBJECTIVES “The Aims”

Provide the right environment for national events to take place so that the events are contested by as many and as good quality players as possible.

Grow Congress participation especially by increasing the number of Intermediate and Junior players who participate.

To introduce new players to the Congress environment by encouraging participation in Youth Teams and Novice Pairs.

Provide a friendly environment where players of like interest and ability levels from all round New Zealand can meet and form friendships, even partnerships.

Showcase New Zealand and Bridge in New Zealand to players from Australia.

RESPONSIBILITY FOR MARKETING AND PROMOTIONS PLAN

This falls under the responsibility of the National Bridge Congress Organising Committee. Any extra expertise required is seconded to that committee.

Two members of that committee have been involved with this Congress since the early 1990's. A further member, a member of the Board, is able to second

a top market promoter with Bauer International in respect or marketing and public relations issues.

Schedule A9

MARKETING STRATEGIES “The Plan”

Target markets:

a. 14,000 players registered with New Zealand Bridge. In particular, NZ Bridge wants to focus on Intermediate and Junior grade players and also Novice (those very new to the game), Seniors (61+ age group) and Youth players (those 25 and under).

New Zealand Bridge also wants to encourage South Island players to attend

b. Australian players who participate in that country’s two main early year Congresses:

January 2018 National Congress Canberra (approx. 1500 attendees)

February 2018 Gold Coast Congress (approx. 3,000 attendees)

c. Australian players who belong to the major Australian Bridge Clubs

Marketing Strategies

Have posters promoting the Congress available at Australian Bridge Festivals in Canberra and at the Gold Coast in January/February 2018. These posters, as well as Congress Brochures will be sent to all affiliated Bridge Clubs in New Zealand.

Offer travel subsidies to South Island players who attend the full Congress, ranging from \$100 to \$175 per player, depending on their airport of departure.

Offer free transport to and from Hamilton Airport to the Congress venue.

Offer 50% discount to Youth players (those aged 25 and under in full time study) who attend the Congress.

Distribute special posters to clubs advertising Intermediate/Junior events.

Have for the National Congress special events for lower grade Open players....”Restricted Open” category, to enable such players to be able to compete in events without the country’s top players taking part.

Schedule A10

Provide section of New Zealand Bridge website devoted to the National Congress, a section where information about all aspects of the event can be found, where players can enter and pay for competitions and book accommodation at the Congress venue and see results from and Bulletins about the event.

SPONSORSHIP PROPOSAL PACKAGE. A11

Specific Benefits to Hamilton/ Hamilton Council

1. Large patronage of Hamilton by 650+ Bridge players.

With the majority of players staying at least overnight and at least half staying the full week, these players will make extensive use of:

hotel rooms	motel accommodation	private house rentals
restaurants	supermarkets	casino
tourist attractions around the city		airport shuttles
transport	fuel	

2. Attracting about 600 players from all around New Zealand and from Australia to the city of Hamilton.

These are people who would not otherwise come to the Hamilton area. Bridge is the catalyst for showcasing Hamilton and the Waikato area. New Zealand Bridge would work with Hamilton City and Tourism Waikato to profile what the region has to offer in all its promotional material both before and during the event. This can include a specific stand at the venue promoting the city and region and regular promotion in the daily Bulletins produced for the players.

3. Specific benefits to Hamilton City Council as listed on Section 3 of this application form.

Attachment 1

Item 12

	Schedu
New Zealand Bridge	
National Bridge Congress	
Marketing and Promotions Plan Budget	
2018 National Congress	
	\$
1000 posters	400
1500 Brochures to clubs	700
Brochure/poster postage: NZ and Aust.	400
Travel Subsidies South Island Players	12000
Free Shuttles to/from Hamilton Airport	600
50% Youth player discount	3000
Free entry for lucky player to Congress	400
Overseas Subsidy	2500
Total	20000

Item 12

Attachment 1

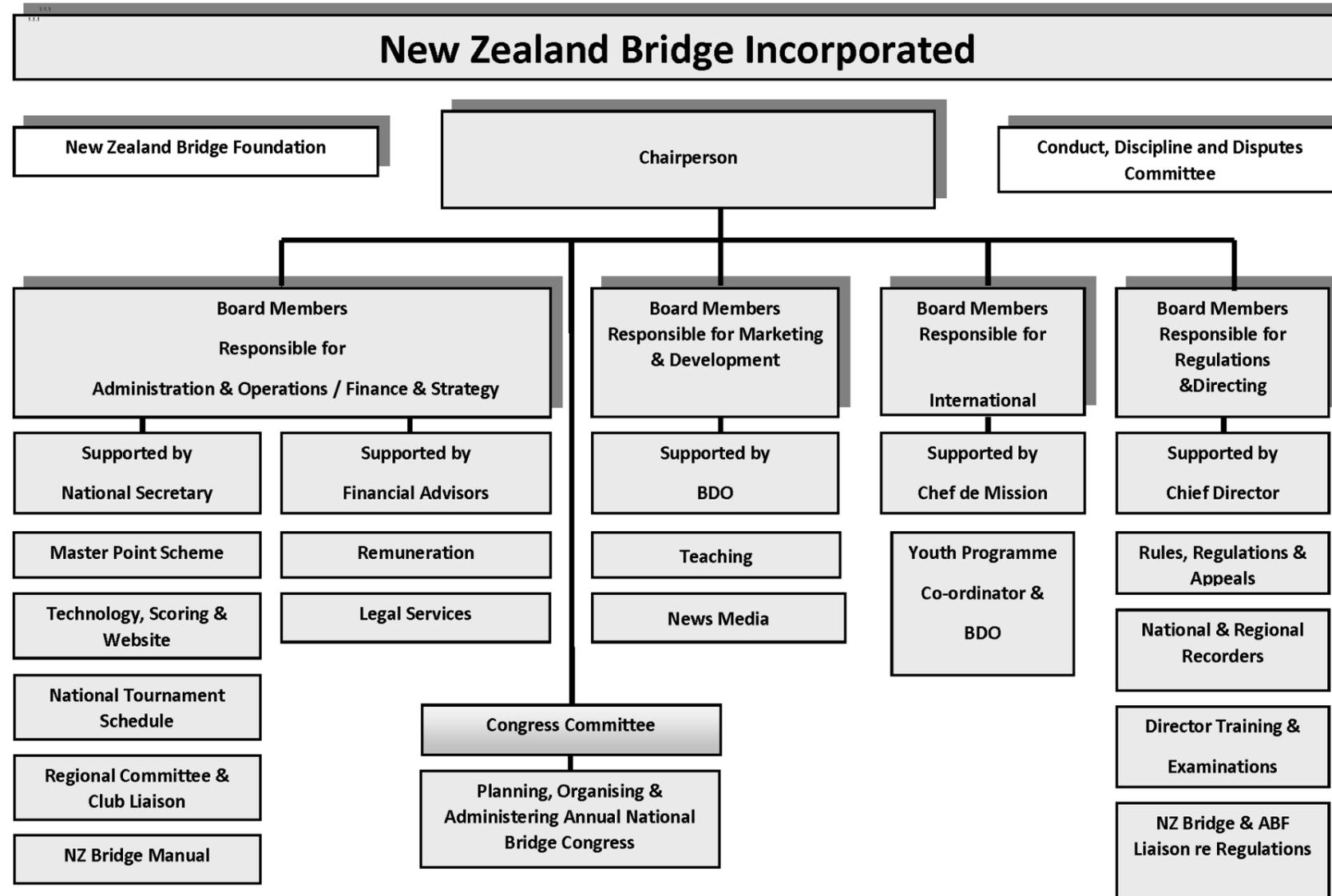
Attachment 1

File A14

Item 12

National Bridge Congress 2018 Budget	Schedule	A4
	2018	
	Budget	
	2017	
	Actual	
INCOME		
Interest	1	0
Registrations	176,176	186000
Sponsorship	9137	8000
Income Other	790	800
Youth Teams	4052	5000
TOTAL INCOME	190156	199800
EXPENSES		
Airport Travel	503	700
Bank Charges	1224	1500
Brochures	698	1000
Computer Expenses	2526	5000
Convenor's Salary	10000	10000
Dealing	3600	3600
Depreciation	8500	8500
Dine and Dance Prize Giving	7869	8000
Equipment Hire	0	0
Housekeeping	1490	1500
Maintenance	169	1500
Master-Point Charges	20000	20000
Meeting Expenses inc Travel	2913	3000
Printing and Photocopying	7001	7500
Prizes	14431	20000
Promotional Sponsorship	0	20,000
Rubber Bridge Costs	4161	5000
Staff (including PAYE costs)	49881	54000
Stationery	1091	1200
Storage	3745	4000
Sundry	1757	2000
Telephone	36	0
Van Hire	927	1000
Venue Hire	14204	15000
Youth Teams	3929	5000
TOTAL EXPENSES	160655	199,000
Surplus for the year	29501	800
Richard Solomon		without Council or Quail Ridge sponsorship

Schedule A6



Attachment 1

Item

Event Sponsorship Scorecard

Application Information			
Event Name and Date	NZ Open Dance Championships 20-21 October 2018		
Applicant/Organisation	NZ Federation of Dance Teachers		
Amount Requested	\$10,000		
Event Venue	Claudelands Arena		
Event Overview	The 68 th NZ Open Dance Championships are held annually and includes national titles for Ballroom, Latin American and New Vouge dance. Traditionally this event has been held in Auckland/Wellington and Christchurch. In 2015 it moved to Mystery Creek. This year it will be held in Hamilton at Claduelands.		
Target Market	Registered NZ Dancers, NZ social dancers, registered Australian dancers, family and friends and the general public.		
Event Objectives	To determine 2018 national champions across Ballroom, Latin American and New Vouge dance; to have every registered dancer in NZ competing in this event and grow the international contingent and create a world class event.		
Potential Benefits to Hamilton City Council	Recognition as "Funding Partner", full page ad in event programme, logo placements on all material including website, signage, verbal recognition during event by MC, complimentary tickets to all sessions (4), opportunity for mayoral/elected member opening of event and presentation of Latin American event winner's trophy, welcome pack for all registered dancers, judges and officials.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	16	264	40
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	200	500	
Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas	
	1	3	1
Anticipated bed nights	Average 1050-1200 bed nights over anticipated 3-night average stay		
Previous HCC Sponsorship	N/A		
External Funding	Confirmed sponsorship received from corporate sponsorship and dance association.		
Previous HCC Leveraging	N/A		
Past Event Performance			

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	3
City exposure benefits	3
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	4
Number of anticipated participants	4
Jtilisation of city assets	3
Total	21/30

Management Recommendation**APPROVE - \$10,000**

This application is supported by funding as it is a national event with a large number of attendees from outside the city and high overnight visitation and attendance, plus use of a key Council facility. Applicants have also sought other funding sources other than Council.

Major Event Sponsorship Application Form				
Section One - Applicant Event Details				
Name of Event NZ Open Dance Championships				
Date(s) of Event 20 & 21 October				
Time/s of Event Approximately 9am-11.30pm (both days)				
Location or Venue Claudelands Arena				
Is the Event an annual/bi-ennial (every two years) event? Annual				
Type of Event – sporting/community/youth/cultural/arts etc. Arts/sports (competitive dance event)				
Amount of Hamilton sponsorship sought: \$10,000 +GST				
Name of applicant organisation New Zealand Federation of Dance Teachers (NZFDT)				
Is it a legal entity?	YES	<input type="checkbox"/>	NO	Please qualify - is it a company, incorporated society, partnership or sole trader? NZFDT is an incorporated society
Is it GST registered? If yes, provide GST number 011-297-080				
Name of contact person for this application Kim Jonson				
Postal address 3 Alison Street Hamilton Lake Hamilton 3204				
Telephone 021 222 0129			Fax	
Mobile same as above			Email enquiries@nzopendancechampionship.co.nz	
Name of organiser				

Michael and Kim Jonson			
Contact address (if different from above)			
Telephone n/a		Fax n/a	
Mobile as above		Email as above	
Please list prior event experience of both the organisation and the event organiser.			
<p>The New Zealand Open Dance Championships, originally known as the New Zealand Professional & Amateur Latin American Championships, was founded in 1950 by Mr Jimmy James. Six years later the New Zealand Federation of Dance Teachers (NZFDT) took up the mantle and has been bringing this event to New Zealand dancers ever since.</p> <p>This year’s event is being organised by Hamilton’s Michael and Kim Jonson. Michael is an executive member of the New Zealand Federation of Dance Teachers, member of the Society of Australasian Teachers of Dance and trustee on the New Zealand Ballroom Dance Council. Kim Jonson is an experienced communications and event management professional. She and Michael lead a volunteer committee of skilled event management and media practitioners, and information technology specialists.</p> <p>Also critical to this event are scrutineering services, music, and sound and lighting. Experienced organisations – DanceSport Live New Zealand, Magic Dance Music and SBI Productions – are contracted to deliver these services.</p> <p>Last year’s event, which was also organised by Michael and Kim, was widely recognised as the best yet, with feedback praising the organising team’s professional, seamless execution of this complex, fast paced event. This, received from an Australian couple who competed at the 2017 event, was typical of feedback received:</p> <p>“DEAR MICHAEL, A NOTE ON YOUR EVENT AT MYSTERY CREEK. THE MUSIC WAS BEAUTIFUL -- THE FLOOR WAS FIRST CLASS --- THE ORGANISATION PERFECT – IT WAS A GREAT EVENT THAT WILL STICK IN OUR MINDS. A FEW OF US AUSSIES CONSIDERED IT MUCH BETTER THAN THE AUSTRALIAN CHAMPS IN MELBOURNE LAST DECEMBER WHEN THE MUSIC WAS FLAT AND THUS THE DANCING WAS FLAT AND BARELY WORTH WATCHING. CONGRATULATIONS AND VERY BEST WISHES FROM RAY AND CATHY RYAN.”</p> <p>Who is the NZFDT? Proudly serving dancesport for more than 60 years, the NZFDT works alongside other associations to grow this type of dance in New Zealand, providing dance teachers with training, learning opportunities and professional qualifications. The executive also carries out medal test examinations right around the country, assessing social and amateur dancers and providing feedback on their dancing.</p>			
Is there a contract in place with the event organiser or organisation team?		YES	<input type="checkbox"/>
		NO	<input type="checkbox"/>
Does your organisation hold intellectual property rights to the event? If not, who?			

Attachment 1

Not applicable

Item

Section Two - Event Description and Attachments Please attach documentation related to this section.

Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). **Maximum of one page preferred.**

ART, SPORT, GLAMOUR, DETERMINATION, CELEBRATION. That's the glitzy world of the **68th NZ Open Dance Championships**.

National titles are up for grabs and every competitive Ballroom, Latin American and New Vogue dancer in New Zealand wants to win.

Rich in history, this is **THE** event on the dancesport calendar for New Zealand's – and some of Australia's – best dancers.

New Zealand has around 560 registered dancers (amateur and professional, including those based overseas and dancers who have competed but may not be in current dance partnerships). We expect to attract a minimum 320 dancers, but our objective is for every registered dancer in New Zealand (who is in a current dance partnership) to grace the floor in front of around 700 spectators.

The number of dancers at the last four championships was: 328 (2017), 392 (2016), 342 (2015) and 266 (2014).

Traditionally, this event moved between Auckland, Wellington and Christchurch. It found its home in the Waikato at Mystery Creek Events Centre in 2015. This year, it will be at Claudelands Arena – a development we're very excited about.

Business Plan for the event. This should include the following:

- **Event goals, objectives and strategies**
 - To determine the 2018 national champions across Ballroom, Latin American and New Vogue dance.
 - The objective is a simple one: To have every registered dancer in New Zealand (in a current dance partnership) competing at this event. A secondary objective is to grow the international contingent.
 - To do this, our strategy is to create a world-class event that runs seamlessly and gives dancers a truly opulent experience.

- **Current project plan – including milestones and timeframes**

See attached document

- **Projected budgets**

Projected expenditure is \$126,091 (GST exclusive)

Projected income is \$126,665 (GST exclusive)

A breakdown of expected expenditure and income is in the attached budget.

<ul style="list-style-type: none"> • Organisational structure The NZFDT is headed by an executive committee made up of: <ul style="list-style-type: none"> • seven executive members – Erica Gunn (President, fellow and examiner), Murray Bootten (Vice President, fellow and examiner), Barbara Edwards (fellow and examiner), Barry Gasson (fellow and examiner), Doug Pouwhare (fellow and examiner), Mike Whitson (non-examiner) and Michael Jonson (non-examiner) • an appointed officer – d’Artagnan Kennedy (General Secretary). <p>There are three branches: Auckland, Wellington and Canterbury.</p> <p>The NZFDT executive committee have contracted Michael and Kim Jonson to organise this year’s NZ Open Dance Championships. It’s the second year they have been the organisers of this event.</p> <p>In addition to the work carried out by Michael and Kim, the NZFDT executive members liaise with professional dancers both in New Zealand and internationally to ensure dancers are encouraged to attend the event. They also select and invite the adjudicators and oversee the compilation of the judging panels to ensure the integrity of the event.</p>		
<p>Current Event Budget. This should include the following:</p> <ul style="list-style-type: none"> • Detailed budget including cash flow projections, profit and loss forecasts See attached budget • A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought) See table below 		
		Amount (GST exclusive)
<i>Own funding</i>	Money generated from ticket and programme sales as well as exhibitors and advertisers.	\$109,108.70 (projected)
<i>Sponsors</i>	Over the past three years considerable effort has been put into creating a world-class event that gives dancers a truly opulent experience. Sponsorship and advertising support as well as donations through <i>Friends of the NZODC</i> will enable us to deliver that standard again in 2018, as well as invest in improvements.	Confirmed sponsors Gold Ridge Marine Farm = \$6086.95 (cash) Footwork = \$869.57 (cash) SBI Productions = \$3000 (in-kind) Fusion Print = \$2000 (in-kind) Potential sponsors HCC = \$10,000 Friends of the NZODC = \$600

Marketing and Promotion Plan. This should include the following:

Target markets

Primary

Registered New Zealand dancers

Our primary focus is registered New Zealand dancers. However, there's a range of different audiences amongst these dancers.

- Masters: 35 years of age and over (46 per cent)
- Adults: aged 16-34 (38 per cent)
- Juniors: aged 13-15 (10 per cent)
- Juveniles: up to and including 12 years of age (6 per cent)

Secondary

New Zealand social dancers

There are a large number of people who take ballroom classes, but never become members of the competitive dancesport community. These people love dancing and the social interaction that comes with it.

Registered Australian dancers

This event is also promoted to Australian dancers, attracting a small contingent each year.

Family and friends

Most dancers bring with them an entourage of family and friends to cheer them on.

Tertiary

General public

This event is available to the general public.

Marketing objectives

- To attract every registered dancer in New Zealand who is in a current dance partnership.
- Grow the international contingent of competitors.

Marketing strategies including advertising/PR activity and timeline

Our strategy is to create a world-class dancesport event that runs seamlessly and gives dancers a truly opulent experience. For dancers that means:

- a quality dance floor
- great music, sound and lighting
- respected national and international adjudicators
- trusted scrutineer services
- theming that creates a sense of occasion.

This strategy means that most of the budget is directed into the execution of the event. As such, advertising and PR activities are primarily geared to helping studios and dance teachers promote the event directly to their dancers, and using channels that connect the organisers directly with the dancesport community (many of which are free). For example:

- a selection of resources are made available on the event website for studio owners, dance

teachers and sponsors to download and distribute through their own digital and traditional channels (event flyers, images promoting ticketing and opening/closing dates for dancer registration)

- ads placed in the programmes of regional NZFDT and key Australian events
- event organisers on-site at other dance events on the national circuit.

Website: nzopendancechampionship.co.nz

The website is the go to place for people looking for all the information they need about this event and the Waikato, including how to get here and accommodation deals. All dancers have to go through the website to register for the event.

Facebook: facebook.com/nzopen

A place where dancers and spectators can connect with the event and its sponsors. Established last year, this page has a new and growing audience. Last year, the event was live streamed via the Facebook page, with many who were not able to attend checking in to catch the action.

E-newsletter

Distributed monthly to a growing list of subscribers, this is a great way for previous and new participants to hear directly from event organisers and stay up to date. Engagement is high, with a click rate of 65 per cent across almost 600 subscribers.

DanceSport Live (New Zealand)

Featuring recall notices, a live timetable and results, the DanceSport Live (New Zealand) website keeps dancers, as well as their friends and family up to date during the event itself. Last year, this site had more than 48,000 page views over the two days of the championships and the two days following it.

Media releases

- We plan to send out a diary note with media passes for the event and media release with basic information.
- Media releases on each title holder will be distributed to the winner's local paper.

Promotion to the general public

At this stage we'll mostly be using the Claudelands and HLive channels to promote the event to the general public. However, some budget has been set aside for Facebook advertising. If, closer to the time of the event, we have funding to do more then we will. We'll also be providing retirement villages with posters and meeting face-to-face with them to promote a discounted package for block bookings.

Promotion timeline

Promotion kicked off at the end of April. On-going communication will be monthly/fortnightly, depending on channel, and will ramp up according to release of critical information like dancer registration, ticket sales and onboarding of sponsors. All channels are monitored and response to queries is generally within 24 hours.

Who is responsible for the marketing and promotions plan?

The responsibility of marketing and promotions sits with event organiser, Kim Jonson.

Do they have experience in either events/marketing/PR? If so, what experience?

Kim is tertiary qualified in marketing and supported by two communications professionals with

extensive experience in event and omni-channel marketing.

Itemised marketing and promotions plan budget

- E-newsletters: \$100
- Facebook advertising: \$500
- Prize for Facebook comp: \$100
- Ads in other dance event programmes: \$400

Sponsorship Proposal Package

While this event is relatively small, the majority of people who attend it are from other parts of New Zealand, providing the opportunity to promote Hamilton as a visitor destination. In particular, as outlined in section 3, there’s an opportunity for your council to put together a ‘welcome pack’, which could be distributed to all registered dancers, judges and officials. We’d also be keen to work with your communications team to feature different aspects of Hamilton on our Facebook page.

Supporting this event is an opportunity to enable Hamiltonians to experience and enjoy this spectacular style of dance, which will have heightened awareness given its coming off the back of *Dancing With the Stars*.

Your council would be promoted as a funding partner of the event. The specific benefits associated with this are outlined in section 3.

Economic Impact and Profile. This should include the following:

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.	YES		NO	<input type="checkbox"/>
---	-----	--	----	--------------------------

Attendance (please do not exaggerate) -

Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	16	264	40
Spectators	200	500	
Trade	1	3	1

Entry Fees		
Dancers will be able to register and purchase their seats via the event website from Saturday, 2 June to Sunday, 9 September.		
After registrations close on 9 September, everyone (competitors and spectators alike) will have to purchase tickets through Ticketek. See the pricing below.		
NZ Open Dance Championships website from 2 June-9 September		
Table seating		
Premium elevated	\$120 per person per day	
Floorside	\$115 per person per day	
Second row	\$95 per person per day	
Grandstand seating		
Competitors: Adults and Masters (16+ yrs)	\$35 per person per session	
Competitors: Juniors and Juveniles (under 16 yrs)	\$25 per person per session	
Spectators: Adults (16-64 yrs)	\$35 per person per session	
Spectators: Seniors (65+ yrs)	\$25 per person per session	
Spectators: Children (under 16 yrs)	\$15 per session per session	
Ticketek from 9 September-21 October		
Table seating		
Premium elevated	\$125 per person per day	
Floorside	\$120 per person per day	
Second row	\$100 per person per day	
General admission		
Competitors: Adults and Masters (16+ yrs)	\$39 per person per session	
Competitors: Juniors and Juveniles (under 16 yrs)	\$28 per person per session	
Spectators: Adults (16-64 yrs)	\$39 per person per session	
Spectators: Seniors (65+ yrs)	\$28 per person per session	
Spectators: Children (under 16 yrs)	\$17 per session per session	
Accommodation – anticipated number of beds needed		
	Number of beds	Number of Nights
Hotels	350-400	3
Motels		
Camping ground		
Schools		
Home hosted		
Will all accommodation be located in Hamilton? If not, where?		
All accommodation will be located in Hamilton.		
What is the anticipated average stay in Hamilton for participants?		
The anticipated average stay is three nights. International travellers often choose to stay on and experience the Waikato and surrounding areas after the event.		

Section Three – Benefits to Hamilton City Council

Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:

As our funding partner, Hamilton City Council would receive the widest range of sponsorship benefits we have available. These include:

Idea 1	Key event messaging alignment with Hamilton City Council key messaging.
Idea 2	Full page ad in the event programme.
Idea 2	Logo placement: <ul style="list-style-type: none"> • in our e-newsletter • on the PowerPoint slides that run throughout the event • the photo backdrop • sponsor/supporter block in the programme • sponsor/supporter block on our website (with link) • DancesportLive New Zealand website • hoardings on one side of the dance floor.
Idea 4	Our event is compered by experienced MCs throughout all sessions. Your council and its support of the event would be mentioned periodically.
Idea 5	Complimentary ticketing: Four table tickets to all sessions.
Idea 6	Opportunity for an official/Mayoral welcome at the start of the Saturday evening session.
Idea 7	Hamilton City Council being acknowledged in the news and press/media releases(s).
Idea 8	Presentation of the trophy to the winners of the Professional Latin event.
Idea 9	Welcome pack for distribution to all registered dancers, judges and officials.

Section Four- Declaration and Privacy Act Authorisation

- This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
- We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
- We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
- We authorise Hamilton City Council to obtain further information as it may require when considering this application.
- We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
- We declare that the information provided in this application is true and correct.
- We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (14 May 2018) to:

Venues, Tourism and Major Events

Hamilton City Council

Private Bag 3010

Hamilton 3240

Attention: Jennie Lavis - Major Event Sponsorship Application

Or via email to jennie.lavis@hcc.govt.nz

2018 timeline of activities

Activity	Dec	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct
Venue logistics											
Claudlands											
Sign venue hire agreement	█										
Finalise venue layout plan						█					
SBI Productions											
Meet to brainstorm ideas for 2018					█						
Proposal received						█					
Review proposal						█					
Finalise proposal						█					
Reconfirm all details with SBI Productions								█			
The Event Works Group											
Request quote for dance floor	█										
Book dance floor	█										
ITPOS											
Confirm number of terminals required and book									█		
Health and safety											
Prepare a health and safety plan										█	
Send health and safety plan to Claudlands										█	
Other											
Coat racks for changing rooms											█
Remind Darrell to bring the dias with him											█
IZFDT Executive											
Prepare draft budget		█									
Receive official feedback on 2017 event and understand exec's expectations for 2018 event			█								
Present draft budget			█								
Advertising and promotion											
Prepare promotional plan covering advertising, e-newsletters, social media and media				█							

2018 NZODC budget

Expenditure			
Venue	Budgeted		Actual
Venue hire	\$ 25,841.00		
Additional hire equipment	\$ 3,000.00		
Sound, lighting, video	\$ 27,000.00		
Dance floor	\$ 10,000.00		
Eftpos terminal hire	\$ 300.00		
		\$ 66,141.00	
Operations			
Adjudicator expenses	\$ 10,000.00		
DanceSport Live	\$ 2,200.00		
Music	\$ 2,500.00		
Comperes and floor manager	\$ 1,000.00		
		\$ 15,700.00	
Travel, accommodation and food			
Accommodation and meals for judges and officials	\$ 15,000.00		
Bus for judges and officials	\$ 300.00		
Judges packs	\$ 200.00		
		\$ 15,500.00	
Prize money and trophies			
Professional prize money	\$ 10,500.00		
Trophies and medals	\$ 3,900.00		
Flowers for Lady of Elegance awards	\$ 150.00		
Engraving/trophy repair	\$ 100.00		
		\$ 14,650.00	
Entertainment			
Opening act / demonstration	\$ 5,500.00		
		\$ 5,500.00	
Design, printing and promotion			
Graphic design	\$ 3,500.00		
Printing	\$ 3,200.00		
Advertising and promotion	\$ 1,100.00		
		\$ 7,800.00	

Attachment 1

Other				
Courier fees	\$ 300.00			
Stationery	\$ 500.00			
		\$ 800.00		
Total expenditure		\$ 126,091.00	\$	-

Item

Income				
Ticket sales		\$	103,043.48	
Advertising		\$	1,000.00	
Exhibition stands		\$	717.39	
Programme sales		\$	4,347.83	
Sponsorship				
Corporates				
	<i>Gold Ridge</i>	\$	6,086.95	\$ 6,086.95
	<i>Footwork</i>	\$	869.57	\$ 869.57
Community funding				
	<i>HCC</i>	\$	10,000.00	
	Donations	\$	600.00	
		\$	10,600.00	
	Total income	\$	126,665.22	\$ -
Total (loss)/surplus		\$	574.22	

Event Sponsorship Scorecard

Attachment 1

Item

Application Information			
Event Name and Date	Waikato A&P Show 26 – 28 October 2018		
Applicant/Organisation	Showing Waikato Ltd on behalf of Waikato A&P Association		
Amount Requested	\$50,000		
Event Venue	Claudelands - Show Grounds		
Event Overview	This is an existing event in the city – an annual A& P Show event serving the rural Waikato population and inviting city residents to be part of the event. The show has been delivered by a well-intended group and although a large effort has been made to engage new attendees the show has been unable to increase publicity, new additions to the show or data collection. This is now a focus for the 2018 event and hence the request for Council support.		
Target Market	General public, livestock breeders, trade and exhibitors		
Event Objectives	Remain true to the heart of the Shows – rural excellence Entertain the crowd - deliver a spectacle Create meaningful connections between rural and urban Waikato communities Use modern methods to inform and engage as many people as possible – marketing on a modern platform Embrace innovation and creativity Engage youth – create the memories of the next generation		
Potential Benefits to Hamilton City Council	First Prize Sponsorship for a sub section, Exclusive naming rights to a new event, Promotion of other HCC events on the live streaming. Visibility at the Show – awards, presentations, fashion in the field ‘special models’ etc, recognition by logo on material, verbal acknowledgement during presentations and in news and print media.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	300	700	10
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	2100	750	minimal
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	50	50	0
Anticipated bed nights	30 in motels for average 3 days = 90 bed nights. Up to 500 home-hosted. Application states limited data available on generation of overnight visitation at the present time but this is something to be addressed in the future.		
Previous HCC Sponsorship	N/A		
External Funding	Event has a number of partners and funders including NZCT, The Southern Trust, Trust Waikato, The Lion Foundation, WEL Energy Trust plus 80+ other sponsors are various levels.		
Previous HCC Leveraging	There is an agreement in place for use of Claudelands precinct for the show.		
Past Event Performance	The Waikato A&P Show is one of the oldest events in NZ and was established in 1892. It is noted that the Show has entered into a new relationship with Waikato Winter Show Association and formed the new entity of ‘Showing Waikato Limited’ (SWL). SWL is tasked with engaging our members and delivering the Show and has significant event management experience.		

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	3
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	1
Total	9/30

Management Recommendation

DECLINE

This is a long-standing event with limited initiatives that will attract a real lift in visitation or added value to the city. The organisation is already well funded.

Item

Attachment 1

Major Event Sponsorship Application Form

Section One - Applicant Event Details

Name of Event				
Waikato A&P Show				
Date(s) of Event				
26 th October – 28 th October 2018				
Time/s of Event				
9am – 4pm daily				
Location or Venue				
Claudelands Show Grounds				
Is the Event an annual/bi-ennial (every two years) event?				
Annual				
Type of Event – sporting/community/youth/cultural/arts etc.				
Agricultural and Pastoral Show – Community				
Amount of Hamilton sponsorship sought: \$ 50,000				
Name of applicant organisation: Showing Waikato Ltd on behalf of Waikato A&P Association				
Is it a legal entity?	YES	<input type="checkbox"/>	<input type="checkbox"/>	Please qualify - is it a company, incorporated society, partnership or sole trader?
Registered Charity, Waikato Agricultural and Pastoral Association LTD – CC				
Is it GST registered? If yes, provide GST number : 15-600-252				
Name of contact person for this application: Cara Ferris				
Postal address:				
P.O. Box 14161, Five Cross Roads, Hamilton, 3252				
Telephone:			Fax:	
Mobile: 022 039 2245			Email: gm@showingwaikato.co.nz	
Name of organiser: Ian Maslin, President of the Waikato A&P Association				
Contact address (if different from above)				
c/- above				
Telephone: 0272151529			Fax	
Mobile			Email: ian2512@live.com	

Please list prior event experience of both the organisation and the event organiser.			
<p>The Organisation:</p> <p>The Waikato A&P Association have delivered the Waikato A&P Show for 125 years – 2018 will be our 126th Show. The shows heart is in judging quality livestock from across all livestock groups including bovine, equine and through to camelids (Alpacas).</p> <p>The Waikato A&P Show has a close working relationship with the Waikato Winter Show Association and the event experience of our people who participate in both is deep and long. Despite a successful events resume, the team at A&P are highly aware of the need for continued growth and investment. Given the long history of the Waikato A&P Show there are several 'kaumatua' who guide the show including Life Members of the Association.</p> <p>We have entered into a new relationship with Waikato Winter Show Association and formed the new entity of 'Showing Waikato Limited' (SWL).</p> <p>SWL is tasked with engaging our members and delivering our Show. SWL is in the process of moving to be a registered charity.</p> <p>The organisation is led by Cara Ferris; a qualified and experienced manager who is local and committed to the delivery of excellent and safe iconic events. As well as over 15 years delivering events herself Cara's team includes specialists in operations, advertising and marketing, administration, finance, school's programs, kaitiakitanga, and safety. Examples of the events Cara has run include several national conferences hosted around New Zealand, training events and been a part of the Senior Management team with a leading contract caterer in events around NZ (eg. Rotorua Energy Events Centre, 2012 Rugby World Cup, open days for universities).</p> <p>As an iconic (or cornerstone) event we are excited about the future as we have a team with experience, historic respect and fresh eyes for growth.</p>			
Is there a contract in place with the event organiser or organisation team?	YES		
Does your organisation hold intellectual property rights to the event? If not, who?			
Yes			

Section Two - Event Description and Attachments Please attach documentation related to this section.			
Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). Maximum of one page preferred. Please see attached document for further sections.			
Business Plan for the event. This should include the following: <ul style="list-style-type: none"> Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes Projected budgets Organisational structure 			
Current Event Budget. This should include the following: <ul style="list-style-type: none"> Detailed budget including cash flow projections, profit and loss forecasts A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought) 			
Please see attached excel document for event budget			
Marketing and Promotion Plan. This should include the following: <ul style="list-style-type: none"> Target markets Marketing objectives Marketing strategies including advertising/PR activity and timeline Who is responsible for the marketing and promotions plan? Do they have experience in either events/marketing/PR? If so, what experience? Itemised marketing and promotions plan budget 			
Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event.			
Economic Impact and Profile. This should include the following:			
Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.			NO
Attendance (please do not exaggerate) -			
Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	300	700	10
Spectators	2100	750	Minimal
Trade	50	50	0
Entry Fees			
Adult: Friday Free or \$5	Child: under 5 yrs free	Older persons: Friday Free or \$5	Other
Accommodation – anticipated number of beds needed			
	Number of beds	Number of Nights	

Hotels	0	0
Motels	30	3
Camping ground	Nil (we operate our own	3
Schools	0	0
Home hosted	500	3
Will all accommodation be located in Hamilton? If not, where?		
All in Hamilton		
What is the anticipated average stay in Hamilton for participants?		
3 days, 2 nights		
Section Three – Benefits to Hamilton City Council		
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:		
Idea 1	First Prize Sponsorship for a sub section	
Idea 2	Exclusive naming rights to a new event	
Idea 3	Promotion of other HCC events on the live streaming	
Idea 4	Visibility at the Show – awards, presentations, fashion in the field ‘special models’ etc	
Idea 5	Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.	
Idea 6	Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).	
Idea 7	Hamilton City Council being acknowledged in the news and press/media releases(s).	
Section Four- Declaration and Privacy Act Authorisation		
<ul style="list-style-type: none"> • This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future. • We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved. • We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council. • We authorise Hamilton City Council to obtain further information as it may require when considering this application. • We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for. • We declare that the information provided in this application is true and correct. • We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into. 		

Please ensure you have:

Page 4

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (14 May 2018) to:

Venues, Tourism and Major Events

Hamilton City Council

Private Bag 3010

Hamilton 3240

Attention: Jennie Lavis - Major Event Sponsorship Application

Or via email to jennie.lavis@hcc.govt.nz

Waikato A&P Show Funding Application - May 2018

Event outline

Waikato A&P Show is one of the oldest events in New Zealand – established in 1892.

With Royal sub-events every year and a full Royal Show in 2011 the Waikato A&P is the only A&P Association to boast a visit from Her Majesty, Queen Elizabeth II in 1953. The Duchess of Kent is our ongoing connection to the Royal family as she remains one of three Patrons.

The heart of the Show is judging quality livestock (and their handlers). Each animal section of the Show is managed by an experienced member of industry who has had several years involvement with the Association. Our leadership team for the livestock events is a well-balanced mixture of experience with the animal showing and insight into the requirements for this specific show.

In addition to the livestock events the show has been delivering equestrian events for nearly all of the 125 years. The programs, schedules and use of space are carefully reviewed each year to be condensed into a full Show report forming the basis for the next Show.

Entertainment, trade exhibits and expos relating to the rural-urban connection themes that run throughout our history are also an annual feature of the Show – though they have changed over the century (and a quarter).

Several modern Hamilton City events have had a start at the A&P Show and developed into something unique of their own. In the early 1990's a group of balloon enthusiasts needed a place and time for their AGM – that has now evolved into the independent event known as the Night Glow. We reference this to demonstrate that change, growth and trying new things is a feature of the A&P Show and with a new vibe around it in 2018 this sort of creativity is being revived.

To ensure that our Show continues into the future the Waikato A&P has taken a reflective look at our plans for future stability. We acknowledge that the size of the Show is beyond the capacity of our volunteers – an enthusiastic, experienced but aging population, and aim to remain relevant in a community changing at an ever-increasing rate is our significant challenge through the new partnership with SWL.

Objectives

- Remain true to the heart of the Shows – rural excellence
- Entertain the crowd - deliver a spectacle
- Create meaningful connections between rural and urban Waikato communities
- Use modern methods to inform and engage as many people as possible – marketing on a modern platform
- Embrace innovation and creativity
- Engage our youth – create the memories of the next generation

Business Plan and Strategies

Market

The Waikato A&P serves a variety of populations:

- as a meeting point for breeders and livestock to compete at the highest level nationally (and internationally)
- as an opportunity for trade and exhibitions – commercial ventures
- as an entertainment for the community – general public
- schools programs as an education platform
- It gathers the rural community of Waikato in Hamilton City while also adding on learning, entertainment and engagement for the urban population.

Competition

There are many options in events and outings in Hamilton City, however few with free/\$5 entry and none with a history like the A&P. As an iconic event serving the rural population of the Waikato Region and inviting the Hamilton City public to be a part of the celebration, we remain unique.

The competition for the Waikato A&P lies with the public truly understanding the difference between our Show and others which focus on commercial trade rather than our livestock expertise.

Weaknesses

The Show has been delivered in the past few years by a well-intended but technology hesitant group. Although a large effort has been made to engage youth, young families and next generation participants, the Show has not moved forward with data gathering, publicity or creative new additions. These are the areas for projects in 2018.

This application is submitted with the acknowledgement that our lack of data is a part our strategy and operating plans for 2018 but these are still in development. We invite further questions on areas that seem lacking.

Possibilities

As per the budget shown, the Waikato A&P Show is viable in its current format. The sources of income include:

- entries from competitors
- sponsorship
- ticket sales
- entertainment and
- funding – a key area

With additional funding the following projects can be delivered:

1. Education Program
 - a. Target 1000 students on the Free Friday
2. Marketing Plan that reaches all the potential communities
 - a. Social media – live delivery of judged events
 - b. Print, radio and billboard in a comprehensive strategy
 - c. Target more Waikato and national competition entries, stewards and judges
3. New events
 - a. Fashion in the field – Equestrian
 - b. Fibre on Show – Alpaca and sheep fibre on the catwalk
 - c. Regional Choir Showcase
4. Accessibility reworked

- a. Ensuring that all members of the public can visit all parts of the Show safely and easily
- b. Hosts – learn more about the sections and activity with engaging and knowledgeable hosts
5. Review ‘Camping Ground’ hosting
 - a. Partnership with local businesses to promote city centre spending for our campers
6. Event Tourism
 - a. Engage with small international tour groups for specially hosted tour of the event highlighting specialist events
7. Data – accuracy of information for future baseline comparisons
 - a. This is a significant gap in our current operations and would involve a ticketing system comprehensive and modern

Benefits of Additional Funding

Exposure and promotion for the city

- With the introduction of live casting of events the potential for national and international exposure grows
- Well hosted tours of the show for visitor groups and locals will add to the sense of inclusion for all

Promote pride and sense of place for Hamilton City

- Excellence in livestock – the Fergusson Family have been involved in the Show for over 50 years and have personally advised the Queens on her stock choices. The level of respect and expertise in our community is specialist and second to none.
- In 2018 the A&P Show hosts the Alpaca Royal event for NZ, guaranteeing special awards and an increased number of participants.
- A sense of pride can be gained from being one of the longest running Shows in New Zealand – have we mentioned this is our 126th Show?

Economic Benefits for the City

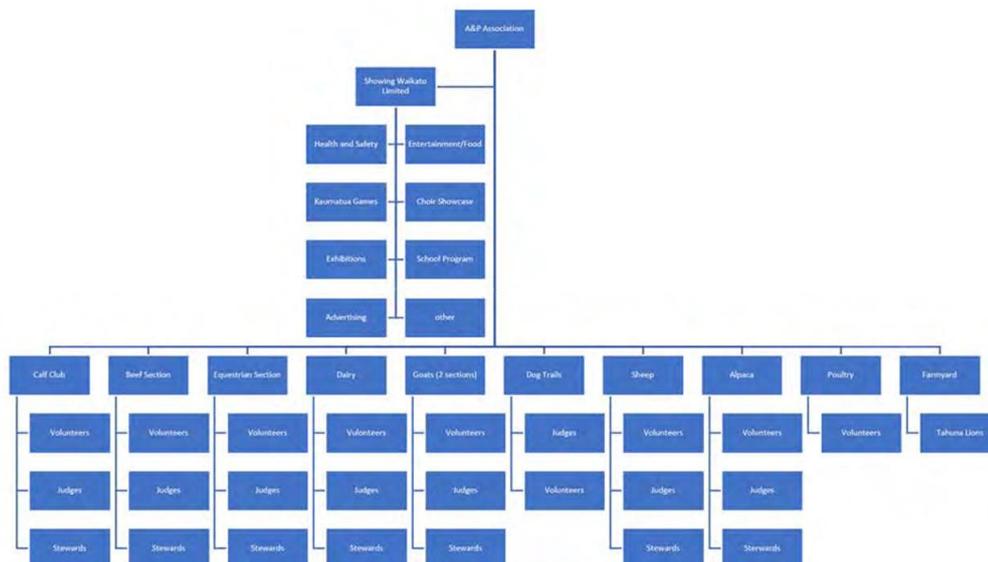
Key examples of additional business to Hamilton City:

- A number of competitors stay on the Claudelands grounds during the Show (best practice care for animals)
- Nearly all competitors are from the surrounding rural regions of the Hamilton City with some competitors coming from the Whangarei, Tauranga, Wairarapa and Taupo. Competitors have come from the South Island in the past – particularly in the Equestrian Section
- Our judges arrive from Australia, the South Island and a variety of North Island regions
- Our trade and expos showcase and prioritise Waikato businesses
- The Kaumatua Games and Choir Showcase are Waikato wide
- The futurity sales – livestock sales from within the Show
- Fashion in the Field – promoting local fashion businesses

All of these participants and contributors require catering, entertainment and accommodation onsite, with family or in hotels nearby adding to the economic exchange within Hamilton City.

It should be considered that to have a three day Show with a free Friday and \$5 tickets for the Saturday and Sunday ensures maximum participation from the community and leaves discretionary spending for other City events and entertainment.

Organisational Chart



Budget

Please refer to attached excel spreadsheet for detailed budget breakdown.

Strategic Partners and Funding

These strategic partners contribute to the Association as a whole and/or to the show specifically and/or to section events and prizes.

Strategic Partners

- NZCT
- The Southern Trust
- Trust Waikato
- The Lion Foundation
- WEL Energy Trust

Platinum - \$2000

- Bulk Lines – in kind (sawdust carting)

Gold Sponsors - \$1000 (cash and in-kind)

- | | |
|--|--|
| <ul style="list-style-type: none"> • ABS (Animal Breeding Services) • Boehringer Ingleheim • Bell Bosch • CopRice • PGG Wrightson | <ul style="list-style-type: none"> • J.Swap Stockfoods • World Wide Sires • Ascot • Hoof It • VET ENT |
|--|--|

Silver Sponsors - \$500 (cash and in-kind)

- | | |
|--|--|
| <ul style="list-style-type: none"> • Osbornes | <ul style="list-style-type: none"> • Ecolab |
|--|--|

- Farmlands
- Paramount
- Jobe valves
- NZ Farmers Livestock
- OTL
- Pala Mountains
- Samen
- Balance Fertiliser
- John and M Spellman
- Vetora Vets

Bronze - \$250 (cash and in-kind)

- AFFCO
- Awaroa Perendales
- Giltra AgriZone
- Ravensdown
- Resene
- Semex
- Wilson_Hellaby
- Ferdon Genetics
- I Du Plessis
- Okawa Ltd
- Serenity Park
- Garrads

Supporters - \$200 or less (in cash or in-kind): 50 supporters including individual people and local businesses

Marketing and Promotion Plan

Objectives

- Increase participants by 10% yoy
- Increase competitor participation 5% yoy
- Increase social following by 50%
- To increase early bird sales by 20%
- To attract 5,000 attendees over the 3 days that the event takes place

We want to increase the awareness and attendance to the show from the Hamilton and Waikato Communities, particularly those who may have never heard off or been involved with an A&P Show before.

There are two main audiences we will be targeting

- 1) The local Hamilton and Waikato 'Townies', with a specific focus on families with children under 12.
- 2) New national competitors – people who will compete in the events. This will subsequently lead to increased participation and engagement with the rural community nationally.

Marketing Strategies

Marketing will begin 3 months out from the event and will include the following channels:

- Advertising
 - Paper
 - Radio
 - Digital
 - Social
- Event Listings
 - Event finder
 - Hamiltonwaikato events website
 - Claudelands
- PR
 - Working with local media outlets to obtain print and digital editorial and air time
- Experiential

- Community groups ticketing packages
- Direct Marketing
- Large format banners and local signage
- Live event streaming

Marketing and promotions plan budget

Advertising run: August to October

Print	\$8,000
PR	Free
Content and Editorial	\$500
Digital	\$6,000
Social	\$3,000
Radio	\$6,000
Experiential	
Billboards	\$2,000
Corflutes	\$1,500
Maildrop	\$2,000
Shop Posters	\$500
Total 3 months	\$29,500

Credentials of the organisation/person executing the marketing plan

Showing Waikato will be responsible for the development and execution of the Marketing plan. This will be implemented by Vanessa Natusch, she has 7 years of advertising and marketing experience, she started in a Hamilton based advertising agency working across ATL and BTL mediums, before moving to London and then Melbourne, where she furthered her marketing career with in-house marketing roles, developing and implementing marketing strategies for clients and partners.

Sponsorship Proposal Package

In addition to the traditional acknowledgements and shared advertising, the A&P Show recognises this as a unique opportunity to create a partnership like none before.

We view this grant as an investment in the future of our Show and the local communities. The partnership that we seek is open to non-traditional sponsorship ideas and mutual gains. We propose a round table meeting to tease out the possibilities as soon as practical.

For example:

- a walking tour map of the graffiti art in the centre city to encourage our campers to ‘cross the bridge’
- tourist groups encouraged with multi pass discounts to other HCC spaces – museum, gardens etc
- live streams sponsored by and advertising HCC other events

Let’s talk...

General Show

	Actual 18/19	Budget 18	Actual 17/18	Budget 17	Actual 16
INCOME					
Advertising		\$0.00	\$0.00	\$0.00	\$0.00
Affiliation fees		\$500.00	\$500.00	\$500.00	\$500.00
BBQ		\$487.00	\$487.00	\$530.00	\$535.00
Camping		\$180.00	\$174.00	\$150.00	\$148.00
Catalogues		\$1,766.00	\$1,798.00	\$1,950.00	\$1,976.00
Catering		\$0.00	\$30.00	\$0.00	\$0.00
Donations/Grants		\$15,854.00	\$25,685.00	\$24,660.00	\$25,814.00
Eftpos		\$226.00	\$226.00	\$280.00	\$283.00
Entries		\$30,545.00	\$30,134.00	\$30,860.00	\$30,878.00
Equipment Hire		\$6,200.00	\$6,199.00	\$5,200.00	\$5,160.00
Funding Grants (Additional Projects)		\$50,000.00	\$0.00	\$0.00	\$0.00
Gate		\$13,088.00	\$10,853.00	\$13,000.00	\$10,721.00
General		\$1,000.00	\$621.50	\$2,000.00	\$14,184.00
Ground Fees		\$3,675.00	\$3,553.00	\$4,720.00	\$4,997.00
Interest		\$1,530.00	\$1,531.00	\$900.00	\$889.00
Levies		\$1,565.00	\$1,564.00	\$1,350.00	\$1,751.00
Measuring		\$5,500.00	\$5,503.00	\$5,000.00	\$5,506.00
Recoveries		\$1,100.00	\$1,060.00	\$770.00	\$775.00
Sponsorship		\$17,665.00	\$14,166.00	\$19,015.00	\$18,854.00
Subscriptions		\$3,000.00	\$2,300.00	\$3,000.00	\$2,922.00
Stables		\$600.00	\$484.00	\$600.00	\$583.00
Trade Sites		\$5,500.00	\$4,315.00	\$4,500.00	\$4,269.00
Trust Disbursements		\$97,650.00	\$97,650.00	\$97,650.00	\$97,650.00
Total	\$0.00	\$257,631.00	\$208,833.50	\$216,635.00	\$228,395.00
EXPENDITURE					
Accountancy/Audit		\$2,400.00	\$2,400.00	\$2,000.00	\$1,806.00
Accommodation		\$2,775.00	\$2,717.00	\$3,000.00	\$2,997.00
Advertising		\$260.00	\$258.00	\$300.00	\$189.00
Additional Projects 2018		\$50,000.00	\$0.00	\$0.00	\$0.00
Attendance Incentive		\$0.00	\$0.00	\$0.00	\$0.00
Bank Charges		\$10.00	\$10.00	\$0.00	\$58.00
Catalogues		\$870.00	\$870.00	\$760.00	\$757.45
Catering		\$9,012.00	\$8,813.00	\$7,880.00	\$7,846.00
Cartage		\$800.00	\$512.00	\$800.00	\$796.00
Cleaning		\$13,765.00	\$11,938.00	\$14,150.00	\$13,799.00
Displays		\$18.75	\$18.75	\$0.00	\$0.00
Eftpos		\$500.00	\$500.00	\$500.00	\$0.00
Electricity		\$3,418.00	\$3,418.00	\$3,995.00	\$3,800.00
Electric Installation		\$448.00	\$448.00	\$650.00	\$643.00
Entertainment		\$5,250.00	\$5,413.00	\$5,900.00	\$5,849.00
Equip Hire		\$7,705.24	\$8,500.00	\$6,340.00	\$6,312.00
Equipment Maintenance		\$1,200.00	\$1,170.00	\$1,600.00	\$1,594.00
Equipment purchase		\$1,420.00	\$1,920.00	\$1,500.00	\$0.00
Farmyard		\$2,920.00	\$2,920.00	\$2,500.00	\$2,511.00
Gate Keepers/Parking		\$4,300.00	\$4,288.00	\$5,200.00	\$5,115.00
Health & Safety		\$290.00	\$287.00	\$1,000.00	\$5,229.00
Insurance		\$1,950.00	\$1,907.00	\$1,950.00	\$1,925.00
Interest		\$0.00	\$0.00	\$50.00	\$912.00
Judge's Exps's		\$2,110.00	\$2,083.00	\$1,400.00	\$1,422.00
Levies		\$2,414.00	\$2,366.00	\$2,289.00	\$2,653.00
Measuring		\$3,155.00	\$3,158.00	\$2,050.00	\$2,054.00
Postage		\$940.00	\$754.00	\$1,350.00	\$1,345.00
Printing		\$4,383.00	\$4,580.00	\$4,670.00	\$4,635.00
Prizemoney		\$26,245.00	\$26,081.00	\$27,965.00	\$29,646.00
Promotion		\$20,916.00	\$23,906.00	\$15,650.00	\$16,354.00

Attachment 1

RAS Conference	\$500.00	\$0.00	\$1,000.00	\$717.00
Refunds	\$493.00	\$550.00	\$625.00	\$554.00
Rent	\$2,300.00	\$2,173.00	\$2,250.00	\$2,245.00
Ribbons	\$7,609.00	\$9,615.00	\$5,370.00	\$6,016.00
Rubbish Collection	\$5,293.00	\$5,288.00	\$4,690.00	\$4,652.00
Sawdust	\$6,173.00	\$6,184.00	\$6,300.00	\$5,836.00
Schedules	\$857.00	\$854.00	\$925.00	\$902.00
Show Secretary/Manager	\$34,400.00	\$30,000.00	\$30,000.00	\$24,720.00
Security	\$1,100.00	\$0.00	\$1,100.00	\$1,107.00
Show Construction	\$252.00	\$172.00	\$170.00	\$49.00
CBUnit/	\$10,000.00	\$0.00	\$30,000.00	\$12,195.00
Show Signage	\$3,153.00	\$3,153.00	\$3,000.00	\$2,997.00
Sound system	\$5,065.00	\$5,065.00	\$5,220.00	\$5,231.00
Stationary	\$1,325.00	\$1,324.00	\$360.00	\$356.00
St John/First Aide Services	\$1,305.00	\$1,305.00	\$1,200.00	\$1,185.00
Sundry Exp's	\$238.00	\$240.00	\$270.00	\$7,280.00
Tel/Tolls	\$1,515.00	\$1,527.00	\$1,515.00	\$1,503.00
Travel Subsidy/Exps's	\$590.00	\$591.00	\$0.00	\$0.00
Wages, Show	\$7,050.00	\$23,400.00	\$7,000.00	\$6,645.00
Loan repayment	\$0.00	\$0.00	\$0.00	\$30,000.00
Total	\$0.00	\$258,692.99	\$212,676.75	\$216,444.00
Surplus/Deficit	\$0.00	-\$1,061.99	-\$3,843.25	\$191.00
				-\$6,042.45

Item

Attachment 1

Less \$14,400 to GS

Inc's SD&Grnd Staff

Item

Event Sponsorship Scorecard

Application Information			
Event Name and Date	Waikato 100 – 3 November 2018		
Applicant/Organisation	Waikato Rowing Club Inc		
Amount Requested	\$7,000		
Event Venue	Waikato River		
Event Overview	<p>The event is a 100km human powered race on the Waikato River.</p> <ul style="list-style-type: none"> • An open invitation event for rowing crews, waka-ama, kayakers and stand up paddle boarders(SUBs); • Starts at Waikato Rowing Club, Hamilton and finishes 100km downstream at Elbow Corner; • An endurance effort estimated to take 6-8 hours to complete; • Is a time trial with optional relay stops at Ngaruwahia (20km), Rangiriri (50km) and Mercer (75km); 		
Target Market	River users - categories include elite, masters, schools, universities, club and mixed crews.		
Event Objectives	To promote healthy waterways initiatives; to give back to community; and support Waikato Rowing Club's desire to activate healthy water based activity.		
Potential Benefits to Hamilton City Council	Powhiri before start highlighting the history of the Waikato River and its significance to the people of Hamilton; Promote clean water resolutions in the region that will benefit Hamilton's 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; Hamilton signage at Event; acknowledgment and recognition, right to use photos/video in promotional material and recognition as a funder.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	140	120	0
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	140	120	0
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	10	5	0
Anticipated bed nights	210 bed nights on average		
Previous HCC Sponsorship	N/A		
External Funding	Cash sponsorship from corporate and multiple pending from other community funders		
Previous HCC Leveraging	N/A		
Past Event Performance	Inaugural event in 2016 and growing since.		

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	1
Number of anticipated participants	2
Utilisation of city assets	3
Total	14/30

Management Recommendation

APPROVE - \$5,000

This application is supported with funding (but at a lesser amount than requested) as although a smaller event it has much potential to grow further. Although overnight visitation is currently low, this event has growth potential and seed funding from Council is deemed appropriate. The applicants have also attracted support from other sponsors (Corporates, Trust Waikato and Waikato District Council and Waikato River Authority).

Major Event Sponsorship (sponsorship from \$5,000 up to \$100,000) Application Form

Section One - Applicant Event Details

Name of Event				
THE WAIKATO 100				
Date(s) of Event				
SATURDAY 3 NOVEMBER, 2018				
Time/s of Event				
7.00am START TO 5pm FINISH (ISH)				
Location or Venue				
WAIKATO RIVER				
Is the Event an annual/bi-ennial (every two years) event?				
ANNUAL				
Type of Event – sporting/community/youth/cultural/arts etc.				
SPORTING				
Amount of Hamilton sponsorship sought: \$ 7,000				
Name of applicant organisation WAIKATO ROWING CLUB				
Is it a legal entity?				
YES	<input checked="" type="checkbox"/>	NO		INCORPORATED SOCIETY
Is it GST registered? If yes, provide GST number YES - 15 624 400				
Name of contact person for this application ROB HAMILL				
1020 LIMEWORKS LOOP ROAD				
RD5				
HAMILTON 3285				
Telephone 07 825 9921			Fax	
Mobile 021 081 57698			Email rob@robhamill.co.nz	
Name of organiser ROB HAMILL				
Contact address (if different from above)				
Telephone			Fax	
Mobile			Email	

Please list prior event experience of both the organisation and the event organiser.			
<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 Great Race and Great Race Ball</p> <p>In 1997 Rob organised an entry into the inaugural Atlantic Rowing Race and the next three races (2001, 2003 and 2005), two of which were victorious.</p> <p>In 2006 Rob assisted organising an expedition to the South Pole.</p> <p>In 2008 Rob was Event Director the Billy Webb Challenge (www.billywebbchallenge.co.nz) in 2008/09/10.</p> <p>2012 Rob conceived and co-organised a row across the Tasman Sea between Sydney and Auckland Harbour Bridges.</p> <p>In 2014 Rob co-organised an expedition walk across Greenland.</p> <p>In 2016/17 Rob organised the Waikato 100.</p>			
Is there a contract in place with the event organiser or organisation team?	YES	X	NO
Does your organisation hold intellectual property rights to the event? If not, who?			
Yes			

Section Two - Event Description and Attachments Please attach documentation related to this section.	
	<p>Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). Maximum of one page preferred.</p>
	<p>Business Plan for the event. This should include the following:</p> <ul style="list-style-type: none"> • Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes • Projected budgets • Organisational structure
	<p>Current Event Budget. This should include the following:</p> <ul style="list-style-type: none"> • Detailed budget including cash flow projections, profit and loss forecasts • A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)
	<p>The inaugural Waikato100 (www.waikato100.kiwi) held Saturday 5 November 2016, was staged at relatively short notice – two months – and was kept low key. The event went off well with extremely positive feedback from the 28 participants who all said they would be back and would promote the event to their networks. The 2017 event saw a five-fold increase number on entrants to 140.</p> <p>We expect this year's Waikato 100, to be held Saturday 3 November, will get 200-300 competitors on the water. And this will increase year on year out with potential numbers exceeding 1,000.</p> <p>The event is:</p> <ul style="list-style-type: none"> • An open invitation event for rowing crews, waka ama, kayakers and stand up paddle boarders (SUBs); • Starts at Waikato Rowing Club, Hamilton and finishes 100km downstream at Elbow Corner; • An endurance effort estimated to take 6-8 hours to complete; • Is a time trial with optional relay stops at Ngaruawahia (20km), Rangiriri (50km) and Mercer (75km); • Entrants will be let off one at a time or in seeded groups; • Categories include masters, schools, universities, club and mixed crews; <p>Why? To promote healthy waterways initiatives; to give back to community; and support Waikato Rowing Club's desire to activate healthy water based activity.</p>
	<p>Marketing and Promotion Plan. This should include the following:</p> <ul style="list-style-type: none"> • Target markets • Marketing objectives • Marketing strategies including advertising/PR activity and timeline • Who is responsible for the marketing and promotions plan? • Do they have experience in either events/marketing/PR? If so, what experience? • Itemised marketing and promotions plan budget

Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event.			
Economic Impact and Profile. This should include the following:			
Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.	YES	NO	X
Attendance (please do not exaggerate) -			
Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	80 rowing 30 waka ama 20 kayaking 10 SUP	60 rowing 30 waka ama 20 kayaking 10 SUP	2018 EVENT
Spectators	140	120	
Trade	10	5	
Entry Fees			
Adult \$10	Child	Older persons	Other
Accommodation – anticipated number of beds needed			
	Number of beds	Number of Nights	
Hotels	10	1	
Motels	60	1	
Camping ground			
Schools	40	1	
Home hosted	100	1	
Will all accommodation be located in Hamilton? If not, where?			
EXPECTATION MOST IN HAMILTON AND IMMEDIATE SURROUNDING TOWNS			
What is the anticipated average stay in Hamilton for participants?			
1.5 DAYS			
Section Three – Benefits to Hamilton City Council			
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:			
Idea 1	Link from event web site www.waikato100.kiwi to HCC web site (and visa versa)		
Idea 2	Link from FB www.facebook.com/waikato100 to HCC page (and visa versa)		
Idea 2	Right of use of photos/video in HCC promotional material		
Idea 4	Network with partner sponsors		
Idea 5 X	Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project. YES		

Idea 6 X	Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s). YES, DURING REGISTRATION/HOSTING EVENING THE NIGHT BEFORE RACE; DURING PRE-START OFFICIATING; POST EVENT FUNCTION
Idea 7 X	Hamilton City Council being acknowledged in the news and press/media releases(s). YES
Idea 8	Powhiri before start highlighting the history of the Waikato River and its significance to the people of Hamilton.
Idea 9	Promote clean water resolutions in the region that will benefit Hamilton's community.
Idea 10	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.
Idea 11	Hamilton signage at Event
Section Four- Declaration and Privacy Act Authorisation	
<ul style="list-style-type: none"> • This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future. • We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved. • We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council. • We authorise Hamilton City Council to obtain further information as it may require when considering this application. • We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for. • We declare that the information provided in this application is true and correct. • We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into. 	

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (30 June 2016) to:

H3 and Major Events Group

Hamilton City Council

Private Bag 3010

Hamilton 3240

Attention: Jennie Lavis - Major Event Sponsorship Application

Or via email to jennie.lavis@hcc.govt.nz

Item

Attachment 1



The Coast to Coast of rowing/paddling on the Waikato River



Attachment 1

Item



Introduction – 100k human powered race on the Waikato River



- An open invitation event for male, female and mixed rowing waka ama, kayaking, paddle boarding & surfboat to be staged on the Waikato River, **Saturday 3 November, 2018**
- Starts at Waikato Rowing Club, Hamilton and finishes 100k downstream at Elbow Corner. www.Waikato100.kiwi
- An endurance effort estimated to take 7-10 hours to complete.
- A time trial with optional relay stops at Ngaruawahia (80km to go), Rangiriri (50km to go) and Mercer (25km to go).
- Can enter 100km (Hamilton), 50km (Rangiriri), or 25km (Mercer) to finish at Elbow Domain (15km short of Port Waikato).
- Categories include elite, masters, schools, universities, clubs and mixed crews.
- Track the event on line from anywhere in the world.





Attachment 1

Why?

To promote healthy waterways initiatives;

To give back to community via entrant fundraising promoted via event;

And support Waikato Rowing Club's desire to activate rowing and healthy water based activity,

Rowing

Waka ama

Kayaking

Stand-up paddle boarding

SUP

Surfboat



Item

Critical Considerations



- Supporters
 - Must be able to watch the race on line worldwide.
 - TrackIt app develop additional features.
- Economic impact
 - Positive feedback from 2017 event suggests increased entrants.
 - As awareness grows we expect clubs further afield, including off shore will compete.
 - Seek direct marketing via sponsor networks in NZ and Australia.
- The River
 - Tell the [story](#) and issues of the day
 - Environmental custodianship, Health, Tainui, cultural, history, stats, ecology, etc
- Promote rowing and support a worthy cause
 - Free event for public attendance.
 - All crews to fundraise a target amount.
- Health and Safety
 - Tell the fitness for well being story
 - Detailed river safety plan in development

Meeting objectives



- A growing community event that engages all age groups from all walks of life:
 - 2016: 35 entrants
 - 2017: 140 entrants
 - 2018: ?
- Promote values of sport and keeping active to help in many areas of life including:
 - Mental health
 - Obesity
 - Connect with the outdoors
- Promote river restoration and protection of the most degraded section of the Waikato & Waipa rivers.
- Tell the story of the river's importance: history, cultural significance, issues and solutions, long

Event promotional exposure



We will promote the unique nature of this event to the media. Some of the outlets we will target are:

Television

- TV3, TVNZ, Prime news items
- Crowd Goes Wild

Press

- Currently presenting proposals to Fairfax (www.stuff.co.nz, WTimes, Dominion Post, The Press, Sth Times etc) to help promote the event, in particular to assist with entries.

Radio

- Currently presenting proposals to Mediaworks to help promote the event, in particular to assist with entries.

On line

- www.Waikato100.kiwi
- www.facebook.com/waikato100
- Stuff.co.nz
- Sponsor web site
- Other social media

Attachment 1

Item





Item

Attachment 1

WAIKATO 100 story 2017

Hayden Lynex – Freidrichs Ataxia: a neurological condition which affects the balance & coordination of his legs.
2017 completed 25km Mercer to finish.



Attachment 1

Item



WAIKATO 100 story 2017

Paul Gillard: Five weeks into a six week radiotherapy treatment for cancer of the prostate. He completed the 100km single kayak finishing 2nd overall.





WAIKATO 100 story 2017

Mike Hill: "What's with the T shirt sizes only to 2XL. Are no men entered?" So we got 3XL's printed for Mike!



Attachment 1

Item

2017 post event video [here](#)

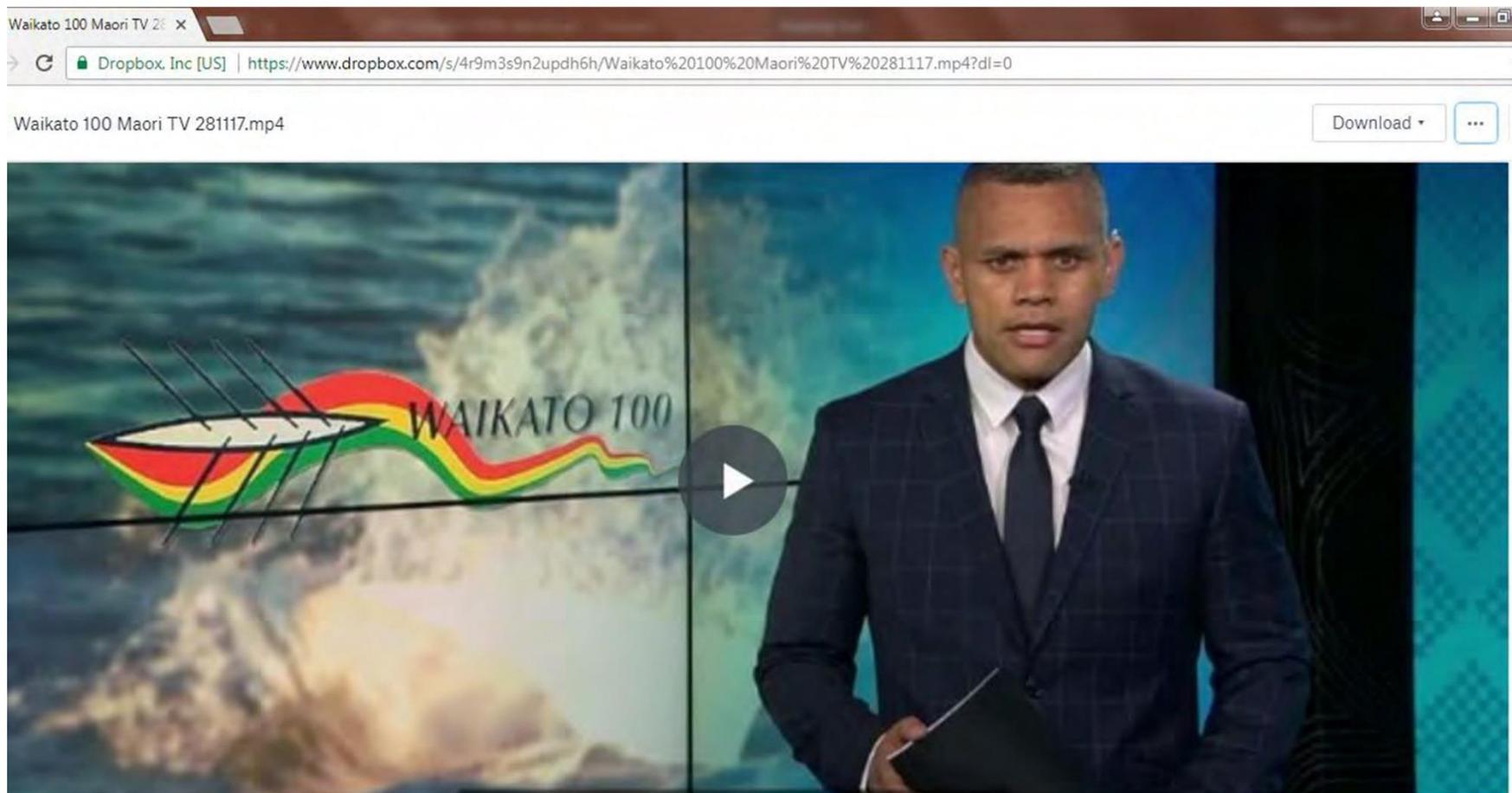


Item

Attachment 1

2017 Maori TV item [here](#)

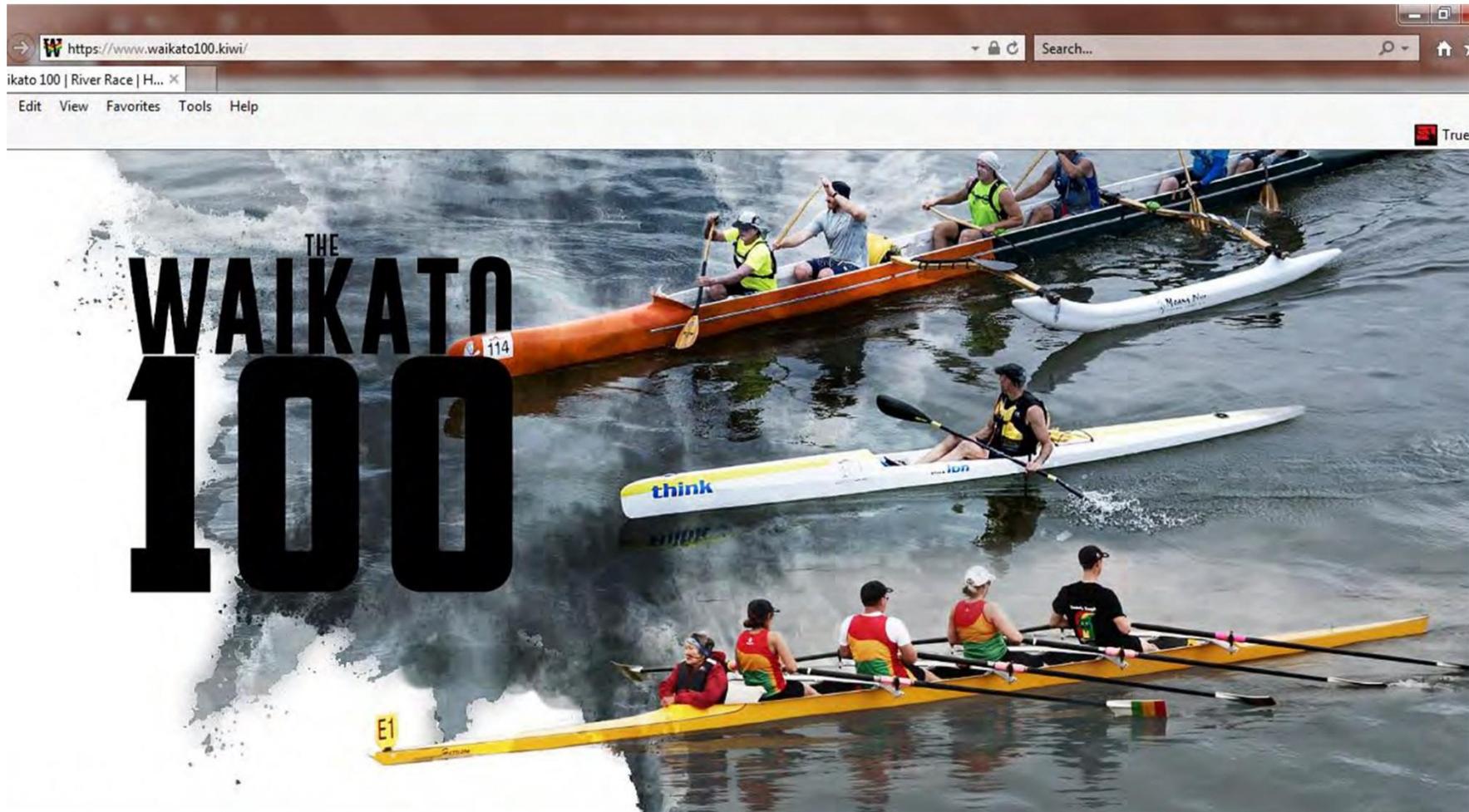
Attachment 1



Item



see web site here



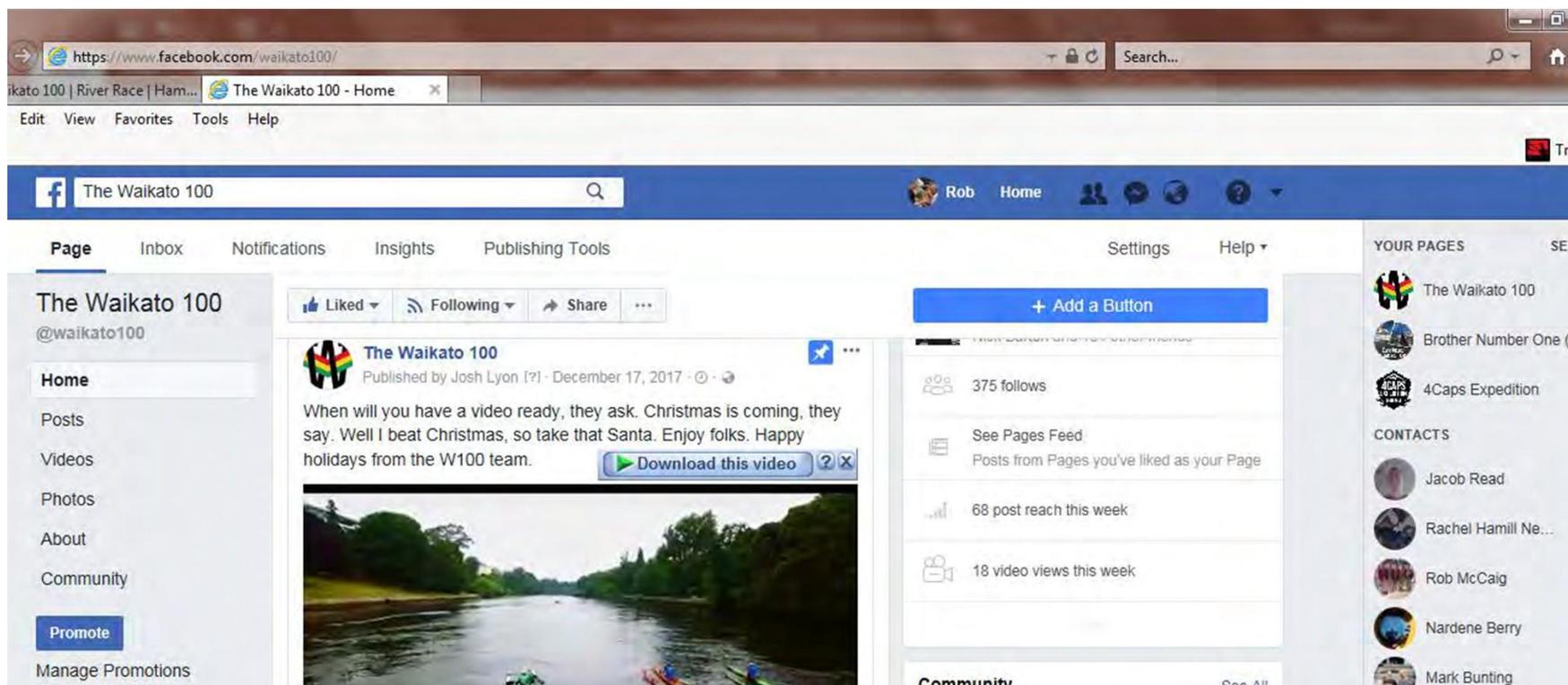
Item

Attachment 1

2017 social media

www.facebook.com/Waikato100

- Videos: 18,500 views; 8,924 minutes; >100 shares
- Photos: ditto!
- Comments from Australia, Hungary, Netherlands



Attachment 1

Item



social media comments

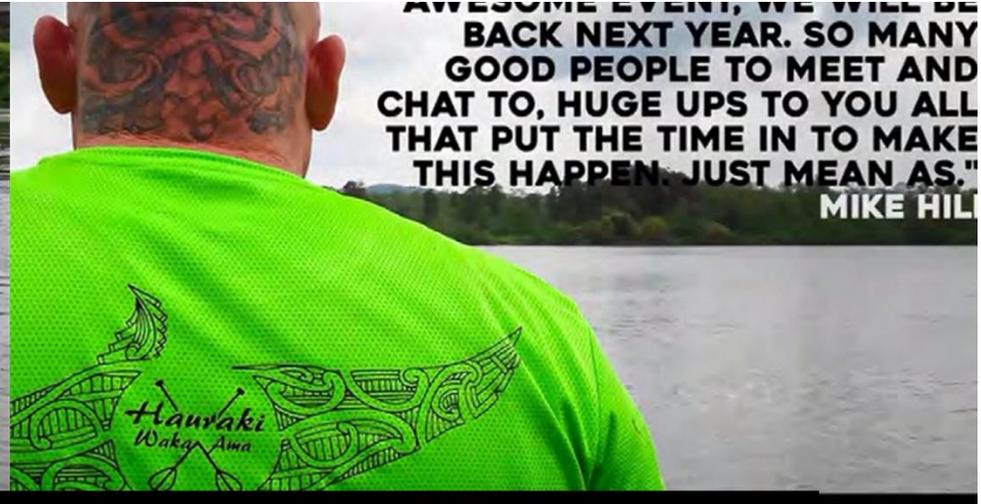
'Omg dad you are an inspiration. That's a trip and a half. I bet your excited. Im excited for you. Yay ill be cheering for you. Love you mr henry xxxx'

'This has got to be one of the toughest human powered vessel races ! Check it out! Happening this Saturday! Many of our Oceanrider Paddlers will be competing in this race. Excited !!! WoopWoop! If you haven't entered this year, be sure to rock out to one of the pitt stop areas and support. Definitely a bucket list item for next year! Good luck to all athletes giving it a go! Amazing!'

'Awesome. Just too far away from the Netherlands. Coming up next week: ringvaart regatta, 100km as well, this year with a total of 180!!! boats. Hope to do the W100 one day.' Michiel Roos



Attachment 1



Item



when you connect people to a natural resource, the more they will advocate and fight for its well being.”

Nicholas Manukau



WAIKATO 100 fundraising

Attachment 1



Item

- Three waka were burnt out by vandals at Tuakau
- Raised around \$1,800 through the waka ama community and my softball and rugby mates. There was a fair amount of news coverage on the incident, but no one has been held accountable

Audrey Whikiriwhi



Ok good people! This is where I'll be this weekend, well Saturday anyway, Sunday I'll be sleeping! In the comments is a lovely speal from good friends of mine. Iv been lucky enough to be welcomed into the most awesome Hauraki Waka AMA club, where there's a couple (well there's more than a couple) of crazy people who want to paddle 100kms down the Waikato river so thought I might as well join them. Good vibes with these people... so if you have a bit of change, Hospice Waikato would really appreciate it. It's all about fun this weekend and appreciating these opportunities given to us.



Soulful dreamers and crafts (via Facebook)

WAIKATO 100 prize giving

- Winners medals
- Participation medals
- Entertainment
- "A bloody good feed bro!" (ie hangi)



Attachment 1

Item

WAIKATO 100 2018



- Secure NZ elite rowing crews again
- Secure NZ elite crews from other sports
- Secure international entrants
- Increase sponsor return
- Increase event awareness
- Increase entrants (140 in 2017)
- Increase social media
- Increase fundraising
- Increase water quality focus
- Increase spot prizes – secure a major

Event promotional exposure

Attachment 1



We will promote the unique nature of this event to the media. Some of the outlets we will target are:

Television

- TV3, TVNZ, Maori TV, Prime news items
- Crowd Goes Wild

Press

- Fairfax (www.stuff.co.nz, WTimes, Dominion Post, The Press, Sth Times etc)
- APN – NZ Herald
- RowingNZ magazine etc

Radio

- Mediaworks
- Radio Sport

On line

- www.Waikato100.kiwi
- www.facebook.com/waikato100
- Stuff.co.nz
- Sponsor web site
- Sportz Hub, Eventfinda
- Other social media

Item

Benefits for Hamilton



- Brand on web site <https://www.waikato100.kiwi/partners>
- Opportunity to promote Hamilton's Events no waste programme
- Hamilton signage at event
- Promote in internal communications
- Promote in community communications
- Logo, link and Hamilton 'story' via www.Waikato100.kiwi
- Verbal acknowledgement at Event
- Access to photo and video footage
- Promote the values of sport
- Promote an understanding of the river's importance (www.waikato100.kiwi/river): history, cultural significance and long term aims
- Promote river restoration and protection of the most degraded section-lower Waikato River
- Content for HCC newsletter, Annual Report, promotions etc
- Tickets to pre and post race functions
 - Friday evening registration Waikato Rowing Club, Granthm Street
 - Post race BBO

HCC support request 2018

Saturday 3 November

WAIKATO 100 INVESTMENT

\$ 7,000+gst



Attachment 1

Item

WAIKATO 100 **The finish!**



Item

Attachment 1

Contact Details

- Rob Hamill
 - Mobile 021 081 57698
 - Email rob@wave.co.nz



2018 W100 EXPENSES excluding gst			
CREW MARKETING & PROMOTIONS			Budget \$ 400
Branding	Boat race numbers / coxswain_kayak_SUB Bibs	\$ 400.00	
T shirts - entrants & volunteers		\$ -	
Waikato RC - BASE EVENT VENUE			\$ 300
Facility Hires	Venue	\$ -	
Permits & Consents	EW Bylaw Advertising	\$ 150.00	
	EW Resource Consent	\$ 150.00	
SKIFF PARK BASE VENUE RELATED			\$ 1,050
Security		\$ 750.00	
Venue Signage	Parking, boat drop, day schedule, weigh in etc	\$ 300.00	
RIVER RACE & OFFICIAL RELATED			\$ 8,900
Officials	Support Boats and petrol	\$ 250.00	
	St Johns boat rental	\$ 200.00	
Surf Lifesaving	Jet ski and two IRBs	\$ 4,500.00	
Race day assistants	5 people	\$ 250.00	
Race Timing	Simple Timing - Luke Healey	\$ 750.00	
Toilets	XS services - double on trailer	\$ 400.00	
St John	Land Based 3 venues - quote received	\$ 1,550.00	
Safety Related	KRI vessel hire	\$ 1,000.00	
AUDIO/VISUAL PRODUCTION & TRACKING RELATED			\$ 3,100
Tracking crews	Track-it	\$ 1,500.00	
Production Delivery	Production Company hireage cost	\$ -	
VHF radio	Cogent/Skycom x 20	\$ 600.00	
Venue PA System	Reg evening/start/relaytrasitions/finish	\$ 1,000.00	
CATERING / SPONSORS / SOCIAL			\$ 6,200
Venue Hire	Elbow club	\$ 200.00	
	Mercer Rowing Club	\$ 100.00	
Catering	Rego Friday evening	\$ 750.00	
Catering	Taniwha adventures Hangi	\$ 3,000.00	
Marquee	Corn starch cups	\$ 100.00	
	Start and finish	\$ 200.00	
Entertainment	Band	\$ 700.00	
	Travel costs band	\$ 150.00	
Sponsors lunch	Pre event lunch	\$ 400.00	
Beverages	registration/post event/athletes	\$ 400.00	
Alcohol/Beverages	Wine/beer	\$ 200.00	
RACE REGISTRATION RELATED			\$ 1,000
Online Rego System		\$ 750.00	
Race bags / packs	Bee Dee Bags	\$ 250.00	
MEDALS & TROPHY'S			\$ 4,000
Medals & Trophies	hand made ceramic Winners medals	\$ 3,000.00	

Attachment 1

Item

Spot prize		\$ 1,000.00	
Trophy Engraving		\$ -	
VOLUNTEERS			\$ 3,250
Ts sponsors/staff	100 x \$25	\$ 2,500.00	
Lunches	50 x \$15	\$ 750.00	
MARKETING & COMMS			\$ 13,810
Photography / Videography	Event Day Photography	\$ 500.00	
	Travel costs	\$ 150.00	
	Video Capture - Alister Harding	\$ 750.00	
	Travel costs	\$ 150.00	
Waka Ama NZ	Sanctioning fee	\$ 150.00	
Event Website	Hosting & maintenance	\$ 210.00	
	Website Updates/maintenance	\$ 1,000.00	
	promo video/updates x 5	\$ 2,500.00	
	Web updates etc	\$ 500.00	
	Race day; digital mgmt etc	\$ 2,000.00	
	Assistant travel costs	\$ 150.00	
	Build edit promo video for 2019	\$ 1,000.00	
Social Media advertsing	Facebook	\$ 1,000.00	
	SportzHub	\$ 500.00	
	Promote and maintain FB inc race day	\$ 300.00	
Print advertising	Waikato Times advertising	\$ -	
Radio advertising	Radio Sport	\$ -	
Signage	Banners/pop ups	\$ 100.00	
Misc	Miscellaneous Supplies	\$ 300.00	
	Stationary	\$ 100.00	
	Design	\$ 750.00	
sponsor/event travel	Private mileage	\$ 1,500.00	
	Printing flyers/programme etc	\$ 200.00	
SPONSOR RELATED			\$ 1,400
Branding	skiff signage Signright	\$ 400.00	
Sponsor hosting	Pre event	\$ -	
Sponsors thank you's	Plaques/pictures in frames	\$ 1,000.00	
ADMINISTRATION			\$ 36,000
Phone		\$ 500.00	
Insurance		\$ -	
Food / entertainment	For meetings/post event etc	\$ 500.00	
Event Director	Event manager fees	\$ 35,000.00	
			\$ -
contingency		\$ -	
TOTAL REGATTA EXPENSE			\$ 79,410
SPONSORSHIP (cash)			\$ 10,000
Schick Construction	confirmed	\$ 10,000.00	
Trust Waikato	15k TBC	\$ -	

Waikato River Authority	15k TBC		
Hamilton City Council	7k TBC	\$	-
C&R Development	15kTBC		
Waikato District Council	7kTBC		
Perry	10k TBC		
SPONSORSHIP (InKind)		\$	-
ADDITIONAL CASH INCOME		\$	6,000
T shirt sales		\$	1,000.00
Entry Fees average PP	\$25 pp	\$	5,000.00
		7	\$ 16,000
OPERATIONAL PROFIT / LOSS		-\$	63,410

Item

Attachment 1

Event Sponsorship Scorecard

Attachment 1

Item

Application Information			
Event Name and Date	Round the Bridges – 18 November 2018		
Applicant/Organisation	Hamilton Harriers Club Inc / Classic Events Limited		
Amount Requested	\$10,000		
Event Venue	Garden Place, Civic Square, Council Buildings, Victoria Street, Waikato River paths and various other streets over the course		
Event Overview	The event consists of a 2km kids challenge, 6km and 12km fun run and 12km corporate challenge. 73% of participants originating in Hamilton. A strong focus in 2018 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. The event helps to promote health and wellbeing among the local community and acts as a fundraising platform for a range of local charities.		
Target Market	Local community, runners and walkers, families and corporate groups		
Event Objectives	Ensure participants entry cost remains low; Grow participation levels to over 7000, with a long-term goal of 10,000 over the next 5 years and increase fundraising for local charities in excess of \$50,000.		
Potential Benefits to Hamilton City Council	Recognition of Hamilton City Council as ‘Major Partner’ of RTB 2018 and recognition as home of RTB; 20 complimentary entries into 12km or 6km race to be used as external promotion or for staff ; Placement of Hamilton City Council logo across all relevant digital event materials, including website, registration platform, e-ticket confirmation and downloadable finishers certificate; Advertising space/ content across relevant electronic newsletters sent to Round the Bridges database; verbal acknowledgement during presentations(s)/ public announcement(s) and on event day and acknowledgment in press/media releases.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	Total = 6324 (2017) 73% 4600	21% 1300	
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	4000		
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	0	0	0
Anticipated bed nights	Not supplied		
Previous HCC Sponsorship	2016: \$5,000 2011, 2013, 2014 and 2015 and 2017: Application declined due to competitive nature of the reduced fund 2010 and 2011: \$20,000 2009: \$15,000		
External Funding	external funding from other sponsorship funding applications and in-kind sponsorship.		
Previous HCC Leveraging	Booking of council spaces and use of council facilities for the event		
Past Event Performance	Round the Bridges is one of New Zealand’s oldest annually contested elite road-running races. It was originally established in 1945 and in 2018, will celebrate its 74 th year.		

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	3
City exposure benefits	2
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	3
Number of anticipated participants	4
Jtilisation of city assets	4
Total	17/30

Management Recommendation
APPROVE - \$5,000
This application is supporting with funding (but at a lesser amount than requested) as although well established, there is a stronger focus to attract a greater audience to the event and growth potential in overnight visitation.

Major Event Sponsorship Application Form – Round the Bridges

Section One - Applicant Event Details

Name of Event

Round the Bridges

Date(s) of Event

Sunday 18th November 2018

Time/s of Event

7.30am – 2.00pm

Location or Venue

Garden Place, Civic Square, Council Buildings, Waikato River and various other city streets over the course

Is the Event an annual/bi-ennial (every two years) event?

annual

Type of Event – sporting/community/youth/cultural/arts etc.

Sporting community event

Amount of Hamilton sponsorship sought: \$ 10,000

Name of applicant organisation: Hamilton Harriers Club Inc

Is it a legal entity?

YES

NO

Please qualify - is it a company, incorporated society, partnership or sole trader?

Is it GST registered? If yes, provide GST number: 17-981-484

Name of contact person for this application: Jenni Muhlmann

Postal address: Private Bag 3123, Hamilton 3240

Telephone: 07856 7215

Fax: n/a

Mobile: 027 292 4220

Email: jenni@classicevents.co.nz

Name of organiser: Classic Events Ltd

Contact address (if different from above):

Telephone

Fax

Mobile

Email

Attachment 1

Please list prior event experience of both the organisation and the event organiser.			
Classic Events Ltd is an experienced event company in Hamilton running many successful events over the 8 years in business including, The Motorhome, Caravan & Leisure Shows, The Great NZ Food Show and Balloons over Waikato which GM Michele Connell has run for 14 years.			
Is there a contract in place with the event organiser or organisation team?	<input checked="" type="checkbox"/> YES	<input type="checkbox"/>	<input type="checkbox"/> NO
Does your organisation hold intellectual property rights to the event? If not, who?			
Hamilton Harriers Club Inc			

Item

Section Two - Event Description and Attachments Please attach documentation related to this section.			
Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). Maximum of one page preferred.			
Business Plan for the event. This should include the following: <ul style="list-style-type: none"> • Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes • Projected budgets • Organisational structure 			
Current Event Budget. This should include the following: <ul style="list-style-type: none"> • Detailed budget including cash flow projections, profit and loss forecasts • A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought) 			
Event budget is yet to be finalised and will be sent to you within the next week.			
Marketing and Promotion Plan. This should include the following: <ul style="list-style-type: none"> • Target markets • Marketing objectives • Marketing strategies including advertising/PR activity and timeline • Who is responsible for the marketing and promotions plan? • Do they have experience in either events/marketing/PR? If so, what experience? • Itemised marketing and promotions plan budget 			
Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event. Please find proposal attached.			
Economic Impact and Profile. This should include the following:			
Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.	YES		NO
Attendance (please do not exaggerate) -			
Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants - 6324	73%	21%	
Spectators - 4000			
Trade			
Entry Fees			
Adult	Child	Older persons	Other
Accommodation – anticipated number of beds needed			
	Number of beds	Number of Nights	

Hotels		
Motels		
Camping ground		
Schools		
Home hosted		
Will all accommodation be located in Hamilton? If not, where?		
Yes, in central Hamilton locations		
What is the anticipated average stay in Hamilton for participants? For the weekend		
Section Three – Benefits to Hamilton City Council		
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:		
Idea 1	See attached proposal	
Idea 2		
Idea 2		
Idea 4		
Idea 5	Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.	
Idea 6	Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).	
Idea 7	Hamilton City Council being acknowledged in the news and press/media releases(s).	
Section Four- Declaration and Privacy Act Authorisation		
<ul style="list-style-type: none"> • This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future. • We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved. • We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council. • We authorise Hamilton City Council to obtain further information as it may require when considering this application. • We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for. • We declare that the information provided in this application is true and correct. • We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into. 		

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (14 May 2018) to:

Venues, Tourism and Major Events

Hamilton City Council

Private Bag 3010

Hamilton 3240

Attention: Jennie Lavis - Major Event Sponsorship Application

Or via email to jennie.lavis@hcc.govt.nz



EVENT OVERVIEW

One of New Zealand's oldest annually contested events, Round the Bridges attracts participants of all ages and abilities and offers a memorable experience for the entire family. Originally established in 1945 as an elite road race, this year will mark an amazing 74 years of the iconic local event.

Taking place Sunday 18 November, this year's event is expected to attract over 10,000 participants and spectators to Hamilton's CBD. With just over 6000 participants in 2017, Round the Bridges is officially one of New Zealand's largest fun runs.

As well as being a fantastic vehicle for encouraging health and wellbeing among the local community, Round the Bridges acts as a fundraising platform for a wide range of charities across our region.

A strong focus is placed on making Round the Bridges accessible to the entire community, irrelevant of age, ability or socio-economic background. With this in mind, there are a range of event categories available:

- **2km Kids Challenge** – Catering for children aged 7 – 13 years
- **6km and 12km** – Both the 6km and 12km categories are open to everyone
- **Corporate Challenge (12km)** – The RTB Corporate Challenge offers a chance for colleagues and families to come together and enter a team that represents the workplace

EVENT DEMOGRAPHICS

Overall Entry Data

- 6324 Total Entries in 2017 (2016 - 5923)
- 38% Male – 62% Female
- 260 Teams entered the event
- The largest majority of participants enter into our ‘fun run & walk’ categories

Age Group Data

- Those aged 20-39 years account for the largest number of entrants
- Followed by 20-29 and 40-49 years
- The 2km Kids challenge has 678 entries with 28 school teams registered

Location Data

- 73% of participants live within Hamilton
- 21% outside Hamilton

Charity - Over \$22,500 was raised for various charities during the 2017 event



EXPOSURE & PROMOTION

Radio – A comprehensive sponsorship partnership is in place with NZME to the value of \$30,000 covering on air advertising in Hamilton & Bay of Plenty regions to include, MCs, social media, on air interviews, editorial support from Hamilton Press. We believe there is real growth in the ‘outside of Hamilton’ market and this is what we will target

Social media – Facebook & Instagram will be used from July – November, to encourage participation and to create sharable, readable, interesting content for those connected with the page, and who have interest in these type of events. This will also include Social Media influencers on both platforms.

EDMs – Talking directly to your committed fans is one of our strongest advertising tools, and with a database of 8,500 engaged fans of the event, our EDMS will begin in July.

Outdoor Advertising – Road Signs will be placed around the city and outlining areas, along with strategic Billboard advertising in the lead up months to inspire participation.

Marketing in Schools – Will take place, encouraging participation in kids races, with the assistance of Project Energise

Newspapers – Editorial support will be actively encouraged from our community newspapers, with monthly press releases and stories

PROMOTING PRIDE

With 2018 being the 74th year of this event, nothing suggests pride in your city than an iconic event such as this, with the longevity it has, and continued year on year growth, encompassing our city streets, river and gardens.

Our community is involved and engaged in Round the Bridges! This event is a mass participation fun run and walk which is accessible to all ages, abilities and socio-economic backgrounds. We want our community to live a balanced, active and healthy lifestyle and assist in this by providing an exceptional event experience which people feel compelled to participate in. For many, participation in an event such as Round the Bridges can be a catalyst for an ongoing improved approach to personal health and wellbeing. To ensure as many in the community as possible can be a part of this event, Round the Bridges is committed to keeping entry fees to a minimum, with subsidize entry for many sectors of the community.



PROMOTING PRIDE



The time is now to CELEBRATE our great city and what other event does this better than this one! We EMBRACE the Waikato River, we utilise the stunning river paths, and we salute the multiple bridges and central city, being based in Garden Place. Round the Bridges offers a picturesque running course and provides something uniquely Hamilton that we can all be proud of.

Pride in your workplace is important and if you have your workplace on board, what could be more fantastic than encouraging staff to run Round the Bridges. This is one of the fastest growing sectors of the race and Hamilton can involve staff and clients to join together and enjoy either the fun run or train to win, promoting healthy living within the Hamilton City Council offices.



ECONOMIC BENEFIT

Round the Bridges Primary Objectives for this event are as follow:

- Ensure the participant entry cost remains low
- Grow participation levels to over 7000 in 2 years, with a long term goal of 10,000 over the next 5 years
- Increase fundraising for local charities to in excess of \$50,000

Round the Bridges participation levels are not at full capacity, and we believe that out of town residents could contribute to the growth of the event. With Hamilton's assistance we can actively promote to out of Hamilton residents to come and spend the weekend in Hamilton, enjoy the delights the city has to offer on the Friday night and Saturday, then compete in the event on Sunday morning. We will endeavour to work with Hamilton Waikato Tourism & social media influencers to encourage this growth, similar to the Short Escapes campaign.

Increased participation will bring additional spectators, increase visitation to businesses across the central business district and an increase in the number of over-night stays in the area (assuming that a significant percentage of the participation growth will come from outside of the city).

ECONOMIC BENEFIT - EVENT PRICING

With the aim of ensuring that the event is accessible to the entire community, and with the assistance of Hamilton’s Major Event Sponsorship Fund, we will keep entry fees as low as possible. One way we achieve this is by offering a tiered pricing structure which provides participants with an opportunity to receive reduced entry fees as a reward for entering early.

With the help of Hamilton Major Event Sponsorship Fund we can also continue to offer discounts to youth, seniors and Community Services Card holders who participate in this event.

Entry Type	Super Saver July – 31 Aug	Early Bird 01 Sept – 12 Oct	Full Price 13 Oct – 13 Nov
2km Kids Challenge	\$6	\$8	\$10
Under 20’s	\$10	\$14	\$18
Adults	\$20	\$29	\$38
65’s & Over	\$10	\$14	\$18
Community Service Card Holders	\$10	\$14	\$18

HAMILTON RECOGNITION & BENEFITS

- Recognition as a major partner of Round the Bridges
- Recognition as the home of Round the Bridges
- The use of Round the Bridges event name, logo and imagery in any promotional material when required to market the city
- 20 complimentary entries into 12km or 6km race to be used as a promotion to get Hamilton citizens moving or to encourage your own staff to enter
- Placement of the Hamilton logo across all relevant digital event materials, including the Round the Bridges website, registration platform, e-ticket confirmation and downloadable certificate
- Advertising space / content across relevant electronic newsletters sent to the Round the Bridges database
- Acknowledgement of sponsorship via event day announcements
- On-site signage opportunities
- Opportunity for staff and city councilors to be on course at each of the drink stations, encouraging the participants as they race and fully engaging with the community participating in the event

Hamilton Investment : \$10,000 + gst

Round the Bridges - 18th November 2018
1st July 2018 - 30th June 2019

INCOME	2018 BUDGET
SPONSORSHIP	\$ 50,000
FUNDING	\$ 23,000
SPONSORSHIP IN-KIND	
PARTICIPATION FEES	\$ 100,000
ADDITIONAL INCOME	\$ 4,300
	\$ 177,300
EXPENSES	2018 BUDGET
ENTRY RELATED	\$ 35,000
COURSE RELATED	\$ 24,000
LEGENDS RACE (elites)	\$ -
MARKETING & COMMUNICATIONS	\$ 23,000
PRIZES AND GIVEAWAYS	\$ 10,000
EVENT STAFF	\$ 10,000
SPONSOR RELATED	\$ -
MAIN VENUE RELATED (HQ)	\$ 21,000
ENTERTAINMENT	\$ 5,000
ADMINISTRATION	\$ 12,000
EVENT FEES	\$ 20,000
	\$ 160,000
EXPECTED FINANCIAL RESULT	2018 BUDGET
	\$ 17,300

Event Sponsorship Scorecard

Attachment 1

Application Information			
Event Name and Date	North Island Colgate Games 4-6 January 2019		
Applicant/Organisation	Waikato Bay of Plenty Athletics		
Amount requested	\$5,000		
Event Venue	Porritt Stadium, Hamilton		
Event Overview	National Children's athletic competition for 7-14-year-old athletes, registered with Athletics NZ.		
Target Market	Registered athletes with Athletics NZ, their grandparents, parents and family members plus coaches and officials. 1500 athletes expected across three days plus family and supporters.		
Event Objectives	Profitable event to allow funds to be reinvested into the sport regionally, successful high-level competition, an enjoyable games and promotion of Hamilton and the region to attendees from outside the city.		
Potential Benefits to Hamilton City Council	Recognition as funder by way of use of logo on material, verbal acknowledgement during presentations and in news and press/media releases; ability to showcase our city and region to attendees to the games including HCC facilities (museum, pools, gardens, zoo) at a quieter time of the year.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	200	1300	<10
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	600	2900	<20
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	0	0	0
Anticipated bed nights	4200 bed nights per night across average 3 nights 12,600 bed nights		
Previous HCC Sponsorship	N/A		
External Funding	TBC from Southern Trust, WEL Energy, and Lion Foundation to support event costs (portaloos, St Johns, Marquee, security and fencing hire.		
Previous HCC Leveraging	N/A		
Past Event Performance	An annual national level event last held in Hamilton in 2006. Has support from relevant regional and national body, NZCAA and must follow event guidelines.		

Item

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	3
City exposure benefits	3
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	4
Number of anticipated participants	3
Utilisation of city assets	4
Total	21/30

Management Recommendation

APPROVE - \$5,000

The application is supported with funding due to its high overnight visitation to a national-level youth sports event at a quieter time of the year for accommodation, plus use of Council facility. A small investment by Council.

Major Event Sponsorship Application Form

Section One - Applicant Event Details

Name of Event					
North Island Colgate games					
Date(s) of Event					
4 - 6 January 2019					
Time/s of Event					
8.30am - 6pm daily					
Location or Venue					
Porritt Stadium					
Is the Event an annual/bi-ennial (every two years) event?					
Annual event that is held in a different region of the North Island each year. 2006 was the last time this event was held in Hamilton					
Type of Event – sporting/community/youth/cultural/arts etc.					
Children's athletic competition for 7 - 14 year old athletes that are registered with Athletics NZ					
Amount of Hamilton sponsorship sought: \$ 5000					
Name of applicant organisation					
Waikato Bay of Plenty Athletics, Children's committee					
Is it a legal entity?		YES	X	NO	Please qualify - is it a company, incorporated society, partnership or sole trader?
Incorporated society 216839					
Is it GST registered? If yes, provide GST number 15 594 082					
Name of contact person for this application Jo Davidson					
Postal address 20 Gresham Pl,					
Rototuna North,					
Hamilton, 3210					
Telephone 07 854 6734			Fax		
Mobile 021 47 5505			Email jointerprovd@gmail.com		
Name of organiser Margaret Holcroft					
Contact address (if different from above) 301 Telephone Rd					
Puketaha					
Hamilton 3781					
Telephone 07 824 3230			Fax		
Mobile 027 631 9535			Email fmmr.holcroft@xtra.co.nz		

Attachment 1

Mobile 027 631 9535	Email fmmr.holcroft@xtra.co.nz		
Please list prior event experience of both the organisation and the event organiser.			
<p>A sub committee has been formed from WBoP Athletics children's committee with the support of WBoP Athletics and New Zealand Children's Athletics Association. When WBoP has hosted the Colgate Games our children,s committee has organised the event. Most recently it was in Tauranga in 2012 and was in Hamilton in 2006. Each member of the organising committee has been involved with athletics at club, regional and or national levels organising club events (ribbon days), regional championship events and national events such as Colgate Games. The NZCAA give comprehensive guidelines to follow to ensure the event is run consistently and with in the rules for athletics</p>			
Is there a contract in place with the event organiser or organisation team?	YES	<input checked="" type="checkbox"/>	NO
Does your organisation hold intellectual property rights to the event? If not, who?			
New Zealand Children's athletic Association, all athletes competing must belong to affiliated clubs and registered with NZCAA			

Item

Section Two - Event Description and Attachments Please attach documentation related to this section.			
Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). Maximum of one page preferred.			
Business Plan for the event. This should include the following: <ul style="list-style-type: none"> • Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes • Projected budgets • Organisational structure 			
Current Event Budget. This should include the following: <ul style="list-style-type: none"> • Detailed budget including cash flow projections, profit and loss forecasts • A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought) 			
No funding has been confirmed for but we will apply to Southern Trust, WEL energy & Lion Foundation to support the cost of St John's, Portaloos, Marquee & fencing hire and overnight security for Porritt Stadium.			
Marketing and Promotion Plan. This should include the following: <ul style="list-style-type: none"> • Target markets • Marketing objectives • Marketing strategies including advertising/PR activity and timeline • Who is responsible for the marketing and promotions plan? • Do they have experience in either events/marketing/PR? If so, what experience? • Itemised marketing and promotions plan budget 			
Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event. A successful games will reflect positively on our city & region, many of the families visiting will make this part of their annual holiday and visit many of the attractions here such as the pools, zoo and gardens. They will take away great memories that will be shared with friends & family, we all know that word of mouth is one of the best forms of advertising. We expect there will be a number of families from the South Island and a few usually travel over from Australia to attend. This time of year is traditionally a quieter period for motels etc.			
Economic Impact and Profile. This should include the following:			
Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.	YES	NO	✓
Attendance (please do not exaggerate) -			
Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	200	1300	<10

Spectators	600	2900	<20
Trade			
Entry Fees			
Adult \$8	Child Free	Older persons \$8	Other \$30 for 3 day pass
Accommodation – anticipated number of beds needed			
	Number of beds		Number of Nights
Hotels	400	30% 3 nights	
Motels	2200	30% 4 nights	
Camping ground	2200	40% 5 - 8 nights	
Schools	600		
Home hosted	100		
Will all accommodation be located in Hamilton? If not, where? Most athletes and families will book accommodation in Hamilton but if booked out they will go to the closest and affordable towns such as Te Awamutu, Cambridge, or Morrinsville			
What is the anticipated average stay in Hamilton for participants? 5 nights			
Section Three – Benefits to Hamilton City Council			
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:			
Idea 1	Showcasing our region and variety of activities in the Waikato		
Idea 2	Use of HCC facilities- museum, pools, zoo, gardens		
Idea 2	Visitors to the city when many locals are away		
Idea 4	A successful games reflects positively on the city		
Idea 5	Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project. ✓		
Idea 6	Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s). ✓		
Idea 7	Hamilton City Council being acknowledged in the news and press/media releases(s). ✓		
Section Four- Declaration and Privacy Act Authorisation			
<ul style="list-style-type: none"> This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council. 			

- We authorise Hamilton City Council to obtain further information as it may require when considering this application.
- We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
- We declare that the information provided in this application is true and correct.
- We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (14 May 2018) to:

Venues, Tourism and Major Events
Hamilton City Council
Private Bag 3010
Hamilton 3240
Attention: Jennie Lavis - Major Event Sponsorship Application

Or via email to jennie.lavis@hcc.govt.nz



North Island Colgate Games 2019

Porritt Stadium, Hamilton

Friday 4th Saturday 5th Sunday 6th
January 2019

Newsletter Number 1, May 2018

Welcome to the first newsletter about the upcoming Colgate Games in January next year. There will be plenty more information to follow - we are looking forward to making these games a big success.

The Host Centre is Athletics Waikato Bay of Plenty – which includes all the clubs in our large and beautiful region.

The Games

Porritt Stadium

Hamilton's Porritt Stadium is the base for these games – a stadium with a long history of successful athletics meets.

The stadium will be well set up for the games with warm up areas for throws and running, parking close by, good food options, shady spots to view, and a great all weather track!! The stadium is based in Chartwell on the eastern side of Hamilton, close to Westfield Chartwell and the Eastern bypass. We have a medium sized grandstand and sufficient space for tents within the stadium.

Events

For those new to athletics here is a quick summary of how the Colgate Games work. On the Friday morning there is an Opening Ceremony and March. The games run from Friday morning through to Sunday night – with relays being the last events of each day. You compete and enter through your Athletics Club and must pre- enter in November. Children wear their club uniforms and age flashes.

Athletes can enter up to five events plus relays. Full Meeting Rules and Conditions of Entry will follow later in the year.

	7-9 years	10-14 years
Events	60m 100m 200m Long Jump Discus Shotput	100m Long Jump 200m High Jump 400m Discus 800m Shotput 1500m Hurdles (12-14 yrs. only) Racewalk
Format	Divisions	Heats, Semis (for some events), Finals
Results	Not posted	Posted online and at the stadium
Awards	Pennants for 1 st 2 nd and 3 rd in each division	Medals for 1 st , 2 nd , 3 rd Finalist ribbons for 4 th -8 th
Relays	4x100m	4x100m, Mixed Medley

The Location

Hamilton

While Hamilton does not have a beach (we know about the jokes) there are lots of things to do both in our thriving city and nearby. Here are just a few of them

- Walk, run or bike by the lovely Waikato river
- Visit one of our many destination playgrounds or our great cafes
- Visit our Internationally acclaimed Hamilton Gardens
- Visit the Hamilton Zoo
- Head to one of our public swimming pools
- Go to the Waitomo Caves
- Visit the bird sanctuary of Maungatautari
- Head out to the stunning black sands beaches at Raglan
- Have a hot swim in thermal Te Aroha
- Head down to Rotorua and the myriad of tourist attractions
- Head over the Kaimais to the wonderful beaches of the Bay of Plenty

Accommodation

There are lots of motels in Hamilton. We do recommend booking early to secure your accommodation. There are also camping grounds, university hostels and Airbnb solutions. You can stay in some of the surrounding centres too.

Officials and Volunteers

We will need officials to assist run this event. If you are able to help in any capacity, we would appreciate this. In particular we will be looking for:

- Graded Officials for Track and Field Events
- Runners – teenagers to help athletes and in field events

You will be able to register through NZ Children's Athletics closer to the time.

More to come

We plan to put out a newsletter every couple of months so keep watching the Facebook page <https://www.facebook.com/events/583538785363615/> or via your athletic club. Entries will be open October-November (dates to be confirmed).

Links

Google Map reference	https://goo.gl/maps/FBPVMZsXdJw
Facebook Page	https://www.facebook.com/events/583538785363615/
Hamilton Gardens	https://hamiltongardens.co.nz/
Hamilton Zoo	http://hamiltonzoo.co.nz/
Cycle Paths	https://www.hamiltonwaikato.com/experiences/cycling/waikato-river-trails/

MARKETING AND COMMUNICATION PLAN

Background:

The Colgate Games is a well-established event of over 40 years which is a highlight of the athletics calendar for many children. It has been run successfully in Hamilton in the past. Colgate Palmolive are a long-standing sponsor of the Games.

We are expecting 1500 athletes between 7-14 years of age to compete over the three days of which we expect 1200 to be from outside Hamilton and surrounding towns. Many of these athletes will stay in Hamilton in either motels, camping grounds or with family members. The event goes for three days and as it is in early January many families stay an extra night or two to enjoy the region. The event rotates around the regions of the North Island as below:

2018	Auckland	2014	Whangarei
2017	Hastings	2013	Inglewood
2016	Palmerston North	2012	Tauranga
2015	Wellington		

Between the committee members we have attended all these events and have lots of ideas how to make the Hamilton Games a success for families and athletes.

In NZ there is growth from higher profile NZ athletes achieving highly such as Tom Walsh and Eliza McCartney. Within our region we have well run clubs at both a children and senior level.

Objective:

For the Hamilton Colgate Games to be

- Profitable to allow money to be reinvested into the sport in our region.
- Successful – lots of high level competition that runs safely and smoothly.
- Fun – that all tamariki and whanau enjoy the Games and experiences in our city.
- Promote Hamilton and our lovely region.

Target Market:

To compete at the Colgate Games you need to be registered with an athletics club so there is an established database through Athletics NZ which can be accessed via the Regions (eg Athletics Auckland).

The target market is children who do athletics between 7-14 years of age, and their whanau. Alongside competitors there are also grandparents, parents, younger and older siblings. There are coaches and officials attending too. In general attendees will be families from the North Island. They are interested in sports, competition and good health.

Approach and timeline:

What	How	When	Details
Social Media	Facebook Event	May	https://www.facebook.com/events/583538785363615/
Social Media	Hashtags	October	Identified
Website	Information on NZ Children's Athletics Website	As required	http://nzchildrensathletics.co.nz/
Newsletters to athletics clubs, Regional Centres	Distribution through Regional Centres, Website and Facebook	May August October December	http://www.athleticswaikatobayofplenty.org.nz/Portals/12/NI%20Colgates%20Newsletter%20One.pdf First one distributed early May.
Local Media	Finding interest stories	December and January	Hamilton News City News Neighbourly Waikato Times
Local Sponsorship	Approaching local organisations re promotions, e-vouchers for visiting athletes	May-November	We will promote via the Facebook event, the newsletters and at the Colgate Games to provide mutual benefits to businesses and to families attending the games.
High Profile Sportspeople	To present medals	July-December	

Personnel:

Sally Kerr is responsible for the Comms and Marketing Plan. Her background is

- Bachelor of Management Studies (Marketing) with Honours
- Leading the marketing for Flight Structures Ltd involving website news stories, direct mailings, advertising and media releases.
- On the Hinemoa Athletic Club Committee for 10 years
- Chairperson of the Board at Hamilton East School from 2011-2016
- Sally has been involved with the marketing and communications for several events, seminar and functions for athletics, school events and professional events.
- Supporting Sally is a committee, of whom three have been involved in prior games. There is also support from Athletics NZ, NZ Children's Athletics and Athletics Waikato Bay of Plenty.



Budget for 2019 Colgate Games to be held at Porritt Stadium 4th - 6th Jan 19

Expenses		Revenue	
NZCAA Entry claim 1650x3.5x\$2	11550	Individual Entry Fees (1650x3.5x\$)	28875
NZCAA Relay claim (200x\$5)	1000	Relay entry (200x\$15)	3000
NZCAA Programme claim (1000x\$8)	8000	Day passes	20000
Officials / helpers shirts	2000	(\$8 per day or \$20per3days)	
Fencing	2000	Programmes (1000x\$12)	12000
Marching Girl (Medal presentation)	750	Merchandise	20000
Marquee Hire	1618	Vendors income 10%	3000
Officials & Volunteers Food	5000		
Officials Accommodation	4200		86875
Portaloos	4460		
Waste management & cleaning	1500		
Stationary & printing	3000		
Porritt Stadium Hire \$330per day	1320		
Equipment hire	1000		
Portable Radios	2500		
Storage Hire	130		
Security	4883		
St John's	3692		
& physiotherapy	1800		
Video Hire	500		
Wanderers Hall Hire	1000		
Merchandise cost	18000		
Total	79902		

= quote



2019 Colgate Games in Hamilton

The North Island Colgate Games is an annual event which the Waikato Bay of Plenty Children's Athletics (a subcommittee of Athletics WBoP) host every six years. This three day event is for 7 – 14 year old athletes from all over New Zealand, although most participants are from the North Island. The 2019 Games will be held at Porritt Stadium, Hamilton on 4th, 5th & 6th January, we anticipate there will be 1500 athletes competing plus their families and friends supporting the event.

We will have over 120 officials and helpers volunteering to help successfully run this event. Our qualified officials will travel from all over New Zealand to assist.

The organising committee was formed in February 2018. With the backing of Athletics New Zealand and the documentation from previous games we anticipate holding the most successful Colgate Games ever.

Organisation Structure

Athletics New Zealand
 ANZ Children's Athletic Association
 WBoP Athletics Management Committee
 WBoP Children's Committee
 2019 Colgate Games Committee
 Chairman Sandra Murray
 Secretary Margaret Holcroft
 Treasurer Jo Davidson
 Media & Communications Sally Kerr
 Committee Donna Howitt, Nick Howitt, Berny Koppens, Ruth Kaiwhata, Rawinia Amaru, and all WBoP Children's Athletic Clubs.

The total cost of running this event has been budgeted at approximately \$35,000. Support to make this a fantastic event will be gratefully accepted, we will support you by acknowledging your contribution and advertising your services to all our athletes and their families. Your logo will be printed in the event programme, as soon as you have committed to supporting the event your logo will be printed on all our newsletters. You may display advertising billboards at Porritt Stadium during the event.

Promotion Plan

Many families make the Colgate Games part of their annual summer holiday a website will be created to promote activities and sights in the Waikato region. Newsletters will be sent to all Athletic New Zealand affiliated children's athletic clubs from May 2018 via the ANZ children's website.

SUBJECT	TICK	RESPONSIBILITY	COMMENTS	TIME FRAMES
LOCAL ORGANISING COMMITTEE (LOC)				
Appointment of Committee Chairperson		Margaret Holcroft Sub-Centre Childrens Com	S. Murray, M Holcroft, J Davidson, S Kerr, J Ramsley, D Howitt, M Holcroft, 301 Telephone Rd RD Hamilton ph 07 824 3230	End of April End of April End of April
Secretary (Address, Email & Phone)		LOC		
Treasurer (Address, Email & Phone)		LOC	Mm holcroft@ata.co.nz	End of April
Confirmation of Facilities Bookings		LOC	Jo Davidson 20 Gresham Pl Balclutha NH Hamilton ph 021 47 5405	AsAP
Written Review - Safety Risk Management		LOC	WVOP Centre	End of November
MEMORANDUM OF UNDERSTANDING				
Distribution of Memorandum to LOC		NZCAA		Mid August
Heat Centres Children's Chairpersons Signature		LOC		End of August
Heat Centres Presidents Signature		LOC		End of September
NZCAA Presidents Signature		NZCAA		October
NZCAA Secretaries Signature & Filing		NZCAA Secretary		October
ADVERTISING & MEDIA				
Media Guideline and Sample Brief for LOC		Sally Kerr	\$4 newsletter posted on website in May 2018	End of June End of June
Appoint an LOC Member to handle this		LOC		July
Contact with Alan McDonald re Local Stories for Colgate		LOC		August
Contact with Colgate's PR Company		LOC / NZCAA		After Meeting
Contact with Local Media		LOC		After Meeting
Contact with Local Radio		LOC		After Meeting
Contact with Local TV		LOC (if Appropriate)		After Meeting
COMMUNICATIONS				
Meeting with LOC Reps. & NZCAA Comp. Com. Reps.		Sally Kerr		By End of June
Copy for the Inter-Net		LOC / NZCAA		
Conditions of Entry & Meeting Rules		LOC / NZCAA		Mid August
Distribution of Entry & Meeting Rules Etc.		NZCAA		Mid September
Draft Programme for Web Site		NZCAA		End of September
Souvenir Details		LOC / NZCAA		End of October
Photographer Details		LOC		End of September
Ground Parking Details (if applicable)		LOC		By End of June
Tent Space availability (if applicable)		LOC		By End of June
CATERING ARRANGEMENTS				
Officials		Polina		October/November
Public		LOC		October/November
OFFICIALS & VOLUNTEERS				
Application for Officials (Preparation and Distribution)		Sally Ramsley		Mid September
Meeting Managers, Technical Manager & Referees		LOC / NZCAA		At Meeting
Jury of Appeal		LOC / NZCAA		At Meeting
Event Chairs		LOC / NZCAA		End of November
Officials		LOC		End of November
Runners		LOC		End of November
Notification of Appointment as an Official		LOC		Mid-December
Presentation (Gift Guides or others)		LOC		End of November
FINANCIAL (NZCAA COLGATE ACCOUNT)				
Budget		NZCAA		By NZCAA AGM
Budget		LOC		

Attachment 1

Item

SUBJECT	Task	RESPONSIBILITY	TIME FRAMES
ENTRIES & PROGRAMME			
Reservation of Entries	LOC		Closing Date set at Meeting
Preparation of MM Programme for Meeting	NZCA		By end of October
Entering of Entries to Meet Manager	LOC/NZCA		By end of November if possible
Processing of Entries for Programme	LOC/NZCA		By December 7th
Final Programme	LOC/NZCA		By 7th December
Front of Programme	LOC/NZCA		By 7th December
Message from President	NZCA		By end of November
Message from LOC Chairman	LOC		By end of November
Message from Colgate	NZCA/Colgate		By 7th December
Final Programme to Web Site	NZCA		By 12th December
WRISTBANDS & I.D. CARDS			
Ordering of Labels, Wristbands & ID Cards	NZCA		By end of October
Production of Labels & Dispatch to LOC	NZCA		After end of November, as available
Attaching Labels to Wristbands	LOC		If possible by 10th December
Production of ID Cards for Team Managers & Officials	LOC		If possible by 10th December
Dispatching Wristbands, ID Cards & any Info Sheets.	LOC		If possible by 15th December
CLUB PACKS			
Assembly of Club Packs	LOC		Late December/early January
Tooth Paste Etc. ex Colgate	LOC/NZCA/Colgate		Late December/early January
Pre-paid Programmes	LOC		Late December/early January
Local Discount Vouchers	LOC		Late December/early January
SPONSORSHIP			
Local Sponsorship - advise NZCA to ensure no clash	LOC/NZCA		By End October
Grant Applications	LOC/NZCA		October/November
Officials Shirts - Poles (Colours & Logos)	NZCA/LOC		End of August
Runners T Shirts	LOC/NZCA		End of August
Officials/Runners Shirts - Sizes Order	LOC/NZCA		End 1st Week of December
Placing of Order	NZCA		End 1st Week of December
Colgate "Crate" (Signage etc)	NZCA/LOC		To arrive after NI Games
SOUVENIRS / MERCHANDISING			
T Shirts Colour & Design	BW/LOC/NZCA		Mid-October
Design for T Shirts - Approval by Colgate	LOC/NZCA/Colgate		Beginning of November
Agreement on Sizes/Numbers of Shirts	LOC/NZCA		Beginning of November
Printing on Souvenirs - Approval by Colgate	LOC/NZCA/Colgate		Beginning of November
What Men-Colgate Souvenirs is LOC wishing to sell?	LOC/NZCA		Beginning of October
Non-Colgate Souvenirs by LOC - Orders placed	LOC/NZCA		Beginning of November
Standard Colgate Souvenirs - Stock Numbers	LOC/NZCA		Beginning of October
Standard Colgate Souvenirs - Orders placed	NZCA		Beginning of November
Medals, Pennants & Ribbons - Orders placed	NZCA		Beginning of October

SUBJECT	TICK	RESPONSIBILITY	TIME FRAMES
ACCOMMODATION & TRANSPORT			
For NZCAA President	LOC / NZCAA		After Meeting or ASAP
For NZCAA Provided and Invited Key Officials	LOC / NZCAA		After Meeting or ASAP
INVITATIONS TO OPENING & MEETING			
Local VIP's	LOC		Late November
Local Athletics Presidents Etc.	LOC		Late November
College Representatives	NZCAA		Late November
Invites to Local Sponsors	LOC		Late November
OPENING CEREMONY & PRESENTATIONS			
Appoint March Past Organising Official	LOC		Late November
Band or Music	LOC		Late November
Centre Banner Holders (Marching Girls or Runners etc.)	LOC		Late November
VIP to Open Games	LOC		Late November
Assembly of Official Party at Opening	LOC / NZCAA		Late November
Flags	NZCAA		Late November
Banners			
Prescription Date	LOC		
Photographer			
OFFICIALS MEETING			
Notice to Officials - Notice & Venue	LOC		Early December
Venue	LOC		Late November
Speakers	LOC / NZCAA		Late November
MANAGERS MEETING			
Notice of Meeting	LOC		Mid/Late December
Venue	LOC		End of November
Speakers	LOC / NZCAA		Just prior to Games
GROUND LAYOUT & WEATHER PROTECTION			
Marshalling Marquees	LOC		Early Booking if Necessary
Presentation Tent	LOC		Early Booking if Necessary
Tents for Cover at Events	LOC		Early Booking if Necessary
Warm Up Area & Alternative Warm Up Area - Indoor Facilities	LOC		
Warm Up Area Equipment requirements			
Ground Signage			
TECHNICAL EQUIPMENT			
Equipment Supply	LOC		October
Equipment Check	LOC / NZCAA		Prior to Games
ELECTRONIC TIMING & CONTROL ROOM			
Local Finish Lynx Camera and Associated Equipment	LOC		All Meeting
Local Trained Operators	LOC		All Meeting
NZCAA Electronic Timing Equipment & Wind Gauges	NZCAA		January
Back-up Camera	LOC/NZCAA		ASAP
Electronic Timing System and Operators	NZCAA / LOC		After Meeting
Infield Camera Pool/ Electric Power Supply	NZCAA		After Meeting
Control Room Staff	LOC		Discuss at Meeting
Control Room Printer	LOC		Discuss at Meeting
Control Room Photocopy & Stationery	LOC		Discuss at Meeting
Control Office - Computer and Printer	LOC		

Attachment 1

Item

DESCRIPTION	SUBJECT	TICK	RESPONSIBILITY	LOC	COMMENTS	TIME FRAMES
					NZCAA (Comp. Com.)	
POST GAMES						
	Pro Award Invy for Key Officials NZCAA Colgate A/c		LOC		Payment to be made to the NZCAA Colgate A/c after discussion with President	End of January
	Pro \$1 Invy per Event Entry to NZCAA Colgate A/c		LOC		Payment to be made to be NZCAA Colgate A/c	End of January
	Pro Pragammet Money to NZCAA Colgate A/c		LOC		NZCAA to pay Account	End of January
	Pro Solventir Shift (Cost) Money to NZCAA Colgate A/c		LOC		Payment to be made to the NZCAA Colgate A/c	End of January
	Pro Standard Solventir (Cost) Money to NZCAA Colgate A/c		LOC		NZCAA to pay Account	End of January
	Thank you letters to Local Sponsors		LOC		Payment to be made to be NZCAA Colgate A/c	End of January
	Games Report for NZCAA AGM		LOC / NZCAA		NZCAA to pay Account	End of June
LOC / NZCAA REPORT SHEETS FOR COLGATE GAMES						
The Colgate Sponsorship is managed by NZCAA, and has been delegated to the NZCAA Competitions Committee, working with the NZCAA Treasurer.						
Please channel all queries re your Meeting through the Competitions Committee - please do not contact Colgate re any matter.						
1					These Sheets are Templates for a Report System for both the Local Organising Committees and the NZCAA Competition Committee. They also act as CHECK Sheets for both parties.	
2					Fill in your comments /progress in the Comments Column - retain the existing text.	
3					Insert new rows as required. Put your comments in a new row each report.	
4					LOC's to make their comments in old RI D text	
5					NZCAA Competitions Committee to make their comments in bold BLUE text.	
6					Schedule of Returns 1. LOC to end the first to the NZCAA Competition Committee by the 30th May. 2. LOC to then send updates to the Competition Committee Contact by End of July. 3. August, September, October, November, December & January 3. Competition Committee to do its Report and circulate both Reports to the other Members of that Committee, by the end of the 1st week in the month following	
7					The topics listed are as exhaustive as possible, based on many years experience. Please add any topics you feel are not covered and that you may need help or guidance with.	
8					Retain this file as an Excel File - do not convert to "Word". Save each report, using the last saved as the basis of the next report, but retaining all previous comments. Email REPORTS & ANY QUERIES to the Competitions Committee at vwgra07@ktra.co.nz	

Event Sponsorship Scorecard

Application Information			
Event Name and Date	Hamilton Gardens Arts Festival 20 February – 3 March 2019		
Applicant/Organisation	Hamilton Gardens Summer Festival Foundation		
Amount Requested	\$150,000		
Event Venue	Hamilton Gardens		
Event Overview	<p>The Hamilton Gardens Arts Festival is a 10-day outdoor contemporary arts festival focusing on providing arts and cultural experiences that there would not otherwise be access to in the region. It is held solely in Hamilton Gardens and celebrates the arts while also promoting a key city asset. The event is seen an iconic event that generates high community interest and attendance and provides economic benefit for the city. The vision is for the Hamilton Gardens Arts festival to develop into the premium outdoors arts festival in Australasia.</p> <p>In 2019 residents from Bay of Plenty will be specifically targeted in partnership with accommodation providers to offer appealing weekend packages during the festival to grow this regional market.</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</p>		
Target Market	All community via mixture of ticketed events to free or gold coin entry. Specific marketing campaign to target BOP residents as noted above.		
Event Objectives	To be a nationally and internationally recognized arts festival that is accessible to the community and promotes awareness of the Hamilton Gardens. Specific 2018 goals to grow ticket sale revenue and increase attendance in residents between 21-30 years old, maori audience and out of town residents.		
Potential Benefits to Hamilton City Council	<ul style="list-style-type: none"> • Recognition of Hamilton City Council as a 'Major Supporter and Festival Partner' • 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. • Exclusive naming rights alignment with a major event or component/theme within the festival, e.g. "Flowing Water - supported by Hamilton City Council" • Further logo acknowledgement on all collateral where HCC aligned 'event/s' features. • The opportunity to access the festivals network of audience and sponsors at the exclusive programme launch event, and through our digital database. • 75 x complimentary tickets to Festival events • 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. • Opportunities to host and coordinate key functions with clients and colleagues. • 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 • Advertisement in programme brochure distributed nationally (2018 print run 60,000 copies) • Hamilton City Council being acknowledged in news and press/media releases(s) 		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	450	380	70

Attachment 1

Item

	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	37,200	19,800	Approx. 3,000
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	100	20	0
Anticipated bed nights	Hotels & motels: 2500 beds for two nights (participants and spectators) – assume 5000 bed nights Home hosted: 5500 beds for 2 nights – assume 11,000 bed nights All artists will be accommodated at Novotel, Ventura Suites and other Hamilton hotels.		
Previous HCC Sponsorship	2017 - \$130K 2016 - \$130K 2015 - \$85k 2014 - \$80k 2013 - \$55k 2012 - \$60k 2011 - \$90k 2010 - \$80k		
External Funding	External funding from Central Government, community funders, gaming trusts, a Strategic Partnership agreement, cash sponsorships and in-kind sponsorships.		
Previous HCC Leveraging	The event is supported by exclusive use of the Hamilton Gardens) 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.		
Past Event Performance	2018 Event highlights include audiences of approximately 60,000 in total, including 6,970 to ticketed events; 600 participants performing on stage and BTS, 10 days of events, 63 unique offering and more than 155 separate performances, 61 free events with a further 39 with ticket prices of \$20 or less, 64 SOLD OUT performances.		

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	4
Number of anticipated participants	4
Jtilisation of city assets	5
Total	25/30

Management Recommendation

APPROVE - \$130,000

The application is supported with funding (but at a lesser amount than requested) as this event is seen as a natural fit with Council /Hamilton city as a tourist/ event destination and Hamilton Gardens as a 'must see'. It is an event the city should be proud of. New organisers (2nd year) are focusing on promotion of the event nationally and generation of event income.

Attachment 1

Item

Name of Event Hamilton Gardens Arts Festival			
Date(s) of Event: 20 February - 3 March 2019			
Time/s of Event: Weekdays 1700 - 2300, weekends 1000 - 2300			
Location or Venue: Hamilton Gardens			
Is the Event an annual/bi-ennial (every two years) event? Annual			
Type of Event – sporting/community/youth/cultural/arts etc. Arts, cultural and community			
Amount of Hamilton sponsorship sought: \$ 150,000			
Name of applicant organisation: Hamilton Gardens Summer Festival Foundation			
Is it a legal entity?			
YES		NO	Please qualify - is it a company, incorporated society, partnership or sole trader? Charitable Trust
Charitable Trust CC 20427			
Is it GST registered? If yes, provide GST number: 73 571 731			
Name of contact person for this application: Sally Barnett			
Postal address: PO Box 7169, Hamilton East, Hamilton 3216			
Telephone: 07 859 1317		Fax	
Mobile: 021 725598		Email info@hgaf.co.nz	
Name of organiser: Sally Barnett (and Bronwyn Bent)			
Contact address (if different from above)			
Telephone 09 8171227		Fax	
Mobile 021 725598		Email sally@hgaf.co.nz	
Please list prior event experience of both the organisation and the event organiser.			
Festival Board:			
<p>The Hamilton Gardens Summer Festival Foundation has delivered the Hamilton Gardens Arts Festival annually since 1998. The charitable trust is governed by 7 trustees. Led by David Macaskill, Co-chair and Tracey Gunn, Co-chair. David Macaskill is a registered patent attorney, and barrister and solicitor of the High Court of New Zealand. David is also an accomplished saxophone player. Tracey Gunn has practised as a barrister and worked in family law in and about the Hamilton/Waikato region for the</p>			

last 20 years. Other board members include: **Graeme Cairns**, an actor, street theatre performer, musician and artist, recognised by Hamilton City in 2014 for his significant and ongoing contribution to the arts; **Dr Janet Sceats**, noted demographer and nominated representative of the 'Friends of the Gardens'; **Geoff Turkington**, Visitor Destination Manager at HCC with an extensive background in Arts and Venue Management; **Malcolm Hazelton**, Director Of Sales at Travelclick and previous Business Development Manager at Hamilton Gardens; and **Tamsin Webb**, current Business Development Manager at Hamilton Gardens (non-voting representative of the Hamilton Gardens.)

The Hamilton Gardens Summer Festival Foundation contracted delivery of the event to Flock, a specialist arts management company.

Management Team:

Flock was formed by senior arts producers Bronwyn Bent and Sally Barnett with the goal of using their combined strengths and experiences to curate and manage arts programmes. They are particularly passionate about the role that arts play in developing communities, both through providing unique, accessible professional arts experiences, and also through the development of high quality community arts projects that express the richness of our diverse society.

Sally and Bronwyn both grew up in Hamilton and have strong family links within the Waikato region.

Sally Barnett has twenty years of arts and events management experience from programming for venues and festivals, hospitality management and managing independent arts companies.

Since 2015 Sally has been working as an Arts Broker for the Franklin and Albert Eden Local Boards in Auckland. Between 2013 and 2015, Sally was the General Manager for Pacific Theatre Company, The Conch. From 2008 to 2013 Sally was the Producer, Engagement Programmes for THE EDGE (now Auckland Live) in Auckland where she was director of the first three Auckland Fringe programmes, directed five annual Aotea Square outdoor summer programmes, and until 2011 produced STAMP, the venue partnership programme for new New Zealand Theatre, Dance and Music seasons. During this time Sally also worked as a volunteer with Bronwyn to establish the Hobson Street Theatre Company at the Auckland City Mission. Sally has worked internationally in Scotland at the Assembly Rooms as part of the Edinburgh Fringe Festival and at Big in Falkirk, Scotland's largest outdoor theatre festival, in Hong Kong at the Hong Kong Fringe Club and in New Zealand on a number of major arts and cultural events including The New Zealand International Arts Festival, The World of Wearable Arts and The Cuba Street Carnival.

Bronwyn Bent is an arts producer, theatre maker and community arts practitioner. She is one of the co-founders of Whau the People, an arts collective that exists to energise, share, and provide opportunities for diverse creative activity within the Whau area, through activities such as the Whau Arts Festival. Her artistic practice is largely grounded in creating professional work with non-professionals, and she is the co-founder and director of the Hobson Street Theatre Company, NZ's only theatre group for people who have experienced / are experiencing homelessness. In 2015 she directed a community theatre piece about the shopkeepers of Avondale, and in 2016 was commissioned by Community Waitakere to create a work for Neighbours Day. She is also a founder of Wild Streets, who make and run street games.

Since 2015 Bronwyn has been working as an Arts Broker for the Franklin and Albert Eden Local Boards in Auckland. In 2013 and 14, as a freelance theatre producer, she produced a range of theatre shows funded by Creative New Zealand and Auckland Council, including a true story about an infamous Auckland madam that was performed at a strip parlour. In 2012, Bronwyn worked in London as a producer for Hide&Seek, a games company that created games for a variety of spaces and were artists

Attachment 1

<p>in residence at the Southbank Centre. Bronwyn was the Producer, Public Programmes, at THE EDGE (now Auckland Live) from 2008 - 2012, where she founded a range of ongoing programmes, including Pick&Mix free family performances; an award-winning accessibility programme; and TimeOut Theatre for Children. Previous to this, she was the Acting Executive Director / Arts Advocate at Arts Access Aotearoa. Her other freelance work has included working for community orchestras, MENZA (Music Education New Zealand), and teaching drama in prison.</p>			
<p>Is there a contract in place with the event organiser or organisation team?</p>			
YES		NO	
<p>Does your organisation hold intellectual property rights to the event? If not, who?</p>			
<p>Yes.</p>			
<p> </p>			

Item

Section Two - Event Description and Attachments Please attach documentation related to this section.

PLEASE SEE ATTACHED DOCUMENT 'HCC APPLICATION 2019' FOR ALL OF THE BELOW

Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). **Maximum of one page preferred.**

Business Plan for the event. This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Current Event Budget. This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Marketing and Promotion Plan. This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Economic Impact and Profile. This should include the following:

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.

YES NO

Attendance (please do not exaggerate) - **Approx 60,000**

Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	450	380	70
Spectators	approx 37200	approx 19800	approx 3000
Trade	100	20	0

Entry Fees free, gold coin, tickets between \$0 - \$80

Adult \$ 0 - \$80	Child \$0 - \$25	Older persons \$0 - \$60	Other \$0 - \$60
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Accommodation – anticipated number of beds needed

	Number of beds	Number of Nights
Hotels	1250 (participants and spectators)	2 nights
Motels	1250 (participants and spectators)	2 nights
Camping ground	0	
Schools	0	
Home hosted	5500 (participants and spectators)	2 nights

Will all accommodation be located in Hamilton? If not, where?	
All artists will be accommodated in Hamilton, at Novotel Tainui, Ventura Inn and Suites and various other hotels/ motels as required and as availability permits. Spectators / Audience will select their accommodation independently, likely within Hamilton.	
What is the anticipated average stay in Hamilton for participants?	
2 nights	
Section Three – Benefits to Hamilton City Council	
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council: ** As a large arts festival there are many possibilities for sponsors to achieve their desired reach within communities. The Festival would welcome the opportunity to discuss targeted opportunities directly with the Council to ensure best results. Below are just some initial ideas.	
Idea 1	75 complimentary tickets to a variety of festival shows.
Idea 2	Discounted tickets for all Council staff to a curated 'directors pick' selection of festival events.
Idea 3	Exclusive VIP hosting opportunities with the festival.
Idea 4	Mutually agreed signage opportunities.
Idea 5	Invitation to the VIP Festival Launch.
Idea 6	Hamilton City Council logo appearing on any document, or advertisement relating to the festival.
Idea 7	Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).
Idea 8	Hamilton City Council being acknowledged in the news and press/media releases(s).
Idea 9	High profile promotion of Hamilton Gardens brand on all printed promotions, and all media promotions.
Section Four- Declaration and Privacy Act Authorisation	
<ul style="list-style-type: none"> • This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future. • We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved. • We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council. • We authorise Hamilton City Council to obtain further information as it may require when considering this application. • We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for. • We declare that the information provided in this application is true and correct. • We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into. 	

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Page 5

Please forward your application before the closing date (14 May 2018) to:

Venues, Tourism and Major Events

Hamilton City Council

Private Bag 3010

Hamilton 3240

Attention: Jennie Lavis - Major Event Sponsorship Application

Or via email to jennie.lavis@hcc.govt.nz

Item

Attachment 1

Attachment 1

Item



Hamilton Gardens Arts Festival 2019

Application for Hamilton City Council Major Event Sponsorship

HAMILTON CITY COUNCIL CRITERIA:

1. EXPOSURE AND PROMOTION FOR THE CITY

The Hamilton Gardens Arts Festival (“HGAF”) is a high quality contemporary arts festival, focusing on providing arts and cultural experiences that there would otherwise not be access to in this region. HGAF showcases the Hamilton Gardens, in a creative new light for ten days each summer. Through a comprehensive marketing and media campaign, and by programming sought after local, national and international acts, HGAF has raised the profile of Hamilton as a city that has something unique to offer regionally and nationally.

The artistic vision for HGAF is to further develop into the premium outdoor arts festival in Australasia, and therefore HGAF has massive potential to attract visitors from, or otherwise increase the profile of Hamilton, outside of the Waikato. The public has a selection of regional arts festivals in New Zealand to choose from, and Auckland Festival is now held annually every March, therefore to attract visitors, HGAF needs to build on its unique location at the beautiful Hamilton Gardens. The strategy is to target outdoor and site-specific works, and utilise the rich web of local artists and stories to present Hamilton’s unique perspective to the world.

In 2019 residents of the Bay of Plenty will be specifically targeted via festival marketing in partnership with accommodation providers to offer appealing weekend packages during the festival to grow this regional market.

2. ECONOMIC BENEFITS FOR THE CITY

HGAF runs over ten days in February each year.

During the festival local businesses benefit in the following ways:

- Encourage travel to Hamilton during the Summer period which has traditionally been a time to visit more conventional holiday destinations
- Visitors and festival participants travelling to Hamilton access accommodation and hospitality locally
- Additional day to day expenditure from visitors and participants travelling to Hamilton
- An opportunity to partner with the festival and have exposure to new customers via festival sponsorship
- Employment of local contractors and suppliers e.g. technical, marketing and logistics suppliers
- Opportunity to network regionally and gain skills via the Waikato Business Summit
- Local artists gain investment to develop and present their work

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

1

3. PROMOTE PRIDE AND SENSE OF PLACE FOR HAMILTON RESIDENTS

"What a shout for the enormous fun, enjoyment, and stimulating satisfaction to be had from such a genuinely creative artwork..." Stuff.co.nz review *Cosmic Cocktails*, HGAF 2018

"Our world was made the richer, the more elegant, the more promising for it." Stuff.co.nz review *Peony Pavilion*, HGAF 2018

"...a unique creation – one that arises out of the Waikato region...the vast cast and many forces present a splendid and moving event...it works exceptionally well in the outdoor setting of the large Rhododendron Lawn in the Hamilton Gardens Arts Festival. " Theatreview.org.nz review *Flowing Water*, HGAF 2018

"Such a diverse and interesting programme. Loved everyone I saw, particular mention to The Peony Pavilion, Exposing Edith, Sonoscopia and Shirley Valentine." Audience feedback HGAF 2018

"LOVED the local artists. What talent we have!" Audience feedback HGAF 2018

"Something to be proud of" Audience feedback HGAF 2018

HGAF provides a curated programme of cross genre arts experiences unlike any other event in the region. The festival provides many opportunities for the community to participate and come together to celebrate. The festival team are working hard to develop audiences from new communities via targeted programming and specific audience development initiatives. Being wholly based in Hamilton Gardens, residents have an opportunity to spend time enjoying the arts in a beautiful local setting, with many festival activities being freely accessible.

The festival team are committed to providing a platform for local artists to showcase their work, and are particularly committed to supporting the development of original new contemporary works across all artistic genres. This support raises artists' capability to reach their potential, to connect with each other in new ways, and to create high quality works of scale that may be too challenging for an independent artist working alone.

HCC SPONSORSHIP PROPOSAL PACKAGE

MARKETING & PROMOTION

We remain committed to heavy promotion of your brand and message. We will acknowledge the Hamilton City Council as a major event supporter through targeted marketing campaign in local, regional and national media, in both print and digital platforms as directed by the Festivals marketing strategy and plan including:

- Logo acknowledgement and an advertisement in the Programme Brochure distributed nationally throughout New Zealand's major centres. The 2018 Programme Brochure had a print run of 60,000 copies
- Acknowledgement at all opportunities; in all Festival promotional material, and verbally at all opportunities
- Recognition in formal presentations and functions throughout the year
- The opportunity to access the festivals network of audience and sponsors at the exclusive Programme Launch event, and through our digital database

EVENT PRESENCE

The HCC brand and message on display at the Festival, and at an aligned event, or series of events (bespoke selection). The festival director and team will work with you to ensure your sponsorship is recognised and promoted in a way that aligns with your preferred outcomes including:

- Exclusive branding across all festival collateral; examples may include: the programme brochure, promotional material, uniforms, posters, festival vehicle, flyers
- the first opportunity to display branding at key locations of the Hamilton Gardens and event, as agreed upon by both parties, and additional signage locations around the city
- Exclusive naming rights alignment with a major event or component/theme within the festival, e.g. "Flowing Water – supported by Hamilton City Council" – Further LOGO acknowledgement on all collateral where your aligned 'event/s' features

UNIQUE FESTIVAL EXPERIENCES

As an Arts festival HGAF is able to offer the following unique sponsorship benefits:

- 75 x complimentary tickets to Festival events
- invitation to attend the exclusive Hamilton Gardens Arts Festival Programme Launch
- 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
- Opportunities to host and coordinate key functions with clients and colleagues- HCC staff discounts for 'Directors pick' selection of festival events

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

EVENT OUTLINE:

From the inaugural event in 1998, the Hamilton Gardens Arts Festival (HGAF) has become a cornerstone Waikato event that has proven performance in raising the profile of Hamilton City, and its leading tourist destination, the Hamilton Gardens.

The Festival brings together acts from all genres – locally, nationally and internationally – for 10 action-packed days in the late summer sun. As the only outdoor festival of its type in New Zealand it has become an iconic Waikato event, that generates high community interest and attendance. The Festival is held solely within the grounds of the Hamilton Gardens, using a wide range of performance spaces offered by the Gardens and its unique environs. It celebrates the arts, and at the same time, promotes the Hamilton Gardens remains a key focus, as outlined in the Foundation’s Trust Deed.

OUR VISION

To be a nationally and internationally recognised arts festival that is accessible to the community and promotes awareness of the Hamilton Gardens.

BELIEF

We can create unique world-class experiences and make Hamilton a better place; lifting the status and profile of Hamilton to those outside the region, while creating a more vibrant lifestyle for Hamilton residents through an event they can participate in and be proud of.

OUR VALUES

- Celebrate creativity – we provide a stage for world class performances
- Community – we create and celebrate the place of art and culture
- Mutual benefit – we work in the spirit of providing benefit to all involved parties
- Excellence – we strive for the best at every turn
- Efficiency – we operate a well-run Festival and team.

HOW WE BEHAVE

Team players | Professional | Self-aware | Approachable

HOW WE TALK

Clear & honest | Respectfully | Straight Shooters | With infectious

passion

HOW WE LOOK

Colourful | Vibrant | Varied | Optimistic | Fresh

POSITION

High quality art in unique garden settings

CORE OF BRAND

Wow²

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

4

HIGHLIGHTS FROM THE 2018 FESTIVAL:

- Audiences of 6970 to ticketed events and approx. 60,000 people who experienced a festival free event or installation
- 600 participants performing on stage and behind the scenes
- 10 days of events, 63 unique offerings, and more than 155 separate performances
- 61 free events and a further 39 events with ticket prices of \$20 or less
- 64 ticketed performances were sold out
- Significant artists The Topp Twins and Devilskin, both with longstanding connections to the Waikato, were secured as the headline performers for two separate events
- 2300 audience members attended *Flowing Water*, a new musical theatre work about the Waikato River and written by Witi Ihimaera and Hamilton composer Janet Jennings, with additional content by Tom Roa
- The “Festival Hub” presented a range of free events, every day of the festival, including folk music, the New Zealand Youth Choir, roving circus performers, an 80-person ukulele jam, kapa haka, and interactive craft workshops

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

5

BUSINESS PLAN 2019:

With the appointment of new festival directors in August 2017, there is a new approach to programming the festival, driven by the overarching artistic vision of:

Developing the premium outdoor arts festival in Australasia.

Goal	Objectives	Actions	Evaluation
Artistic development 1: A whole festival experience with something engaging always happening.	<ol style="list-style-type: none"> 1. Audiences feel confident that they can access several different experiences on one trip to the Festival 2. Audiences are encouraged to step 'outside the box' with programme choices 3. Audiences feel that there is something for them regardless of background or economic status 	<ol style="list-style-type: none"> 1. Focus on a free festival hub programme where audiences can gather and 'hang out' to connect the ticketed events 2. Create marketing connections between known events and lesser known (eg "Directors' choice", buy one get one half price to select events) 3. Ensure the programme targets a variety of communities, genres and price points 4. Ensure the marketing plan reaches beyond regular festival attendees 	<ol style="list-style-type: none"> 1. Audience feedback is consistently high with over 80% positive feedback 2. Increase in sales of touring and more artistically challenging events 3. Increase in diversity of audiences, and first-time festival attendees
Artistic development 2: An artistic programme reflects nature of	<ol style="list-style-type: none"> 1. Regional and national visitors attend 	<ol style="list-style-type: none"> 1. Ensure marketing emphasises the 	<ol style="list-style-type: none"> 1. National and regional attendances at the festival increase

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

gardens; built on the iconic status of gardens, it's surprising, eclectic, yet connected.	<ul style="list-style-type: none"> the festival for a unique experience 2. Artists have an understanding of the specifics of the gardens venues available 3. More site specific work is created 	<ul style="list-style-type: none"> points of difference of the Festival and the Gardens, and targets regional and national media 2. Communicate effectively with artists regarding targeted work for the gardens 3. Communicate with the broader arts industry a clear vision of the festival 	<ul style="list-style-type: none"> 2. More site specific and commissioned work is presented 3. Artists and audiences have a clear understanding of the points of difference of the festival
Artistic development 3: A central theme of telling Waikato stories and celebrating Waikato personalities.	<ul style="list-style-type: none"> 1. Local artists have access to festival infrastructure to develop original work 2. Local communities are encouraged to participate in artistic projects 3. A sense of belonging and Mana is associated with homegrown projects and people 	<ul style="list-style-type: none"> 1. Target senior local artists for festival commissions 2. Work with local arts and cultural providers to partner on local projects 3. Target local communities to create an arts project for the festival 	<ul style="list-style-type: none"> 1. A higher number of local original works are presented 2. Projects initiated by other local arts and cultural organisations are presented 3. Hamilton artists and audiences feel ownership and pride in the festival
Community / Audience Development 1: To maintain and strengthen community participation and attendance	<ul style="list-style-type: none"> 1. The festival is anticipated as a highlight of the annual events calendar 2. Diverse communities know there is 	<ul style="list-style-type: none"> 1. Programming is of a consistently high quality 2. Marketing and programming reflects diverse communities 3. Community leaders targeted 	<ul style="list-style-type: none"> 1. Media, audience and artist feedback is consistently high 2. Increase in diverse audiences and artists against previous festivals 3. A database of community leaders is

Hamilton Gardens Arts Festival
 February 20 - March 3, 2019

7

Item

Attachment 1

Attachment 1

Item

	<p>something for them and their families in the festival, to watch or participate in</p> <ol style="list-style-type: none"> Residents of the Bay of Plenty are aware of the festival and see it as an attractive weekend away opportunity 	<p>for connection to the festival</p> <ol style="list-style-type: none"> Bay of Plenty residents targeted via accommodation partners 	<p>developed</p> <ol style="list-style-type: none"> Accommodation packages are booked with accommodation partners
Community/ Audience Development 2: To focus on development of Māori and youth audiences, participants and leadership within the festival	<ol style="list-style-type: none"> The festival has a strong partnership with Mana Whenua The festival celebrates Māori artists, art forms and stories Future audiences are developed through strong youth attendance and participation 	<ol style="list-style-type: none"> Incorporate tikanga Māori into key festival events Connect with local iwi leaders to discuss potential partnership and festival leadership opportunities Ensure Māori artists are aware of opportunities within the festival Connect with youth organisations to promote the festival and investigate current gaps in the youth arts and cultural market 	<ol style="list-style-type: none"> Festival team and participants are encouraged to participate in tikanga for key festival events Local iwi and Māori organisations are aware of the festival An increase in the number of Māori and youth audiences and participants Identify and implement leadership opportunities with the broader festival organisation
Community/ Audience Development 3: To	<ol style="list-style-type: none"> The festival has robust feedback 	<ol style="list-style-type: none"> Examine current festival evaluation 	<ol style="list-style-type: none"> Festival team has a thorough understanding of

Hamilton Gardens Arts Festival
 February 20 - March 3, 2019

strengthen and develop further channels for audience, stakeholder and artist feedback to the festival	systems and uses these for continuous improvement of festival programmes and systems, and to communicate festival successes and challenges to investors	systems 2. Research industry evaluation systems and best practice	current evaluation systems, and a plan for implementation for future festivals
Organisational Sustainability 1: To continue to develop diversity of income sources for the festival including ticket income, sponsorship, funding and development of private donors	<ol style="list-style-type: none"> 1. The festival is secure financially 2. Rainy day reserves are allocated 3. The festival has a wide pool of investors 	<ol style="list-style-type: none"> 1. Sponsorship strategy is updated and implemented 2. Festival Patronage package investigated and strategy created 3. Application submitted to Creative New Zealand for multi-year investment funding 	<ol style="list-style-type: none"> 1. Clear sponsorship strategy implemented 2. Patronage strategy created, initial invitations to potential patrons to 2019 events 3. Increase in CNZ funding as part of their investment programmes
Organisational Sustainability 2: To continue to develop governance and operational systems and procedures to meet best practice examples within the industry	<ol style="list-style-type: none"> 1. Systems and policies are clear to all festival team and board 2. Organisational risks are identified and mitigated 3. Legal organisational requirements are met 	<ol style="list-style-type: none"> 1. Ongoing analysis of organisational systems and policies to ensure relevance 2. Practical implementation of policies across organisational departments and internal 	<ol style="list-style-type: none"> 1. Festival documents are current and used as the baseline for operational decision making by the full festival team

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

9

Item

Attachment 1

		stakeholders	
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MILESTONES AND TIMEFRAMES

May 2018			
Assigned to	Sub Category	Task	Due Date
Co-directors	Funding	Hamilton City Council application submitted	14-05-2018
Co-directors	Funding	Funding strategy in place	31-05-2018
Co-directors	Finance	2019 budget signed off by board	31-05-2018
Co-directors	Funding	Trust Waikato application prepared	31-05-2018
Sponsorship Manager	Sponsorship	Meetings with four potential new sponsors	31-05-2018
Co-directors	Finance	2017/2018 accounts audit submitted	31-05-2018
June 2018			
Assigned to	Sub Category	Task	Due Date
Co-directors	Programming	Artist call out prepared and circulated	05-06-2018
Co-directors	Funding	Trust Waikato application submitted	16-06-2018
Co-directors	Funding	Mazda Foundation application submitted	30-06-2018
Co-directors	Strategy	Strategic plan revision completed	30-06-2018
Co-directors	Funding	Lotteries Grant Board application prepared	30-06-2018
Sponsorship Manager	Sponsorship	Meetings with four potential new sponsors	30-06-2018
Co-directors	Marketing	Design brief drafted and discussions with agency started	30-06-2018
July 2018			
Assigned to	Sub Category	Task	Due Date
Co-directors	Funding	Lotteries Grant Board application submitted	18-07-2018
Co-directors	Programming	Draft artistic programme developed (contingent on funding)	31-07-2018
Co-directors	Marketing	Confirm design look and feel	31-07-2018
Sponsorship Manager	Sponsorship	Confirm returning sponsors	31-07-2018
Sponsorship Manager	Sponsorship	Meetings with four potential new sponsors	31-07-2018
Co-directors	Funding	Funding applications submitted to Lion Foundation, Southern Trust, NZCT, Dragon Community Trust, and Trillian Foundation	31-07-2018
Co-directors	Production	Confirm festival team (contingent on funding)	31-07-2018
Co-directors	Regulatory	Charities Commission report submitted	31-07-2018

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

August 2018			
Assigned to	Sub Category	Task	Due Date
Co-directors	Funding	Grassroots Trust application submitted	31-08-2018
Co-directors	Production	Detailed production timeline developed	31-08-2018
Co-directors	Programming	Artistic programme confirmed	31-08-2018
Co-directors	Marketing	Draft website design developed	31-08-2018
Co-directors	Marketing	Draft program template developed	31-08-2018
Sponsorship Manager	Sponsorship	Meetings with four potential new sponsors	31-08-2018
Co-directors	Strategy	Evaluation tools developed	31-08-2018
September 2018			
Assigned to	Sub Category	Task	Due Date
Marketing Manager	Marketing	Book marketing placements in with relevant companies	30-09-2018
Marketing Manager	Marketing	Contract festival photographer	30-09-2018
Marketing Manager	Marketing	Website design in progress	30-09-2018
Co-directors	Production	Contract all artists and receive all relevant information (marketing, travel, tech riders, APRA information)	30-09-2018
Co-directors	Production	Event planning – fully underway (as per to-do list for each component)	30-09-2018
Co-directors	Artist liaison	Book travel for artists	30-09-2018
Co-directors	Artist liaison	Book accommodation for artists	30-09-2018
Sponsorship Manager	Sponsorship	All sponsors confirmed and contracted	30-09-2018
Co-directors	Marketing	Programme launch artists confirmed	30-09-2018
Co-directors	Production	Appoint bar managers	30-09-2018
Co-directors	Funding	Re-submit funding applications if required	30-09-2018
Co-directors	Marketing	Develop visitor packages with partner hotels / tourism providers	30-09-2018
Co-directors	Production	Detailed logistics plan developed	30-09-2018
October 2018			
Assigned to	Sub Category	Task	Due Date
Sponsorship Manager	Sponsorship	Collate sponsors information for programme	15-10-2018
Marketing Manager	Marketing	Programme brochure copy finalised	15-10-2018
Marketing Manager	Marketing	Programme designed	31-10-2018

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

11

Item

Attachment 1

Marketing Manager	Marketing	Segmentation of email subscribers list and send first e-news	31-10-2018
Marketing Manager	Marketing	Website design work continues	31-10-2018
Co-directors	Marketing	Deadline for all ticketing info to Ticketek	31-10-2018
Co-directors	Regulatory	Apply for liquor licenses	31-10-2018
Co-directors	Regulatory	Apply for building consents	31-10-2018
Sponsorship Manager	Sponsorship	Sponsors ads signed off by sponsors	31-10-2018
Co-directors	Marketing	Programme launch invite list confirmed	31-10-2018
Co-directors	Production	Liase with Volunteer Waikato for volunteer recruitment	31-10-2018
Co-directors	Regulatory	Create Health and Safety Plan	31-10-2018
November 2018			
Assigned to	Sub Category	Task	Due Date
Co-directors	Marketing	Launch invites sent	01-11-2018
Marketing Manager	Marketing	Programme to print	07-11-2018
Co-directors	Publicity	Long lead press releases distributed	12-11-2018
Marketing Manager	Marketing	All post-launch ads designed and booked	12-11-2018
Co-directors	Marketing	Programme launch event and website live	20-11-2018
Marketing Manager	Marketing	Programmes distributed	21-11-2018
Sponsorship Manager	Sponsorship	Programmes distributed via sponsor networks	21-11-2018
Production Manager	Production	Production team recruited	30-11-2018
Production Manager	Production	All major production infrastructure booked	30-11-2018
Co-directors	Marketing	Finalise evaluation processes during festival	30-11-2018
December 2018			
Assigned to	Sub Category	Task	Due Date
Co-directors	Marketing	Focus on audience development initiatives	21-12-2018
Production Manager	Production	All technical equipment and crew confirmed	21-12-2018
Marketing Manager	Marketing	Confirm all January and February ad placements	21-12-2018
Sponsorship Manager	Sponsorship	Confirm sponsors hostings and signage placements	21-12-2018
Co-directors	Production	Signage list created and printed	21-12-2018
Co-directors	Regulatory	Traffic Management Plan submitted	21-12-2018
Co-directors	Production	Pōwhiri plan confirmed	21-12-2018
Co-directors	Regulatory	APRA licences applied for	21-12-2018
January 2019			

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

Assigned to	Sub Category	Task	Due Date
Co-directors	Artist Liaison	Artist packs created and distributed	31-01-2019
Production Manager	Production	Technical schedules signed off	31-01-2019
Production Manager	Production	Final details reconfirmed for all events	31-01-2019
Co-directors	Production	Volunteer schedules and training completed	31-01-2019
Marketing Manager	Marketing	Marketing push & re-evaluation of current strategies	31-01-2019
Co-directors	Regulatory	Noise / fireworks notice distributed	31-01-2019
February 2019			
Assigned to	Sub Category	Task	Due Date
Production Manager	Production	Pack in underway	13-02-2019
Sponsorship Manager	Sponsorship	Collect sponsors signs and other requirements	13-02-2019
Marketing Manager	Marketing	Final marketing push	20-02-2019
ALL	ALL	Festival starts	20-02-2019
March 2019			
Assigned to	Sub Category	Task	Due Date
Co-directors	Production	Thank artists, volunteers and suppliers	30-03-2019
Marketing Manager	Marketing	Survey all ticket purchasers	30-03-2019
Sponsorship Manager	Sponsorship	Thank sponsors	30-03-2019
Co-directors	Financial	Financial reconciliation	30-03-2019
April 2018			
Assigned to	Sub Category	Task	Due Date
Co-directors	Funding	Complete funding reports	30-04-2019
Co-directors	Financial	EOY Reporting	30-04-2019

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

13

Item

Attachment 1

DRAFT BUDGET 2019

HGAF 2019		
Income	Box Office	155,000.00
	Central Government (Creative New Zealand)	55,000.00
	Grants - Community Funders	115,000.00
	Grants - Gaming Trusts	88,920.00
	Local Government - Cash	130,000.00
	Sponsorship - Cash	99,500.00
	Sponsorship - In Kind	254,000.00
	Vendor Fees	3,500.00
	Business Summit ticket sales	20,000.00
Sub Total Income		920,920.00
Plus other income	Interest Income	700.00
Total Income		921,620.00
Cash Expenditure	Artist Costs	
	Fees Ticketed shows	117,500.00
	Fees non- ticketed shows	30,000.00
	Films	1,200.00
	APRA	3,000.00
	Green Room expenses etc.	1,500.00
	Total Artist Costs	153,200.00
	Business Summit costs	
	Summit manager	1,000.00
	Catering / bar	4,000.00
	Sponsors thank you gifts	850.00
	Musicians	500.00
	Total Summit Costs	6,350.00
	Marketing costs	
	Advertising - Design	10,000.00
	Advertising - Posters & Signage	10,000.00
	Advertising - Social Media and online	7,500.00
	Advertising - TV, Radio & Newspapers	5,000.00
	Festival Launch Costs	1,500.00

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

	Festival Programme	20,000.00
	Photography	2,000.00
	Web Hosting	0.00
	Website Design & Development	4,000.00
	Design development	65,000.00
	NZME spend	59,500.00
	Fairfax spend	15,000.00
	Total	60,000.00
	Variable Festival Operational Costs	
	Festival Labour	12,500.00
	Site Manager	4,800.00
	Event co-ordinator	6,000.00
	Stage managers	4,000.00
	Volunteer Costs	1,500.00
	Comms Hire	2,500.00
	Sound	22,000.00
	Lighting	25,000.00
	Staging	20,000.00
	AV	5,000.00
	Power	4,000.00
	Fencing	3,000.00
	Infrastructure	12,500.00
	Fireworks	6,500.00
	Security	15,000.00
	Waste Management	0.00
	Liquor License	575.00
	Hireage of Pacific Crystal Palace	5,000.00
	Building Consent Fees / costs PCP	620.00
	Supervisors time PCP	10,000.00
	Supervisors travel and accommodation PCP	3,500.00
	Install / Removal Labour PCP	9,000.00
	Green Room Hire PCP	750.00
	Freight Costs PCP	13,000.00
	Aircon PCP	5,000.00
	PCP incidentals	600.00
	WEL Loan Repayments Palace	4,500.00
	Festival Operations Costs	196,845.00
	Contingency	3,936.90
	Total Festival Operational Costs	200,781.90
	Festival Core Team	
	Co-Directors fee	95,000.00
	Sponsorship Manager Fee	25,000.00
	Marketing Manager Fee (will be split to include	30,000.00

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

15

Item

Attachment 1

Attachment 1

Item

	publicist fee 2019)	
	Technical Director Fee	18,000.00
	Administrator Fee	10,920.00
	Total Festival Core Team	178,920.00
	Festival Admin	
	Accounting and Audit Fees	700.00
	Bank Fees	150.00
	Conference expenses	800.00
	Fees and Subscriptions	1,500.00
	General expenses	1,300.00
	Health and Safety	100.00
	Insurance	1,600.00
	Office Expenses	1,000.00
	Printing & Stationery	1,500.00
	Sponsorship recognition & promotion	1,000.00
	Telephone & Internet	1,560.00
	Web Hosting	800.00
	Total Admin	11,310.00
	Total cash expenditure	610,561.90
In kind expenditure	Hamilton Gardens venue support	65,000.00
	NZME	59,500.00
	BDO Waikato	5,000.00
	Novotel Tainui	3,000.00
	Slater Accountants	3,000.00
	ACLX Lighting	16,000.00
	King Street Design	65,000.00
	Ebbett Cars	2,000.00
	Fairfax Media	15,000.00
	Hamilton Gardens Cafe	5,000.00
	E-Z-GO Carts	5,000.00
	Vivid Images	1,000.00
	Mercury Energy	2,000.00
	The Button	1,000.00
	ACLX lighting	4,500.00
	Stronglite Staging	2,000.00
	Total in kind expenditure	254,000.00
	Total expenditure 2019	864,561.90
	Plus other expenditure 2017/2018 festival deficit – see notes	46,400.00
	Total expenditure HGAF	910,961.90
	Budgeted surplus	10,658.10

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

BUDGET NOTES:

The current organisational deficit is due to the following key factors:

- Unseasonably wet weather for the 2018 festival which significantly affected ticket sales
- Expected income from community Trusts was significantly under predictions
- Unexpected decision from previous Festival Management to resign without notice after completion of the 2017 festival. This left preparation for the 2018 Festival significantly behind schedule, leading to reduced opportunities to secure commercial sponsorship

The deficit has been accounted for in the 2019 festival financial planning and budgets for the 2019 festival are based on an organisational surplus outcome.

HGAF ORGANISATIONAL STRUCTURE 2019

Co – Director responsibilities:

Bronwyn Bent – Audience development / marketing / sponsorship / programming / artist liaison

Sally Barnett – Finances / funding / production logistics / programming

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

17

HGAF SPONSORSHIP 2019

Sponsorship strategy – Hamilton Gardens Arts Festival 2019

What is the event? How is it positioned?

- Waikato's premier arts event
- New Zealand's only primarily outdoor multi-disciplined arts festival
- Celebration of the unique features of the world-famous Gardens

What are its goals and vision?

- A whole festival experience with something engaging always happening
- Artistic programme reflects nature of gardens; built on the iconic status of the Gardens, it's surprising, eclectic yet connected.
- Telling Waikato stories and celebrating Waikato personalities.
- Increased connection between business, community and the arts

What does the festival need from its sponsors?

- Community breadth and engagement, with a more deliberate shift to including acts and experiences that allow deeper audience engagement
- Supporting co-promotion, spreading the word about the festival to their networks
- Investment, essential to support operational expenses.

What are the general benefits for a sponsor?

- Generating good will – note that research indicates that goodwill created is much greater if the audience believes that the sponsor is making a particular contribution as opposed to merely adding to a general pot of funding. ('This wouldn't have happened without their support' sentiment creates more goodwill.)
- Attracting key decision makers to events – leveraging networks
- Arts sponsorship creates special events that VIPs want to be part of
- Unique events that their clients wouldn't normally be able to see are especially popular with sponsors
- Quality (or unique like ours) venues are popular with sponsors – something a little bit different. Attractive and quality venues are more appealing than run-of-the-mill.
- Opportunities to tell good stories – allowing sponsors opportunities to leverage their investment with a relevant connection that can generate 'free' (as opposed to paid media) publicity
- Building brand values of creativity and innovation – positive association with creative thinking is an advantage. This connotation of quality engenders trust in the sponsor.
- Positive association of corporate community responsibility – people relate to businesses that they can see are doing good in the community

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

- Value for money compared to other areas, particularly sports sponsorship [clarify that for NZ] and investment in paid advertising. (For example, the \$3k-5k investment for a billboard for a month is equivalent to our current Bronze level sponsorships)

What is the current economic/sponsorship environment in Hamilton?

- Feelings about the economy are generally positive and in the city is growth mode, with economic development agencies focused on leveraging this growth
- With a growing city, new players are emerging to replace the familiar and perhaps over-tapped brands
- There are opportunities for newcomers to create a strong connection within their new community
- A broader ranging Festival programme will generate opportunities for new and different business/arts connections with businesses in the Hamilton/Waikato community
- There is an anecdotal move towards social-good sponsorship, potentially reducing the pool for arts.

What are special unique benefits for future HGAF sponsor partnerships?

- Association with a world-renowned venue, and the local pride that it delivers
- The only event of its kind in New Zealand
- Special entertainment opportunities provide a focus for attendance, such as VIP special viewings or previews, hosting etc.
- The only event in the area that can provide opportunities to interact with international, national, and local artists and creatives.

What do sponsors want from their Festival investment?

- Strong brand alignment – demonstrable understanding of their brand, their goals and their needs
- Opportunities to tell their stories and leverage their brand in a mutually reinforcing way
- Where relevant, opportunities for deeper levels of engagement with its stakeholders, or to simply increase brand awareness
- Where relevant, promotions to run through our own communications channels

What are the wider ranging engagement opportunities?

- Leveraging social capital – opportunities for the sponsor's workforce to be involved in the partnership (and, therefore how can they talk about and benefit from it). For example, team-building opportunities that sponsors can enjoy as an internal staff tool, not just for external stakeholders.
- Assisting the sponsor to address a particular problem or need through the sponsorship relationship, for example reaching a new audience segment or geographic reach.
- Although the focus is on promoting the Hamilton Gardens Arts Festival, there may be opportunities to connect sponsors to 'teaser' events that will raise profile and awareness, particularly outside the festival period.
- The development of a programme that facilitates, but is not dominated by, activities that can enhance sponsor relationships

What is a reasonable level of investment to expect for HGAF?

- Informal discussion with sponsors and potential sponsors gave varied opinions on acceptable levels, obviously depending on business size and their emotional connection with the arts or this event in particular
- No less than \$5k for cash sponsors unless there is a particular long-term reason to adjust this.
- Consideration can be given to a set sponsorship amount with preset 'add on' extras for an additional investment

What can we offer sponsors to ensure long-term commitment?

- Interaction outside the festival – for example, special mid-year preview performances, or opportunities for artists to go into their businesses and engage with staff in professional development or staff incentive programmes; something to keep them engaged in the arts outside February
- Boosted and creative online co-promotion, again particularly outside the Festival season
- The opportunity to create events, alongside the Festival, that are aligned with their business purpose and which they are engaged with both on an organisational level and a sponsorship level – for example, the Business Summit

What are the benefits and differences between donation/sponsorship?

- 'Donor' implies a passive donation rather than an active involvement
- Donations qualify for tax rebates, whilst sponsorship funds cannot, so the tax position is different
- Is there a perception difference?

How can we easily address known issues with the current sponsorship framework?

- Simply through organic changes, the current structure has become a little complicated, with multiple levels and disparity between sponsor returns
- Some sponsors have questioned the value in the advertisement in the programme, preferring to boost online
- Festival-based add-ons, such as hosting and/or VIP areas, currently give the Foundation little financial return for the resource investment
- Clear differentiation between in-kind arrangements and sponsors/funders
- Create a framework where sponsors feel connected to a wider range of activity within the Festival – a festival and/or category-wide approach and not so much on individual events. This aims to increase interaction with the festival as a whole rather than individual events which will change

How can we best attract new sponsors?

- Different sponsors make partnership choices for very different reasons – some may have very clear business imperatives that the Festival can address, whereas others may just be personally connected with the arts
- The larger the organisation, the more rigorous their criteria and selection process will be, but the more potential for higher levels of commitment. Therefore, a clear outline of tangible and intangible benefits will be required

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

20

- The Festival is changing, which gives us the opportunity and context to adjust our approach in terms of 'head' vs 'heart' decision-making
- Create potential experiences for our sponsors that will relate to their brand needs and help in ongoing story-telling for both sides
- Implement an awareness/attraction campaign, outlining the benefits of a sponsorship relationship with the Festival, supported by a targeted, individualised approach to identified potential partners
- Outline, perhaps in a signal document, benefits of an in-kind relationship with the Festival, rather than case-by-case negotiation

Recommendations

Sponsorship hierarchy:

- Clearer differentiation between funder/sponsor/supporter /donors
- Clarity over levels outlined up front, allowing for less flexibility but simpler

Funder	Central and local government, gaming trusts and other local charitable trusts.	For example: Creative New Zealand, Trust Waikato, WEL Energy Trust, Grassroots Trust
Sponsor	Those who sponsor the Festival as a whole or categories (see below) with a limited split to differentiate investment levels	Hamilton City Council, For example, any of our current platinum, gold, silver, bronze level sponsors
Supporter	Those who give in kind, with a limited split to differentiate investment levels	Delivery partners
Donors	Those that give a cash donation, with no expectation of any recognition or promotion of their business.	Festival Friends

- Creating category sponsor options will allow a clearer story-telling for sponsors and more easily identifiable brand connection. For example, youth clothing brands with music that appeals to their market, a professional services firm targeting mature business people connected with opera and classical music
- Sponsors support genres/categories to be determined but, for example: prestige international events, festival experiences, free events, children's, local theatre, contemporary music.
- Set a primary tier as a target and open up lower levels or event-only sponsorships only if needed. (For example, if you can't sponsor all of the classical category you can just sponsor one performance.) Such as
 - o Platinum - all of Festival
 - o Gold - premium category/s
 - o Silver - other categories
 - o Bronze - event-only or very small or niche categories

Added benefits

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

21

Create clear levels of investment within each category that pre-sets the investment in add-ons. This encourages sponsors to be clear about event expectations early on and allows us to be mindful of potential sponsor leverage when developing the programme.

For example:

Gold sponsor	Lower level <ul style="list-style-type: none"> ● Xx comps ● A sized ad in programme ● A level of social media posting ● Interactive festival experience 	Higher level: <ul style="list-style-type: none"> ● Plus x additional comps ● Larger ad ● Increased media posting ● Special performance outside the festival ● VIP hosting ● Interactive festival experience
Silver	As above but lower figures, and without festival experience	As above but lower figures and no performance/hosting/experience
Bronze	As above but lower figures	As above but lower figures and no performance, hosting or experience.

Investment levels

To be discussed further but suggested at:

- o Platinum – 100+/75
- o Gold – 50/30
- o Silver – 25/15
- o Bronze – 10/5

Promoting sponsorship opportunities for 2019

- Promote the sponsorship opportunity in late February, while the festival is still fresh in people’s minds (and we can quote stats)
- Feature and/or advertising in local business publications (WBN, BizHam)
- Social media – our pages, Waikato Story pages, possibly HCC/Gardens as high level strategic partners
- EDM to sponsorship database outlining the new structure, including to those with whom we had initial conversations
- Develop a target list and send personalised approaches, including outlining the new structure and relating our approach to what we can glean of their individual brand needs
- Local pool is variable, so it makes sense to look at national organisations with a degree of local presence, who can make more significant percentage contribution
- Schedule follow-ups on a regular basis from March (bearing in mind decision-making timing in terms of corporate budgets)

SPONSORS 2019

Work on securing commercial sponsorship for the 2019 Festival is ongoing.

Company	Industry	Status
CONTRA SPONSORSHIP 2018 FESTIVAL		
Hamilton Gardens	Venue Hire	Pencil booking across dates
NZME	Marketing	Likely to return 2019
BDO Waikato	Accounting Audit	Likely to return 2019
Novotel Tainui	Accommodation discount	Likely to return 2019
Slater Accountants	Accounting Preparation	Likely to return 2019
NZ Sound Reinforcement	Sound Discount	Likely to return 2019
ACLX Lighting	Lighting Discount	Likely to return 2019
King Street Design	Design programme / print collatoral	Likely to return 2019
Ebbett Cars	Car Loan	Likely to return 2019
Fairfax Media	Marketing	Likely to return 2019
Hamilton Gardens Cafe	Food and service (programme launch)	Likely to return 2019
Ventura Inn and Suites	Accommodation discount	Likely to return 2019

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

23

E-Z-GO Carts	free cart hire for Festival dates	Likely to return 2019
Vivid Images	Printing services.	Likely to return 2019
Mercury Energy	Free hire 10 x 5 marquee	Likely to return 2019
The Button	Discounted Web services	Likely to return 2019
Stronglite Staging	Staging discount	Likely to return 2019
2018 CASH SPONSORS LIKELY TO RETURN		
BDO Waikato		Coordinator and sponsor Business Summit, keen to return 2019
APG Architects		Return sponsor 2018, likely to return 2019
Brian Perry Charitable Trust		Regular sponsor, will apply again 2018
McDonald's Hamilton		New sponsor 2018 for family movie series, likely to return 2019
Friends of Hamilton Gardens		Key event partner , likely to return 2019
Ebbett		Cash and car sponsor 2018, likely to return 2019
ANZ		Business summit 2018, likely to return
CAANZ		Business summit 2018, likely to return
Tainui Group Holdings		Flowing Water sponsor 2018, likely to return
Xero		Business summit 2018, likely to return
WINTEC		Film series sponsor 2018, likely to return

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

TARGETED NEW SPONSORS 2019		
Stark Property	Property developer	Approached Oct 2017 but too short notice but possible interest. Comps offered 2018.
Heartland Bank	Bank	Approached Oct 2017 but too short notice but possible interest. Comps offered 2018.
Prolife Foods	Food manufacture	Continued conversations and new interest confirmed. To meet April.
Mike Pero Real Estate	Real Estate	Approached Oct 2017 but too short notice but possible interest. Comps offered 2018.
Waikato-Tainui	Iwi	Met for general introduction. Promo code offered for members 2018.
Crate Clothing	Youth clothing M	Approached Oct 2017 but too short notice but possible interest. Comps offered 2018.
Fonterra/Tip Top	Ice creams/dairy products	To approach
Hirepool	Equipment hire	Comps offered.
Form Construction	Construction	To approach
FMG Insurance	Insurance	To approach - but we may be too removed from ag sector: https://www.fmg.co.nz/about-fmg/giving-back/sponsorship/sponsorship-application-form/
Genesis	Energy	To approach
Dairy Goat Coop	Milk products goat	To approach
Artz on Show	Performance holiday programmes	To approach
Te Wananga O Aotearoa	Tertiary education	Contacted to see how the best person to speak to is.

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

25

Item

Attachment 1

G J Gardener Homes	Domestic building	To approach
ANZ	Bank	To approach
State Insurance	Insurance	To approach
Eves Realty	Real Estate	To follow up on 2017 approach
2 Degrees	Telecomms	To approach
Lewis Road	Dairy products	To approach
Resene NZ	Paint	To follow up on 2017 approach
Heathcotes	Electronic goods	To follow up on 2017 approach
Les Mills		
Mitre 10 Mega	Building/DIY supplies	
Zealong	Tea	To approach
Mike Greer Homes	Domestic home builders	To approach
First Credit Union	Credit Union	To approach
NZ Homes Loans		To approach
Tristram Marine	Boat builders	To approach
Kitzo	Salon	To approach
Sweet As	Pop corn	To approach
Deloittes	Financial advisors	To approach
KPMG	Financial advisors	To approach
Porter Hire	Heavy equipment hire	To approach
Blue Bubble Taxi	Taxi	To approach

HAMILTON GARDENS ARTS FESTIVAL 2019

MARKETING AND AUDIENCE DEVELOPMENT PLAN

The Hamilton Gardens Arts Festival 2019 will be held between 20 February and 3 March 2019. As a longstanding event in the Waikato – this event will be the 19th festival – there is high awareness of the event amongst those that have attended the festival over this time but a correspondingly low awareness amongst those that have not.

The artistic vision of the festival is to become the premiere outdoors arts festival in Australasia.

1. Key Event Marketing Goals

- Grow ticket sale revenue by at least 10% to reach a box office return of \$181,000
 - Achieve at least 60% houses across all ticketed events
- Increase attendance at the festival from the following groups:
 - Waikato residents aged between 21 and 30 years of age, with a focus on those who are part of the “essence” and “stimulation” audience segments*
 - Māori audience members, of all ages, who align with the “expression” and “affirmation” audience segments
 - Out of town visitors from the Bay of Plenty who stay in Hamilton overnight
- Increase attendance at the festival by increasing the number of new people attending at least one festival event.
 - Increase attendance at, and awareness of, free events and experiences – at least 200 people at each free event
 - Achieve an increase of at least 10% of new ticket buyers, as compared to 2018 ticket purchaser data

** See note later on about audience segmentation.*

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

27

2. Festival audiences: targets, segments, and development

Existing core audience: Festival champions

- Those audience members who know, love, and already attend the festival. This group is relatively easy to reach as they are likely already connected with the festival through being on the festival mailing lists or a social media follower. These audience members tend to skew older (35 – 65) and female, as recorded in the 2018 audience survey. 30% of audiences attended more than one festival event in 2018. Anecdotally, these audience members are higher income, although still price sensitive, and most would appear to align with the “entertainment” segment.

Targeted audience: Young people who are culture-lovers and looking for a new experience

- These are people who are likely to have finished or are finishing tertiary study; they may work in a creative field or have a creative “side hustle” – in short, creative expression is something important to their identity. They are likely to be open to new or unusual events but also may want to research the event beforehand to ensure it is something they would like to attend. They may not have attended the festival before, or if so, did not necessarily attend the event they attended with a wider festival. They are the future core audiences of the festival but need to be nurtured now.

Targeted audience: Māori audiences looking for events that affirm identity and provide social opportunities.

- Those looking for opportunities to connect with their cultural identity through experiencing events together with friends and whānau. They may not necessarily be attending events presented by Māori artists, but through festival marketing and programming, can attend all festival events and feel it is “for them”. They may be especially attracted to shows with a strong connection to the Waikato region.

Audience segments

The following audience segments have been defined by cultural research agency Morris Hargreaves McIntyre. This segmentation is used by cultural institutions across the world, including Creative New Zealand, as it is specific to how audiences interact with cultural experiences. Note all definitions are provided by Morris Hargreaves McIntyre. The eight segments within the market for arts, culture and heritage in brief (please see [here](#) for full details):

1. Enrichment – mature, traditional, heritage, nostalgia
2. Entertainment – consumers, popularist, leisure, mainstream
3. Expression – receptive, confident, community, expressive
4. Perspective – settled, self-sufficient, focused, contented
5. Stimulation – active, experimental, discovery, contemporary
6. Affirmation self-identity, aspirational, quality-time, improvement
7. Release – busy, ambitious, prioritising, wistful
8. Essence – discerning, spontaneous, independent, sophisticated

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

Audience development activities

There are four broad elements of audience development for a general arts festival such as HGAF:

1. Programming of events that appeal to people from specific different audience segments – a wide range of events that take in both the familiar and the unusual.
2. An awareness campaign that targets specific audience segments and appeals to them by using what we know about each segment – e.g, in simple terms, if we are looking to target those people looking for “entertainment” we assure them that the event is tried and tested rather than something new and experimental.
3. Ensuring that audiences are looked after at the event: from practicalities from availability of parking through to a good hospitality offering.
4. Follow up and follow through: thanking new audiences for coming along, and capturing their details to ensure they can be invited back for future festivals.

Targeted audience development activities: Young people who are culture-lovers and looking for a new experience

For those young people in the “essence” segment, we would plan the following in addition to core festival marketing:

- Specific marketing to those in creative programmes at tertiary institutions, emphasising the all-consuming nature of the festival and the ability to soak up a range of arts experiences. This marketing might include addresses to student or other groups from artists or festival staff.

For those in the “stimulation” segment, the following additional activities would be undertaken:

- Online marketing, placed on key websites and including videos, emphasising the unique nature of events within the festival.
- Marketing placed in places – e.g. specific cafes or bars – that they attend because they align with their identities and values.
- Align marketing with venues and events already trusted by this group – e.g. engage in reciprocal marketing with an event earlier in the year attended by these audience members.

Targeted audience development activities: Māori audiences looking for events that affirm identity and provide social opportunities.

Additional audience development initiatives will include:

- Use of online placements, including a strong social media presence, emphasising the social nature of the festival through an interactive approach

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

29

- Festival artists and staff supporting a *kanohi ki te kanohi (face to face)* approach, by going to marae, kura kaupapa and other venues to talk about the festival

Targeted audience development activities: Out of town visitors from the Bay of Plenty who stay in Hamilton overnight.

Additional audience development initiatives will include:

- The creation of overnight packages, ideally with our existing accommodation partners, to entice people to attend a festival event and stay the night
- A general marketing campaign in key Bay of Plenty areas that emphasises the ease of getting to the festival alongside the unique experience only to be found in Hamilton Gardens

3. Key Messages and Brand

Brand:

- The following name and logo, updated with 2019 dates, will be used in our promotional campaign:

Hamilton Gardens Arts Festival 2019

- For continuity, our by-line will continue to be “Explore Experience Enjoy”
- Imagery will be developed alongside our design partner, King St., from mid-2018.

Key Messages:

- February 20 – March 3, 2019
- Explore a range of festival events, experience something special, and enjoy a great time out in Hamilton Gardens
- The festival provides a range of experiences that can appeal to everyone from the first timer through to the veteran festival goer – it’s not just for a small group of people
- Book early for the best prices and before shows sell out

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

30

4. Marketing Support and Partnerships

HGAF has been fortunate to receive the support of a number of media organisations, and we are currently in discussions with the following companies to continue this support.

- Fairfax: provision of advertising space in newspapers; significantly reduced rates for printing and distribution of programmes
- NZME: reduced rates for radio advertising; guaranteed coverage of the festival through slots on radio shows
- King St: brand and imagery development and design; graphic design and video production

5. Marketing Activities

The below outlines our core marketing activity; as we get closer to the festival there is likely to be other marketing opportunities we will be able to undertake.

5.1 Festival Launch event

The festival launch signals the start of the 2019 festival marketing campaign, and the launch is a great opportunity to kick off word of mouth excitement about the festival. The festival launch this year will be at the end of November, in order to provide a good lead in time to the festival; aside from providing a longer time to profile the festival, it also provides a greater exposure time for festival sponsors. The launch will be at Hamilton Gardens, will feature highlights of work that will be a part of the festival, and attendees will include all sponsors, local “movers and shakers” and festival artists.

5.2 Website

The programme (hgaf.co.nz) for the 2019 festival will go live on the festival website as soon as the programme launch event has concluded; the website is key in both marketing campaigns as well as a source of information so will reflect the look and feel of other marketing collateral. The site also provides a repository of information about the website, for example, a site map and FAQ (frequently asked questions) section.

5.3 Festival programme

The printed programme continues to be a signature marketing piece, and the programme this will continue to display excellent design and high-quality images that reflect HGAF as a whole. The programme is also a key piece of collateral for acknowledging sponsors. There will be a minimum print run of 60,000 brochures, which will be distributed nationally via Phantom Billstickers, through distribution in the Waikato Times and other regional newspapers, through direct mail to interested parties and target audiences, and through placements in key sites throughout the Waikato and Bay of Plenty, again through Phantom Billstickers.

5.4 Social Media

Campaigns via social media will run both through the development of engaging content on our social media channels (Facebook, Twitter, and Instagram) and also through advertising on all of these channels. For the 2019 festival, we will also be creating more short videos to be used throughout social

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

31

media channels, as well as liaising with festival artists to “take over” one of our social media channels for a period of time.

5.5 Online advertising

In both 2017 and 2018 HGAF undertook a strong digital campaign over NZME and Fairfax outlets with homepage takeovers, digital ad and video pre-roll delivering more than 500,000 impressions over the 3 month marketing campaign. We will look to increase and build upon the success of this campaign. Festival digital click through rates on these sites continued to be higher than the industry standard.

In 2018 we also placed a small amount of digital marketing through other channels (Google Advertising and Outbrain) and will expand upon this for 2019 to ensure wider coverage in terms of sites advertising is placed on, whilst allowing more targeting towards our key audiences.

5.6 Email marketing

We will make greater use of our own email marketing tools, and will segment our general list (now at 6000 subscribers) to allow for greater targeting of emails. Fortnightly email updates will be sent up until the week before the festival, with weekly emails during the festival.

Our ticketing provider, Ticketek, also offers a targeted EDM (electronic direct mail) system to those on their databases, and we will make further use of this for specific events, or groups of events, including a launch email to all of those within their Waikato database.

Beyond this, there may be opportunities to insert information into other partner organisations EDMs, such as Waikato Museum and the Tauranga Arts Festival.

We are actively expanding our email database by:

- Adding “Register to receive updates” to website
- Competition to be run via social media with prize from key sponsor 8 weeks prior to event, with email addresses required to enter.

5.7 Printed collateral

A range of printed material will be created. This will include 1500 posters at A4, A3, and A0 sizes, to be distributed by Phantom Billstickers across the Waikato and Bay of Plenty. These posters will be a mix of generic festival awareness images, and those for specific shows.

Show specific flyers will also be created, and distributed to public sites via Phantom Billstickers, alongside letterbox campaigns delivered by Reach Media.

5.8 Advertising – print and radio

Radio advertising across a range of stations will continue to be a key feature of the wider marketing campaign, and working across networks allows for tailoring of messages to align with individual stations’ audiences.

The festival core audience are still largely readers of physical newspapers, so print newspaper advertising will continue to be a key part of our campaign, strongly supported by our festival partner *Waikato Times*, with a plan to place advertising twice a week in the month before the festival and daily in the week before and during the festival.

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

5.9 Outdoor collateral

Outdoor advertising continues to be an important part of the campaign to create exposure, and has the ability to reach all of our targeted audiences. Cross street banners, billboards, and bus backs will drive awareness for the festival and key events.

5.10 Marketing partners

We will continue to nurture reciprocal relationships with other organisations who can assist with spreading the word about the festival, for example:

- Hamilton City Council opportunities, such as the HLive site.
- Other arts organisations within the region, for example, the Portal email newsletter
- Sponsors will be provided with copy, images and links so that they can send onto their own networks and highlight their own involvement with HGAF.
- Other community organisations with links to specific shows will be provided with event information so they can disseminate to their own networks – for example, in 2018 the Chinese Friendship Association distributed information about a Chinese opera.
- Face to face opportunities to meet groups and discuss the festival will be pursued and tied to specific events.

5.11 Tourism marketing

As one of the founding principles of this festival is to drive visitors to Hamilton and Hamilton Gardens, we will continue to develop this aspect of our marketing, and will undertake the following:

- Outside of the direct festival time, the HGAF website will include a link to the HLive site with an encouragement to for visitors to check out other events in the area.
- Social media posts (4 in lead up to the event) will include information on Hamilton, how to book accommodation and why visitors should stay.
- In partnership with our accommodation providers (currently Novotel and Ventura) we will develop an overnight package which will be advertised outside of the Waikato.
- Work with Hamilton and Waikato Tourism to make the most of any opportunities through their work.

6. Marketing Evaluation Plan

To measure the efficiency of our marketing campaign, and to ensure we can adjust and adapt it whilst it is underway, we will measure its effectiveness using the following:

- Number of tickets sold to individual shows. If shows are struggling to reach their potential, we will be able to respond to this and adapt our tactics as required.
- Online analytics: the number of people are clicking through to pages after viewing an ad, and a new campaign providing a consequent uplift in sales. HGAF website analytics can also be tracked and again, provide information on what pages are the most visited.
- Social media engagement can be measured by the number of people viewing, sharing and commenting on posts, and again provides quick information on what posts are the most engaging.

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

33

- Other responses such as phone calls and in person visits will also be tracked to ensure we are responding to any common queries.

All of this will allow us to measure progress against our marketing goals and ensure we can meet them.

7. Summary of Marketing Plan

Activity	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March
Festival launch		Launch details (date, artist, catering sponsor) confirmed	1.Invite list confirmed 2.Invites to launch sent four weeks beforehand and followed up week before	Launch happens and campaign is live	Thank you messages sent to all who attended and supported launch			
Website	Initial discussions	First design discussions	Develop and design	Programme live	Maintain	Maintain	Maintain	Update
Festival programme	Design confirmed	Copy and images compiled	Programme designed	Programme printed and launched	Programme distributed via Phantom and newspaper inserts	Continue programme distribution	Continue programme distribution	
Facebook	Other local events	Other local events	Other local events	Programme launch	1.Intro all events 2. Early bird pricing reminders 3.Xmas present suggestions	1.Getting to know our artists and sponsors on their summer holidays 2. Festival preparation and special offers	1.Festival promo – links to media stories 2.Festival updates 3. Special offers	1.Photos of the festival 2. Thanks and what's next
Instagram	Hamilton Gardens images	Hamilton Gardens images	Hamilton Gardens images	Festival launch	Once a week artist and sponsor takeover of account	1.Intro to Hamilton Gardens sites 2.Intro to individual events	Invite influencers to attend and profile festival	
YouTube					Festival launch pre-roll ads	1.Pre-roll ads start 2. Ads for individual events on HGAF channel	1.Pre-roll ads continue 2.Festival updates on HGAF channel	
Online advertising	Confirm sponsorship		Plan placements	1.Design ads for Dec – Jan	1.Early bird price push	1.Show specific ads on targeted sites	Quick turnaround	

Hamilton Gardens Arts Festival
February 20 - March 3, 2019

	arrangement with Fairfax / NZME		across all channels	2.Programme launch ads go live		2.General festival ads on other sites	ads as required, otherwise continuation of show specific and general ads.	
Email marketing			Start planning for the launch	Programme launch	1.Early bird pricing reminder 2.Xmas present ideas 3. Ticketek emails x 2 – as above	1."Unusual" events 2."Tried and true" events 3. Ticketek emails x 2 for shows that need extra push	1.Special offers 2. Festival starts	Thanks and survey link
Printed collateral	Design confirmed	1.Numbers and placements confirmed / booked 2.Copy and text compiled	Continuation of design process	Posters printed and small run for programme launch distributed.	Early bird ticket pricing slashes on generic festival posters	1.Show specific posters created and distributed 2.Direct mail campaign underway	1.Continuation of January tasks 2.Highest concentration of poster placements	
Print and radio advertising	Confirm sponsorship arrangement with Fairfax / NZME / Mediaworks		Plan placements across all channels	1.Design ads for Dec – Jan 2.Programme launch ads go live	1.Early bird price push	1.Show specific ads on targeted sites 2.General festival ads on other sites	Quick turnaround ads as required, otherwise continuation of show specific and general ads.	
Outdoor collateral	Sponsorship arrangements confirmed.	Design confirmed	Placements confirmed	Digital billboard to support programme launch in place for one week.	Busbacks and banners designed	Busbacks and banners printed.	1.Bus backs go live 2.Cross street banner hung 3.Digital billboards go live.	
Marketing partners	List of potential partners compiled	Initial approaches made to partners	Discussions with partners ongoing	Partners supplied with event info for sharing to networks.	1.Festival staff and artists present talks to groups	Festival staff and artists present talks to groups	Encourage partners to share festival information	Thank yous to all partners.

HGAF Marketing Team and Experience:

King St Advertising – Lead by HGAF trustee Chris Williams, King Street Advertising is a platinum festival partner. The King Street team have a huge amount of experience in all areas of marketing and communication. The King St team are great thinkers, all dedicated to solving marketing challenges, as a complete full-service solution or as individual specialists through smarter thinking and smarter execution. King St provide support in developing high-level planning and brand development.

HGAF Co-Director – Bronwyn Bent. Bronwyn has wide ranging experience both producing, marketing, and developing audiences for a range of arts events. These include the popular families programme held at Auckland Live which went from zero audience members to 12,000 within three years, with a notable focus on an ethnically and geographically diverse audience, and also includes marketing arts events from orchestras through to visual arts exhibitions. She also has experience as a music and book publicist, writer for publications such as *Real Groove*, *Pantograph Punch* and *The Spinoff*, and as a radio presenter.

HGAF Marketing Manager – Yvonne Milroy. Yvonne was Marketing Manager for the 2017 and 2018 festivals and we are currently in discussions with Yvonne to confirm her level of involvement in the 2019 festival.

A note on publicity

Publicity is an important aspect of creating awareness of any event, however it is not strictly within the purview of a marketing plan. For the 2019, we plan to engage a publicist with the aim of placing stories in both regional and national media. A general Festival publicity release will be prepared before the programme launch, to be followed up with show-specific publicity campaigns.

Event Sponsorship Scorecard

Application Information			
Event Name and Date	Boon Street Art Festival – 8 to 10 March 2019		
Applicant/Organisation	Draw Inc Charitable Trust		
Amount requested	\$30,000		
Event Venue	10 walls across Hamilton (5 in CBD and 5 in a nominated suburb)		
Event Overview	Hamilton’s annual Street Art Festival		
Target Market	All markets – youth and art lovers		
Event Objectives	To put art into public places to create a sense of place and make art a part of the everyday experience.		
Potential Benefits to Hamilton City Council	Profile and acknowledgement as supporter of festival in flyers, posters, online and in person at launch event.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	4	5	1
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	4500	500	
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
Anticipated bed nights	6 bed nights across 4 nights for artists		
Previous HCC Sponsorship	2019 event funding via the Council’s single year contestable grant fund. (\$7k).		
External Funding	Application states funding from Trust Waikato, WEL Energy Trust and HCC Community Grant plus in kind support.		
Previous HCC Leveraging	leveraging by city events team (approximately \$5-\$7k) for 2018 event		
Past Event Performance	2015,2017 and 2018 festivals have been run and have been successful in terms of financial and exposure.		

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	N/A
City exposure benefits	N/A
Generation of overnight visitation to city	N/A
Generation of incremental income to city businesses	N/A
Number of anticipated participants	N/A
Jtilisation of city assets	N/A
Total	N/A

Management Recommendation
<p>DECLINE</p> <p>This application is declined as the event has already received 2019 event funding via the Council’s single year contestable grant fund. (\$7k).</p>

Attachment 1

Item

Major Event Sponsorship Application Form			
Section One - Applicant Event Details			
Name of Event BOON STREET ART FESTIVAL			
Date(s) of Event 8-10 MARCH 2019			
Time/s of Event 8am - 8pm			
Location or Venue 10 walls in HAMILTON			
Is the Event an annual/bi-ennial (every two years) event? ANNUAL			
Type of Event – sporting/community/youth/cultural/arts etc. COMMUNITY / ART			
Amount of Hamilton sponsorship sought: \$ 30,000.			
Name of applicant organisation DRAW INC. CHARITABLE TRUST			
Is it a legal entity?	<input checked="" type="radio"/> YES	<input type="radio"/> NO	Please qualify - is it a company, incorporated society, partnership or sole trader?
Is it GST registered? If yes, provide GST number No			
Name of contact person for this application Charlotte Isaac			
Postal address P O Box 9198, Waikato Mail Centre			
Hamilton 3240			
Telephone	021966618	Fax	n/a
Mobile	021966618	Email	charlotte@dti lawyers.co.nz
Name of organiser Charlotte Isaac			
Contact address (if different from above) as above			
Telephone		Fax	
Mobile		Email	

Attachment 1

Item

Section Two - Event Description and Attachments Please attach documentation related to this section.			
Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). Maximum of one page preferred.			
Business Plan for the event. This should include the following: <ul style="list-style-type: none"> Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes Projected budgets Organisational structure 			
Current Event Budget. This should include the following: <ul style="list-style-type: none"> Detailed budget including cash flow projections, profit and loss forecasts A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought) 			
<i>see attached</i>			
Marketing and Promotion Plan. This should include the following: <ul style="list-style-type: none"> Target markets Marketing objectives Marketing strategies including advertising/PR activity and timeline Who is responsible for the marketing and promotions plan? Do they have experience in either events/marketing/PR? If so, what experience? Itemised marketing and promotions plan budget 			
Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event.			
Economic Impact and Profile. This should include the following:			
Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.	YES		NO

Attendance (please do not exaggerate) -			
Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	4	5	1
Spectators	4500+	500+	
Trade			
Entry Fees n/a			
Adult	Child	Older persons	Other
Accommodation – anticipated number of beds needed			
	Number of beds	Number of Nights	
Hotels	6 for artists	4 nights	
Motels			
Camping ground			
Schools			
Home hosted			
Will all accommodation be located in Hamilton? If not, where?			
Yes			
What is the anticipated average stay in Hamilton for participants? 4 nights			
Section Three – Benefits to Hamilton City Council			
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:			
Idea 1	see attached		
Idea 2			
Idea 2			
Idea 4			
Idea 5	Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.		
Idea 6	Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).		
Idea 7	Hamilton City Council being acknowledged in the news and press/media releases(s).		
Section Four- Declaration and Privacy Act Authorisation			
<ul style="list-style-type: none"> • This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future. • We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved. • We authorise Hamilton City Council to use the information contained in this application for the 			

purposes of administration and promotion of Hamilton City Council.

- We authorise Hamilton City Council to obtain further information as it may require when considering this application.
- We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
- We declare that the information provided in this application is true and correct.
- We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (14 May 2018) to:

Venues, Tourism and Major Events
Hamilton City Council
Private Bag 3010
Hamilton 3240
Attention: Jennie Lavis - Major Event Sponsorship Application

Or via email to jennie.lavis@hcc.govt.nz



Thank you for the opportunity to apply to Hamilton City Council's Major Event Sponsorship.

We have successfully completed three festivals in Hamilton – 2015, 2017 and 2018. These festivals have been a huge success and have had a significant lasting impact on the physical landscape of Hamilton, as well as public perception of our city, both internally and externally.

Each festival has grown significantly, to the point where the 2018 festival included a launch event, a 3 day exhibition (ensuring present and past artists could exhibit other works) and the event itself.

As with many events, these rely heavily on the goodwill of those participating in the event. To date, none of the organisers have been paid for any time to coordinate the event, and none of the artists have been paid for their work.

Over the past 4 years, the National street art scene has grown to such an extent that we no longer feel that we can invite artists to the festival without some kind of payment (even though this would fall well short of a public or private commission). Similarly, we can not expect our team of volunteers to continue to set up and run this event without some reimbursement for time spent – the time has come for us to hire an administrator /festival director to assist with the volunteers who run this event.

As we recognise the value this event has for the city, this fund seems the logical place for Boon Street Art Festival to turn to ensure that the 2019 festival, and future festivals, can take place.

HOW BOON HAMILTON STREET ART FESTIVAL MEETS THE CRITERIA

The event is now a cornerstone event in the arts calendar of Hamilton, and has gained National recognition. It is mentioned in print and radio by street artists and audience, and has a reputation as being a well run event as attested to by the artists themselves, and other street art event organisers.

The event has lifted the status, awareness and profile of Hamilton through the media exposure it has received to date (see examples attached), most importantly as a city embracing its arts, not only known for its sports events. It has shown Hamilton is a well-balanced city.

Businesses in the areas where murals have been painted have benefited by the increased foot traffic and tourists coming to view the artwork both during the festival and enduring beyond the event itself. Murals have become backdrops to social media including business advertising.

Art generated by Boon Street Art Festival 2018 has enhanced city facilities and assets (eg: the Municipal Pools, and Victoria on the River sites, and public amenities in Hamilton East and Frankton).

The impact of the new artworks provided to the city during Boon have given local residents a sense of pride and have created a more vibrant and interesting local lifestyle.

The event has benefits outlasting the festival, as the murals remain once the festival concludes.

Creativity encourages civic engagement, builds resiliency and contributes to quality of life. There are numerous local and international studies highlighting the positive outcomes that art and creativity can have on community and wellbeing.

There has been a significant amount of international research in recent years that has identified key social and economic impacts of culture. The Review of Culture and Regeneration commissioned by the United Kingdom's Department of Culture Media and Sport confirms a growing recognition in the UK of how cultural projects have contributed to outcomes in towns and cities. Cultural contribution to economic regeneration is evidenced in:

- higher resident and visitor spend
- job creation (direct, indirect, induced/wealth creation)
- retention of graduates (including artists and creative)
- a more diverse work force (skills, profile)
- more corporate involvement in the cultural sector
- increased property prices
- a change in residents' perception of the place where they live.

Studies have shown that the arts contribute to the social wellbeing of the city in the following ways (international studies supporting these points can be found on the Creative New Zealand website):

- arts create a sense of identity, connection and belonging.
- social cohesion and fostering of positive intergroup relations
- increased trust
- improved community cohesion and pride
- encourage community involvement and community inclusion
- addresses negative social behaviours
- economy,- the arts industry creates jobs and event related spending by the audiences

- educational outcomes, - children who participate in or are exposed to the arts are better motivated, engage more in class, and have greater self esteem, and students who participate in dance, drama, music and visual arts perform better academically and have greater well being than students who do not.
- engaging in the arts reduces stress and anxiety
- helps people understand, interpret and adapt to the world
- enables people to express themselves creatively and give form and meaning to emotions
- builds skills, confidence and self-esteem
- provides inspiration, stimulating the imagination and encouraging people to think the unthinkable
- raises aspirations for individuals and for humanity.
- The arts help people connect with their community and enables communities to be more inclusive.

As Dr Jeremy Mayall described:

“Arts funding is one of the most important functions and duties of our society. It is through the arts where we grow, where we reach understanding, and where we find common ground in a rapidly changing complex world. Artistic imagination and creativity are not added bonuses for society, they’re not the icing on the cake, that are integral to the human spirit and to human aspirations – an essential part of what makes us human”.

CONCEPT OR BROAD OUTLINE OF THE EVENT

Hamilton's annual Street Art Festival. A 3 day event in March 2019.

Our Mission is about Placemaking; putting art into public places to create a sense of place and to make art part of the everyday experience. To date we have run three festivals where, over the course of a 3 day weekend, 10 walls of varying sizes have been painted by street artists both local and National.

The event is curated to ensure that there is a mix of artistic styles; local and national talent; and newcomers to street art so they are given a learning experience working alongside some internationally renowned artists.

During the festival, public art encouraged to use the maps (available in hard copy and online including but not limited to via facebook, Instagram, the boonstreetart.nz website, and Hamilton & Waikato Tourism websites) to walk between the sites, watch the art work evolve, and meet the artists.



NOMINATE A DATE, TIME AND PROPOSED LOCATION OR VENUE

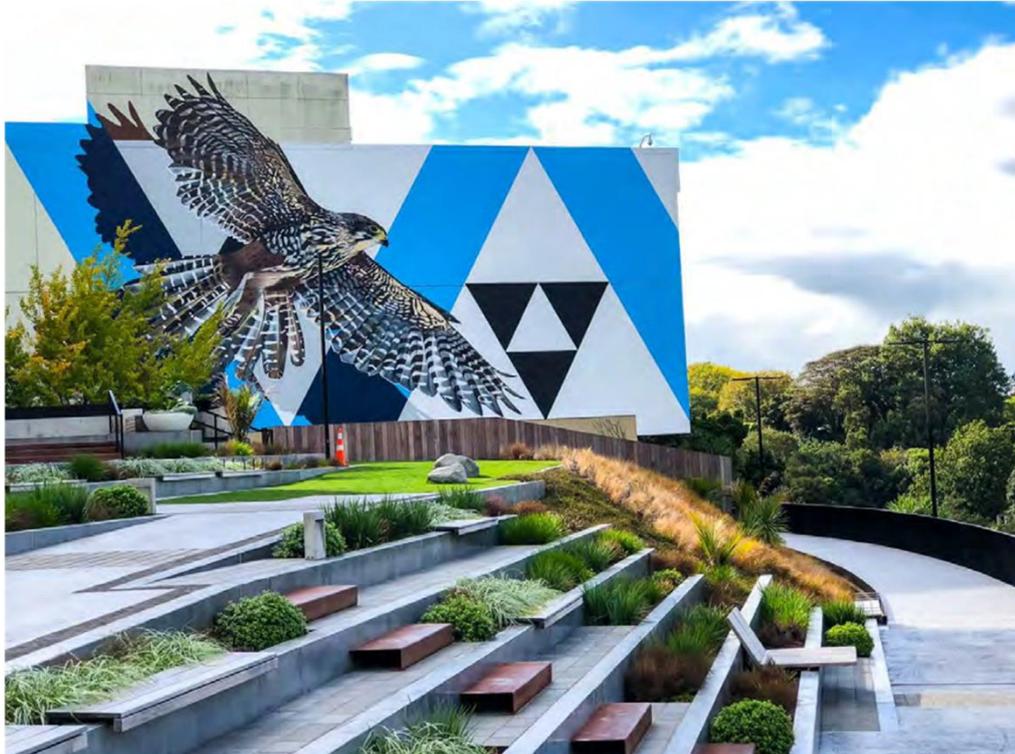
The festival will run from 8-10 March 2019.

There will be a launch event on the previous evening, Thursday 7 March.

An exhibition featuring the current and previous years artists' works for sale will run concurrently over the weekend, and will likely be located in the Nancy Caiger Gallery at The Meteor.

For the 2017 and 2018 festivals, we spread the location of the festival between the CBD and one suburb – Hamilton East in 2017 and Frankton in 2018. The feedback from the suburbs has been extremely positive, as evidenced by the extensive feedback we have received. There is a sense of community pride created by the works.

Accordingly, the 2019 festival is likely to focus 5 walls in the CBD and 5 walls in a suburb – at this stage either Dinsdale, Nawton or Melville.



IDENTIFY WHO OWNS THE EVENT AND WHO WILL BE DELIVERING OR PRODUCING IT AND THEIR EXPERIENCE

Three very successful festivals (2015, 2017 and 2018) have already been produced by the team.

The team who bring you the festival are:

Paul Bradley: fundraiser and artist liaison. Arts Advisor at Creative Waikato. Muralist - he has previously painted 2 walls in the festival, and together with Craig McClure painted the Hamilton Gardens Cobham Drive underpass, as well as numerous other public projects. Co-instigator of the festival.

Charlotte Isaac: accounts and budgeting. Lawyer, actor, producer, arts patron. Co-instigator of the festival.

Craig McClure: Building owner and leaseholder liaison. Muralist. Arts Advisor at Creative Waikato. Artist, curator.

Kai Cuff: Boon website and online profile. Entrepreneur, digital media manager, website developer, search engine optimisation.

Tim Croucher: Creative advisor at Boon. Head of Painting at Wintec. Artist.

Vanessa Williams: CBD business owners liaison and networks. Manager at Hamilton Central Business Association.

Nick Johnston: Health and Safety.

BUSINESS PLAN FOR THE EVENT WITH GOALS, OBJECTIVE AND STRATEGIES INCLUDING MILESTONES AND ORGANISATION STRUCTURE

Boon:

Our Mission is about Placemaking; putting art into public places to create a sense of place and to make art part of the everyday experience.

Boon in a nutshell:

In 2014 we realised that other major centres in New Zealand had a thriving street art scene, but Hamilton did not. We then set about to create the festival, with the intention of exposing Hamilton to great art, but with a wider purpose of

Leading international expert, Environmental Planning – University of Waikato, NZ, Professor Iain White, presented to the Property Council on how to attract people to a city. One key factor identified by him was Amenity.

“AMENITY: cluster in amenity-rich places (place, arts, culture)

- *Invest in cultural capital to create cluster effect: Foster arts and creativity, theatre, events, activation, etc. Helps drive more jobs in music, arts, writing, design, media, and entertainment.*
- *More quality of design, quality of life, quality of place focus*
- *Amplify authentic Community-led Place Messaging. Eg LoveTheTron + positive press about amenity/arts/culture/design”*

The lasting impact of the Boon festival goes a long way to fulfil this amenity criteria.

We see the value in art, as Dr Jeremy Mayall described in his recent presentation to the Community Trusts on The Importance of Art:

“The arts are a vital aspect of the lives of individuals and their communities. Arts and culture can illuminate our inner lives and enrich our emotional world. The arts help us to define and express ourselves, as well as engage with each other in our communities. They are powerful levers for promoting positive change”.

The Boon Street Art Festival is a small festival, which has a huge impact on our city, the way it perceives itself, and the way others perceive it.

Key Challenges:

Boon does not exist to make a profit. It generates the income needed to operate the festival each year. However, in order to maintain the success of Boon it is clear that there are two significant changes to make:

1. We will need to compensate the artists in some way for their work. Whilst this cannot be a market rate, our aspiration is to be able to pay each artist \$1,500.

2. We cannot continue to organise and run the festival ourselves without any compensation. We need to employ an administrator/curator/festival director to assist with the organising of the festival.

Strengths

Great reputation
Clear goals and strategy
Strong team
Networks and Contacts
Smooth operations
Great media presence

Weaknesses

Volunteer burnout
Artist burnout
Funding

Opportunities

New funding partnerships
Untapped international artists
New marketing opportunities – eg the map is developed into a comprehensive tourist experience
New recruit/new energy to the organising team

Threats

Funding availability
Artist availability
Wall availability

Next Steps/workplan

Secure Funding	<p>Sponsors</p> <ul style="list-style-type: none"> - Resene - Gordon Harris - Davids Emporium - Wintec - HCBA - First Credit Union - Novotel - Printhouse - Creative Waikato - Craft - Sky City Hamilton - Total Access <p>Funders</p> <ul style="list-style-type: none"> - HCC major event grant - Trust Waikato - WEL Energy Trust - HCC community grant <p>New opportunities</p> <ul style="list-style-type: none"> - Once walls are identified – approach wall owners and surrounding businesses for financial support
Locate and secure walls	<p>Site visit and determine locations.</p> <p>Approach wall owners</p>
Secure artists	Shortlist and contact artists
Work plan for each wall:	<p>Artist design</p> <p>Paint needs</p> <p>Health and safety plan</p> <p>Liaise Owner/tenants/neighbours</p> <p>Sire prep required</p> <p>Access equipment needed</p>
Accommodation for Artists	Contact Novotel

Attachment 1

Item

Travel for Artists	Air New Zealand
Exhibition coordination	Hirage of equipment: Walls Lighting Bar leaners Eftpos Catalogue Labels Packaging for art – bubble wrap, paper, tape
Launch event	Invitations – graphic design, printing Invite list collated Catering DJ/entertainment Sound equipment Venue hire
Volunteer management	Collate volunteers
Marketing (separate plan)	
Post event	Reporting Tagbusters – graffiti guard

PROVIDE EXPECTED ATTENDANCE NUMBERS FROM LOCAL, REGIONAL AND INTERNATIONAL AUDIENCES FOR THE EVENT

It is estimated that over the course of the 3 day festival 5,000 people attended the event in 2018. These included numerous reported visitors from Auckland, as well as local attendees.

International interest has grown – we have been contacted already by a number of overseas artists wishing to participate in the 2019 festival.

With the increased success of the 2018 event, we anticipate numbers to be even larger for the 2019 festival. We have no way of measuring actual numbers.

OUTLINE A PACKAGE OFFERING BENEFITS TO HAMILTON

Specifically: through its sponsorship, the Hamilton City Council logo can expect to be profiled in:

- 1000 flyers
- 150 posters
- Online on the website and facebook
- In person at the launch event
- Acknowledged in the summary video of the event (see 2018 example online)
- Acknowledged in all media releases

Hamilton City has already benefited from previous festivals, and can only continue to benefit. We note that one of the 2018 artworks currently features as Hamilton City Council's banner photo on its website. This is merely one example of how the artworks have become part of a new creative landscape for Hamilton.

Attachment 1

PROVIDE A DETAILED BUDGET OUTLINING THE EVENT COSTS TOGETHER WITH CASH FLOW PROJECTIONS, PROFIT AND LOSS FORECASTS. THIS WILL ALSO INCLUDE A LIST OF CONFIRMED AND POTENTIAL SPONSORS BOTH FINANCIAL AND IN-KIND (WITH DOLLARS CONFIRMED/SOUGHT).

Item

Boon 2019 Budget			
EXPENDITURE		INCLUDES GST	
	Units	Budget	Notes
PERSONNEL COSTS			
Per Diems for artists (food and travel)	Fee	4500	\$150 per artist per day
Fees for artists	fee	15000	\$1500 per artist
Travel costs	Fee	1000	Dependent on where artist located - flights, petrol
Entertainment		500	Sponsorship - Craft
Accommodation	Fee	2750	Some sponsorship - Novotel
		23750	
PUBLICITY			
Photographs	Estimate	600	Amanda Ratcliffe
Posters	Estimate	700	100 A3, 5 A0, sponsorship
Flyers	Estimate	700	1000, sponsorship
Poster/Flyer Distribution	Weeks	0	Volunteers
T-shirts		2300	Can on-sell for income
sunscreen		120	
Filming (One Man Crew per quote, incl GST)		4715	
Designer (Poster, flyer)	Estimate	1000	
Web / E-marketing	Estimate	200	Facebook boosts
Total publicity		10335	
TECHNICAL			
Paint	Estimate	10000	Resene sponsorship
Gordon Harris - spray paint	Estimate	3600	10 cans per artist
water blasting/wall prep		0	
extra equipment		700	Rollers, painting equipment
Cones		200	
Equipment	Estimate	7500	Total Access - dependent on complexity of walls
Total equipment		22000	
EXHIBITION COSTS			
Walls (Exhibition/Carlton Party hire)		2500	
Lights		1000	
Opening night costs - DJ and equipment		1000	
EFTPOS		320	
Postage		30	
Total exhibition		4850	
ADMINISTRATION COSTS			
General Admin	Estimate	15000	Admin/co-ordinator wages
Accountancy Fees	Estimate	200	
Insurance		750	
Contingency	Approx	0	
Total Admin		15950	
Total		\$76,885.00	
INCOME			
	Units	Budget	Notes
GRANTS AND FUNDING			
Creative Communities		5000	Based on 2017 grant
Trust Waikato		2000	Based on 2017 grant
Boosted/crowdfunding		2000	
WEL		3500	Based on 2017 grant
Total Funding		12500	
IN-KIND SPONSORS			
	Accommodation	0	Sudima
	Accomm	1000	Novotel
	Printing	1400	PrintHouse
	Entertainment	500	Craft sponsorship
Total In-kind		2900	
CORPORATE SPONSORS			
Resene		10000	Paint sponsorship
HCBA		1000	Based on 2017 grant
FCU sponsor		10000	Based on 2017 sponsorship
Sky City		5000	Based on 2017 sponsorship
Wall owner sponsorship		2500	Wall owners asked to contribute to costs of wall painted
Business owner sponsorship		2500	Business owners in vicinity of walls asked to contribute
Total sponsorship		31000	
OTHER			
T-shirt income		500	T-shirt income
Total other		500	
Total		\$46,400.00	
Surplus/deficit		-\$30,485.00	
<i>Hamilton City Council Major Event Sponsorship</i>		<i>30000</i>	
<i>Cash on hand</i>		<i>969.61</i>	
<i>Balance</i>		<i>\$484.61</i>	

PROVIDE A DETAILED MARKETING AND PROMOTIONAL PLAN DESIGNED TO CAPTURE TARGET MARKET WHICH INCLUDES:

- MARKETING OBJECTIVES
- MARKETING STRATEGIES INCLUDING ADVERTISING/PR ACTIVITY
- MARKETING AND PROMOTIONS PLAN BUDGET
- CREDENTIALS OF THE ORGANISATION/PERSON EXECUTING THE MARKETING PLAN
- IF AVAILABLE, PROVIDE AN ECONOMIC IMPACT REPORT. n/a

Boon Street Art Festival Marketing Plan

TARGET MARKET

All potential audience for event – Hamilton residents and out of town residents likely to come for the weekend – Waikato Region, Tauranga, Auckland.

In particular – youth. Art lovers.

MARKETING STRATEGY

Maintain significant social media presence in lead up to and during event.

Ensure local and national media coverage in lead up to event and following

Continue to keep the Boon presence alive during festivals with occasional social media updates.

Social media – facebook, Instagram

In lead up – bio artists (10 posts)

Share map

Promote launch event

During event – maintain constant updates of walls in progress

- Share all media coverage

Media releases – leading up to and during the event

- Release of list of artists, profiles
- Map
- Importance of event for City

Merchandise – t-shirts

Flyer and poster – hard copies of maps included

Online maps linked to as many tourism outlets and online sites as possible including Hamilton & Waikato Tourism

Free FM and National Radio interviews

BUDGET

Per Budget previous section.

CREDENTIALS

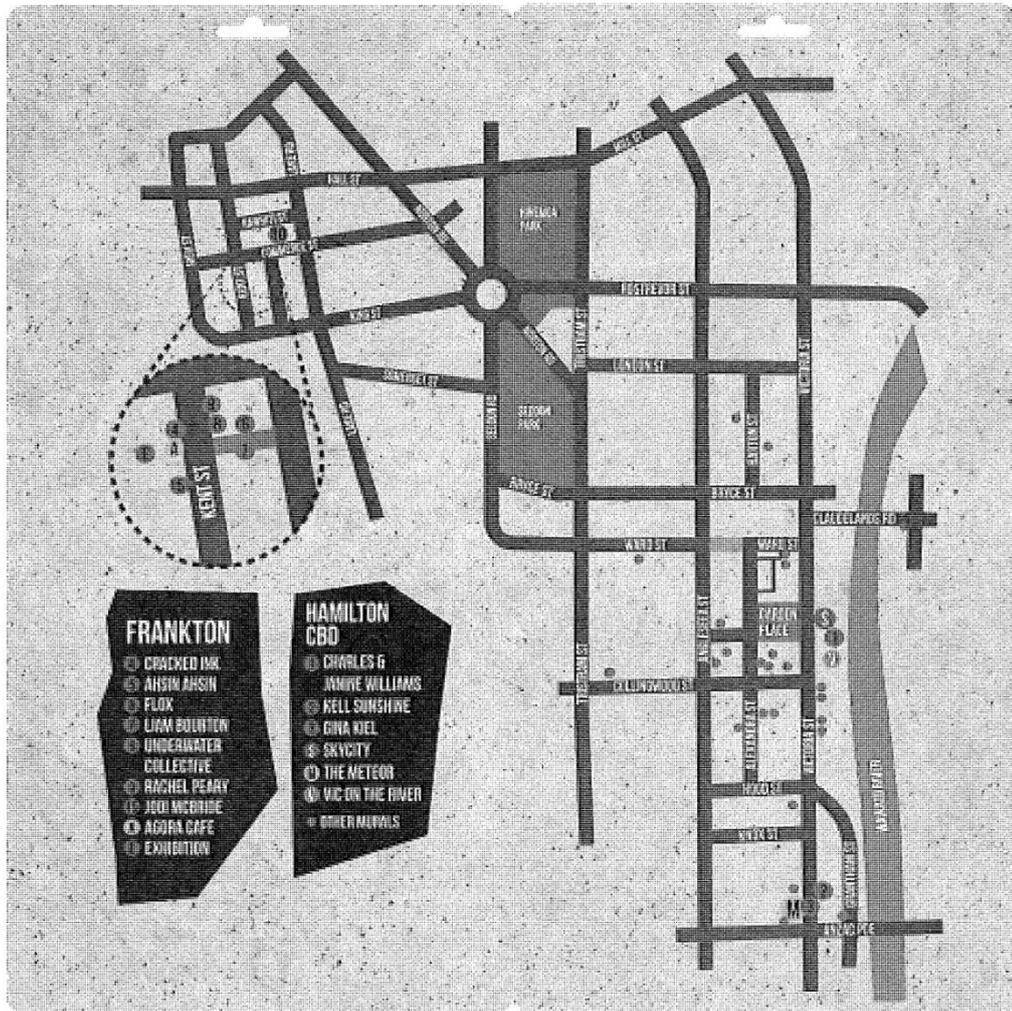
For previous festivals the Boon team has developed:

- a facebook page following of 1,754 with high engagement. (Please visit and read the comments!)
- a website – boonstreetart.co.nz – which includes the map and detail of all of the previous art, as well as the current festival.
- The above sites also feature the videos for the festival.
- Instagram page with 1,013 followers
- Also a facebook event page will be developed for the event itself, last years event generated 1,200 interested parties, 64 shares, and the launch event generated 229 interested parties, with 20 shares.
- Merchandise – t-shirt
- Flyer design and print
- Poster design and print
- Media releases
- Listed on relevant events listing

The team has the credentials to continue to market the event. Please see attached some of the print media coverage.

Attachment 1

Item



The Boon 2018 Map

NOW TRENDING: [YOUNG JOSĒ LAYS POPPY I...](#) | [SECONDARY STUDENTS SHOW ...](#) |

[MINECRAFT GALLIPOLI TRIB...](#) | [THOUSANDS OF BLOOMING PO...](#)



The Waikato Independent

News for Waikato and beyond by Wintec journalists

SPARK 2017

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News from Fieldays

BOON 2018 artist references Hamilton's Concept Garden

Horiana Henderson | April 11, 2018 | News | No Comments



Renowned street artist Flox stands by her BOON 2018 conservation piece. Photo: Horiana Henderson

Internationally renowned street artist Hayley King aka Flox resurrected native manu (birds) for Hamilton street art festival BOON 2018. Her artworks adorn walls at Taipei Zoo, Britomart and Auckland's car parking building, and her Frankton piece is in response to Hamilton's recently opened Concept Garden.

Invited artists transformed 10 Hamilton walls last month and festival co-founder Charlotte Isaac referred to Flox as New Zealand street art elite.

Studying journalism at Wintec



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The Kiwi celebrity acknowledged Mother Nature for the “amazing” day as she painted ‘The Rise and Fall of the Titoki’ on a Kent Street siding.



Hamilton’s Kent Street gets made over for BOON 2018 Hamilton Street Art Festival. Photo: Horiana Henderson

“When I come to these festivals it’s always really important to create something that people aesthetically enjoy as part of the community but also on a deeper level. For the concept to resonate with people as well,” Flox said.

Classic Flox elements include flora and native fauna and her Frankton wall features two female huia, an extinct New Zealand bird, and nine starburst sections signifying the land uses represented in the Hamilton Concept Garden.

BOON 2018 The Rise and Fall of the Titoki by...



The artist acknowledged two whakataukī (Māori proverbs) exhibited in the concept garden which talk about past, present and future and the importance of looking after Mother Earth and her BOON piece addresses those concerns. “It’s a conservation piece,” Flox said.

The red titoki berry colour features prominently throughout Flox’s design. The pigment was used by early Māori to paint their

dead and expressed hierarchy. One huia is “ghosted” in titoki-red and symbolises “past failures” and losses.

A “fully fledged” huia in the foreground represents future opportunities and responsibilities to address societal imbalances around ecology, culture and gender.

The manu are backed by a starburst reflecting the nine natural elements of the concept gardens in water, roses, citrus, grass, conifers, tussock, shrubby tororaro, manuka and oioi grasses.

Flox said that festivals like BOON are about positivity. “The intent is to improve a space, improve a community. To bring together rather than separate. It is an absolute pleasure to be here.”



Street artist Flox said festivals like BOON are about positivity.
Photo: Horiana Henderson

Related Posts



DARING DASHA DREAMS BIG

No Comments |
Nov 4, 2015



MARTYN 'BOMBER' BRADBURY WINTEC'S NEW EDITOR-IN-RESIDENCE

No Comments | Apr 18, 2011

NO
PREVIEW

NO.8 WIRELESS PROVIDES FREE WI- FI AT FIELDAYS

No Comments | Jun 18, 2011



QUALIFIED IMMIGRANTS STRUGGLE TO FIND WORK IN NEW ZEALAND

No Comments | May 4, 2012

5

NO PREVIEW

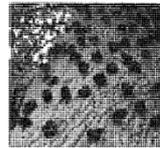


**YOUNG JOSÉ
LAYS POPPY IN
HONOUR OF
GREAT-
GRANDFATHER**

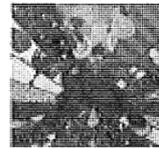
**SECONDARY
STUDENTS
SHOW
PASIFIKA
PRIDE**



**MINECRAFT
GALLIPOLI
TRIBUTE
MISSES THE
MARK**



**THOUSANDS
OF BLOOMING
POPIES FOR
ANZAC DAY**



**BOON 2018
ARTIST
REFERENCES
HAMILTON'S
CONCEPT
GARDEN**



**BTS GUITAR
COMMUNITY
PLANNING
FOR BIGGER
THINGS**

THE SCHOOL OF

Media Arts

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stuff

Artists ready to hit the wall for Boon Hamilton Street Art Festival

MIKE MATHER

Last updated 11:18, March 5 2018

MARK TAYLOR Stuff NZ

Boon Hamilton Street Art Festival organisers Charlotte Isaac and Phillip Guthrie are looking forward to this year's event, which will transform walls around the central city and in Frankton from Thursday, March 8 until Sunday, March 11.

Hamilton has a reputation for blandness, but it is a reputation that is slowly being colourfully obliterated, one wall at a time.

The pace will increase to several walls at one time from Thursday until Sunday, when the third Boon Hamilton Street Art Festival is held.

SUPPLIED

Walls in Frankton and Hamilton's central business district will get a new look after this coming weekend.

The now-annual was founded by artist Paul Bradley - aka Paul Be - and Hamilton arts' advocate, Charlotte Isaac, both of whom wanted to see more art around their city.

And Hamilton certainly had plenty of blank walls to enliven.

That first festival, in November 2015, featured 11 artists tackling 10 walls. The pace has remained roughly the same at each festival since then.

CHRIS HARROWELL/STUFF

Janine Williams and Charles Williams have been working together as artists for about three years.

This year seven walls in Frankton's business precinct and three in the central city will be receiving the Boon treatment. The largest surface - 39 metres wide and 15m high - overlooks the new Victoria on the River park and will be Hamilton's largest ever artwork.

Visitors to the park will be able to watch the wall as it is painted by the internationally-renowned, Auckland-based duo Charles and Janine Williams.

"It's a massive canvas. Absolutely huge. It's already being prepped," organiser Phillip Guthrie said.

Supplied

Gina Kiel, another of the street artists contributing to the Boon Hamilton Street Art Festival.

"There are so many good artists participating this year. there is going to be a high concentration of talent in the one place - it's fantastic."

Ad Feedback

Hamilton-based artists at this year's festival include Ahsin Ahsin, Jodi McBride, the Underwater Collective's Ali Selliman, Rachel Peary, and Liam Bourton.

Other visiting mural magicians include the mighty Flox (aka Hayley King), Cracked Ink (aka Simon Ormerod), Kell Sunshine, and Gina Kiel.

DAVID WALKER/STUFF

Street artist Kell Sunshine, seen here with a mural she painted on the wall of the Eruption Brewery in Lyttelton, will transform a wall on Victoria St.

For the first time the festival will feature an exhibition, at Agora Cafe in Frankton, where past and present artists can exhibit and sell their work. This will be held at Agora Café in Frankton.

Several businesses are supporting the festival in various ways. First Credit Union help fund it, Resene Paints supplies paint, and Total Access leases scissor lifts and scaffolds to get the artists to where they need to go.

As with previous years, an enthusiastic team of street art-lovers will be volunteering their assistance to the core organising team. Rickshaws will be operating to take people from mural to mural.

Dallas Alexander

This Christchurch mural on the topic of over-fishing is by the New Zealand artist known as Cracked Ink, who is also taking part in the Boon Hamilton Street Art Festival.

Bradley said he was driven by a desire to make Hamilton a more inspiring and interesting place to live

"I'm a lover of cities. Great cities inspire and excite. They are places where wonderful unexpected things happen and where people want to be. This is what I want for Hamilton."

Isaac said a street art scene had long been missing from the city, but this was now changing.

Artist Hayley King, aka Flox, left, and her assistant Linda Watson created the large mural along the Central Library laneway off Alexandra Street.

CHRISTEL YARDLEY/FAIRFAX NZ

"We wanted to fix that. Our mission is about place-making. We want to put art into public places to create a sense of place and to make art part of the everyday experience."

Some landowners and tenants still mistakenly believed that street art attracted unsavory elements, but it was the reverse that was true, she said.

"There's no doubt that it improves a place in all sorts of ways. We are negotiating with more business owners to get more art up, and we have our eyes on a lot of the blank walls around the city.

"It's been an absolute joy to help spread colour around the streets of Hamilton."

- Stuff

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Frankton gets fancy thanks to street artists' endeavours

MIKE MATHER

Last updated 09:55, March 11 2018



Murdoch Daily/One Man Crew

Day two of the BOON Hamilton Street Art Festival

If the Hamilton suburb of Frankton were a person, it would be getting decked out in a brand new wardrobe's worth of snazzy outfits.

That's the effect of the ongoing Boon Hamilton Street Art Festival, in which mural artists are busy giving numerous walls around the business precinct a colourful, creative makeover - watched by crowds of intrigued sightseers.

It is not just Frankton that's getting dressed up. A massive wall overlooking the Victoria on the River public open space is being embellished with the image of a giant native falcon, courtesy of internationally-renowned artists Charles and Janine Williams.

TOM LEE/STUFF

Liam Bourton was among the artists making the most of the fine weather and working hard to complete their pieces on walls across Hamilton.

Their creativity seems contagious. Below them, in the tiered space overlooking the Waikato River numerous stallholders were setting up stalls to hawk their wares in the monthly Makers' Market - a new arts and crafts bazaar.

Further down the road on Victoria St, the Meteor Theatre and the exterior wall of the old Municipal Pools complex are getting paint jobs courtesy of artists Gina Kiel and Kell Sunshine.

And wherever the artists are adorning their images upon the big, flat surfaces, people are gazing upon them and smiling.

TOM LEE/STUFF

Charles and Janine Williams' giant mural will overlook the new Victoria on the River public open space.

Perhaps the broadest smile belongs to festival co-organiser Charlotte Isaac, who is positively basking in both the sunshine and the success of this year's festival.

"It's such a cool weekend for Hamilton. There's so much happening with Boon and the Future City Music Festival and the markets and all the other amazing stuff that's happening. I'm so stoked that Frankton is getting the love this year.

"The artists are all so lovely. They are so easy to deal with - there's no divas at all."

TOM LEE/STUFF

The artist known as Cracked Ink - Simon Ormerod - takes a break from creating this work in downtown Frankton.

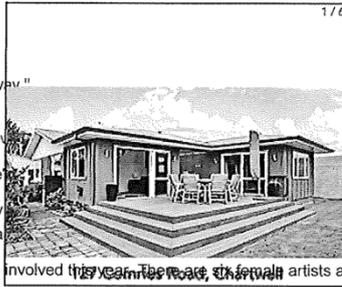
Rachel Peary, a post-graduate arts student at Wintec, was enjoying painting up one of the numerous walls being worked on in Kent St in Frankton.

Her work, she explained, was about nothing.
"But not in a bad way. It's nothing in a really good way."

The Meteor Theatre is the canvas for a colourful new piece.
She was thrilled to be part of "such a really initiative."

"There is such a good vibe this weekend, especially graffiti won't do it where there is street art on the walls."

"It's great that the organisers have so many women involved in the year. The work, the walls artists and five male, so that is some real gender equality going on."



TOM LEE/STUFF

look for this part of the town. A lot of the kids that do graffiti here.

TOM LEE/STUFF

This work by the artist Ahsin Ahsin features designs familiar to anyone who might have doodled away in a school textbook anytime during the past 20 to 30 years.

Just down the road fellow Wintec arts student Liam Bourton is decking out a toilet block with a striking black and white design. It's not unlike a fresh pair of funky pyjamas for the Kent St comfort station.

Bourton, whose work also adorns the walls of the Scotts Epicurean cafe in Victoria St, said he and his assistants Marnie White and Matt Williams had been fastidiously working on the outlines for each segment of the artwork which "had taken ages", but things were beginning to speed up from Saturday afternoon onwards.

"It's a really awesome day to be down here. People keep coming up to me and talking about what we are doing, which is great. Everybody loves the fact that we are doing what we are doing. And the organisers are amazing. Anything we need they will go and get it for us, and they are making sure we are totally looked after."

TOM LEE/STUFF

The artist known as Flox - Hayley King - has been working on this avian-themed piece in Frankton.

Among those admiring the art in Frankton was Nancy Caiger, the president of the Waikato Property Investors Association and the chairwoman of Mesh Sculpture Hamilton.

"It is fantastic watching all these creatives at work. There are new galleries springing up all over Hamilton as well and all these events are bringing the city to life in the most amazing way.

"A lot of people don't realise that street artists are extremely accomplished artists in their own right and it is good to be able to see their works as they are being created."

TOM LEE/STUFF

Agora Cafe in Hamilton is hosting an exhibition in which the works of many past and present Boon Hamilton Street Art Festival artists are on sale.

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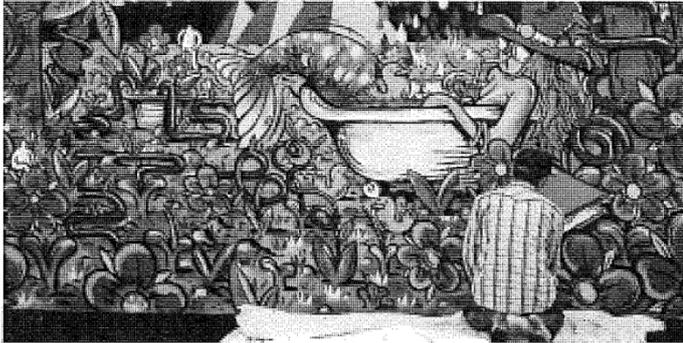
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Hamilton NEWS

Hamilton's BOON Street art a success

By Horiaana Henderson - Wintec Journalism Student



The Underwater Collective worked in Frankton throughout Friday and Saturday putting together this cartoon style man in bathtub. Photo / Amanda Ratcliffe

Ten Frankton and Hamilton CBD walls were given some creative flare during the BOON Street Art Festival last week.

BOON co-founders Charlotte Isaac and local artist Paul Bradley, aka Paul Be, love their city and street art.

"When we started it felt like the city was dying," Bradley said.

For him, BOON is about making Hamilton a "creative place where people want to be" and to "give the city life".

The event is into its third year and Isaac said 2018 would see a total of 30 BOON installations around town, "landmarks" she said that often feature as selfie and media hot spots.

BOON 2018 artists ranged from third year Wintec student Liam Bourton to internationally renowned artists like Hayley King, aka Flox, and Charles and Janine Williams.

A massive kārearea (New Zealand falcon) will grace Victoria on the River's Sky City wall by Charles and Janine.

The South Auckland couple said they will return in the Easter break for about four days to complete the piece. In order to reach the full span of the manu's wing Janine said they will need a lift with more lift.

Fellow artists and BOON organisers, Paul Be and Wintec tutor Tim Croucher, acknowledged the "monster effort" the artists contribute to the event.

"It's not a festival without them. They're right at the core of it and it is amazing what they do," Bradley said.

Craig McLure of Creative Waikato said The Victoria on the River artwork was the most challenging wall to date at 35m x 19m

"Even the artist was going above and beyond what they have done in the past; it will certainly happen, just need to regroup," McLure said.

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News for Waikato and beyond by Wintec journalists

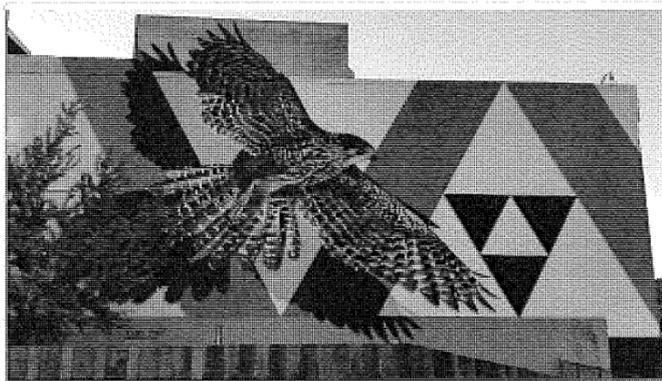
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News from Fieldays

BOON street art gives Hamilton a love story

Horiana Henderson | April 8, 2018 | News | No Comments



Charles and Janine Williams' 'A Love Story' mural soars above Hamilton's Victoria on the river. Photo: Horiana Henderson

True to their word BOON 2018 artists Charles and Janine Williams returned over the Easter break to complete their grand design on Skycity Hamilton's Victoria on the River wall.

"A Love Story" is Hamilton's largest mural and is the couple's retelling of a local Māori legend.

"With our murals we always find a local narrative or an iwi connection to a story," Janine said.

Studying journalism at Wintec



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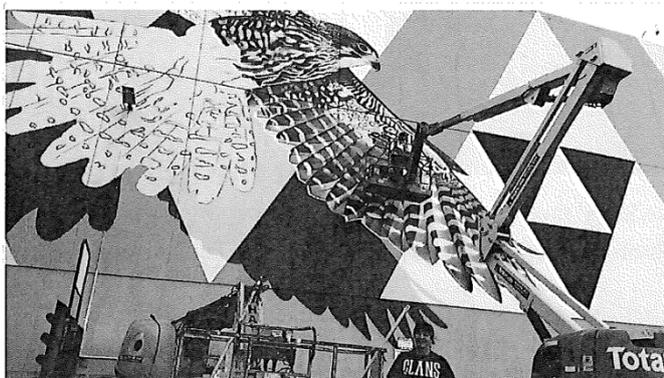


The public piece speaks of a k arearea (New Zealand falcon) that carried high-born twins Reipae and Reitu from Waikato to Whangarei for marriage.



Parents of four, the Williams' graffiti worlds combined 16 years ago and they have been imprinting urban contemporary spaces together ever since. VOTR's 35-metres-wide-by-19-metres-high wall proved to take longer than could be managed on the BOON March 8-11 weekend, and the pair's return saw a realisation of their design.

Charles detailed the vast-winged k arearea and Janine tackled the sacred Taupiri maunga in white, the mighty Waikato in blue and the niho taniwha community design in black.



Urban contemporary artists Charles and Janine Williams at Hamilton's BOON 2018 street art festival. Photo: Horiana Henderson

Janine said that BOON connects the city to the larger street mural arts festival scene occurring internationally. "It's nice that Hamilton's included in that now," she said.

BOON co-founder Charlotte Isaac returned from Taupo's Graffiato street art festival and wanted the same walls-meet-local-creativity-scene for her city.

Into its third year BOON now boasts 30 walls. Isaac said wall-owners are reporting selfie and media gains from the "landmark" features.

"We absolutely love it and we just think that Hamilton deserves it. That's why we do it, because we love Hamilton and we just want it to be the best it can be," she said.

Isaac joined with aesthetes and community-minded fellows to take art live.



"Public spaces that are filled with art that people then talk about and interact with – we just think that's essential for a city so we're just going about making that happen," she said.

Local artist Paul Bradley, aka Paul Be, co-founded BOON with Isaac in response to dire circumstances.

"When we started it felt like the city was dying," Bradley said. For him BOON is about making Hamilton a creative place where people want to be and to give the city life.



Kell Sunshine's BOON 2018 conservation dream-scape returns lively elements to Hamilton CBD's retired Municipal Pools.

Photo: Horiana Henderson

The 10 BOON 2018 artists invited to invigorate the city ranged from third year Wintec student Liam Bourton to internationally renowned artists Hayley King aka Flox and "A Love Story" creators Charles and Janine Williams.

BOON organisers, Bradley and Wintec tutor Tim Croucher acknowledged the "monster effort" the artists contribute to the event.

"It's not a festival without them. They're right at the core of it and it is amazing what they do," Bradley said.

During BOON 2018 VOTR visitors commented on the street art festival on March 10.



Kat Waswo sees BOON as part of a movement for the arts community in Hamilton



Riley Malins and Steph Howser said BOON walls brighten up the city.



Morgan and Allan Easton left 'the child' with a sitter to visit BOON 2018 walls.



Demelza Murphy said BOON artworks are city assets.



Kathryn Roberts loves BOON 2017 artist Jeremy Shirleys bus stops around town.

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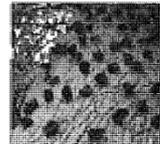
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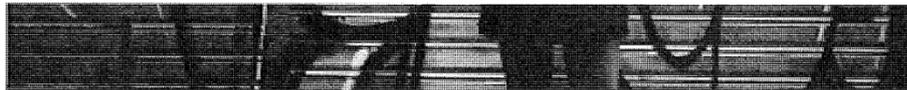
March 1, 2018 (/blogs/2017/11/17/livinglit8)

Painting the H-Town

Art brings people together because at the (he)art of art is sharing. Through art, artists and viewers can share feelings, opinions, disagreements, and other aspects of human experience in vivid colour. The shared experience of art can in turn spark connections between people, ideas, and communities.



#LivingLit



Street Art

Arguably no art form understands the value of shared experience better than street art. Street art, in its many shapes and sizes, is about bringing messages to the community at large. It's about transforming shared spaces into transcendent spaces. It's about making you look twice at something you might have walked or driven by fifty times that same week. It's about getting a crowd of individuals together and turning them into a united front. Street art is about believing that creativity has the power to change minds and hearts.

True to the spirit of artists such as Banksy, Shepherd Fairey, Blu, and C215, street artists around the globe are inspiring change with spray cans and stencils. Most recently here in Aotearoa, local artists have also banded together to vivify the streets of Christchurch (<https://www.stuff.co.nz/the-press/christchurch-life/100195359/an-explosion-of-new-street-art-murals-hit-christchurch>). And it's exciting to see that the transformative power of street art has made its way to the Waikato.



Photo provided by BOON Hamilton Street Art

The BOON Street Art Festival

If you were in Hamilton sometime last year you may have noticed the sudden spike in the number of painted alley walls around the CBD. At the very least you would have noticed the amazing work that seemed to appear on one side of our beloved Meteor Theatre. Or maybe you just wondered what all your "artsy" friends were doing when they started changing their profile pics on social media. The image of laughing Millennials standing next to a vibrant mural (Location: Grey Street) was definitely #trending in some circles.

Whether you consider yourself a marginal hipster who is up with all the creative happenings in town. Whether or not you noticed all of the above and just wondered, we have BOON Hamilton Street Art (<https://www.facebook.com/boonstreetart/>) to thank for making our city...

Less grey. More awesome.

Why care?

Because this is our place and it's worth talking about. It is a here and now worth celebrating. And who else is going to celebrate it but us? Who is going to make the Waikato a happening region? We are. Our home should say something about us. It should be as vibrant and amazing as the people who live here.

So this March 8-11...

Let's support the Boon Street Art Festival (<https://www.facebook.com/events/403209063456803/>)'s return as it makes Hamilton look twice (as awesome as it already is.) This is a festival which calls for active participation. When we go to Boon:

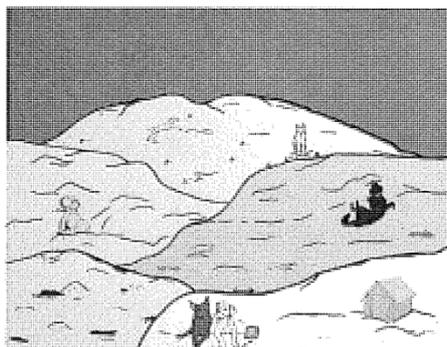
**We are asked to have an experience of a piece of art in common, outside,
while we rub shoulders with each other as part of a community.**

Those were the words Max Harris (<https://twitter.com/mdnharris>) wrote for The Dial (<https://thedial.co/articles/graffiti-politics-on-street-art-space-and-public-democracy>) and they could not be more true this month. BOON has assembled a crew of 10 fantastic artists who will put the metaphorical writing on 9 walls around the Tron.

Want more info?

Check out BOON's Facebook page (<https://www.facebook.com/boonstreetart/>). But aside from that I've put together a little list of some of the artists featured in this year's festival so that you #LivingLit readers can get a bit of an introduction to their life and times before you go and enjoy BOON's three days of live art making. I would not presume to introduce these stars. I think that their art speaks for itself. Instead I've included links to their social media pages and websites where I could. All photos are courtesy of BOON.

Some of our BOON 2018 Artists (in no particular order):



Jodi McBride

Facebook
(<https://www.facebook.com/jodisspace/>)



Rachel Peary

Instagram
(<https://www.instagram.com/rachelhopepeary/>)
& Website
(<https://rachelhopepeary.wordpress.com/>)

Gina Kiel

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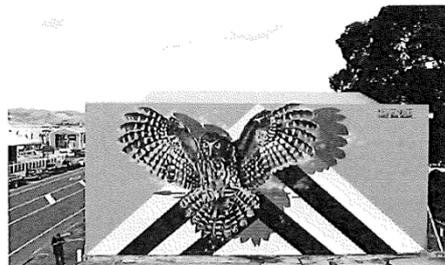


Website (<http://www.ginakiel.com/>) & Instagram (<https://www.instagram.com/ginakielillustration/>) & Facebook (<https://www.facebook.com/GinaKielIllustration>)



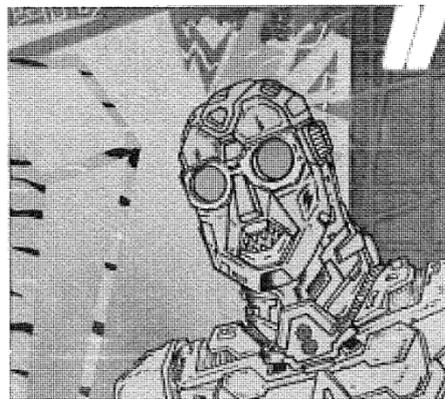
Ali Selliman

Webpage (<http://www.creativematters.org.nz/ali-selliman/>)



Charles and Janine Williams

Website (<http://www.charlesjaninewilliams.com>) & Facebook (<https://www.facebook.com/CharlesJanineWilliams/>)



Ahsin Ahsin

Webpage & Instagram (https://www.instagram.com/ushy_ushy/) & Vimeo (<https://vimeo.com/ushy83>)

Flox

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Kell Sunshine

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The Message? Home is where the art is.

What can we learn from street art that will help us #LiveLit? It seems that Hamilton's own brand of street art is not only about protest. It's about celebration. The BOON Festival can teach us to find art where we are, in the here and now. To make art out of our everyday. To be the artists we want to see in Aotearoa. You don't need to be Banksy to make a difference. You don't need to go to Europe to start having international conversations. Your answers are not just "out there" but right here.

What BOON Hamilton Street Art Festival proves is that our spaces can be special if we make them so.

Want to make your mark on the Waikato?

Attachment 1

- Click and explore all the links in this blog post. What you find may make a mark on you.
- Check out Hamilton Central (<https://www.facebook.com/HamiltonCentral/>)'s Facebook page for more opportunities for celebrating our unique home.
- Follow me on Instagram (<https://www.instagram.com/ripagepoet/?hl=en>) as I go on poetic journeys around Hamilton and the Waikato. Next week's theme is street art.
- Check out ZEAL (<https://zeal.nz/hamilton>) to find out more ways you can make a positive difference in the life of a young person. You'll be surprised by the change in yourself as well.
- Support our local creative community at the upcoming Makers Markets (<https://www.facebook.com/events/1843161022649250/>).
- If you haven't already, sign up for Seed's mailing list (<https://www.seedwaikato.nz/subscribe/>) and join our movement towards a vibrant Waikato.
- Take a step towards making your home a work of art, check out these de-cluttering tips from the Minimalists. (<https://www.theminimalists.com/tips/>)

Item



Maryana Garcia

Maryana is a firm believer in the power of storytelling. You can find her poetry on Instagram. (<https://www.instagram.com/ripagepoet/>)



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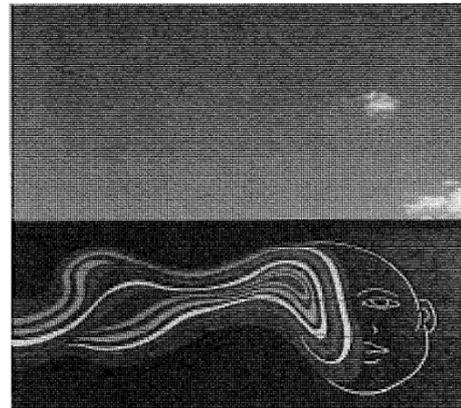
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Boon St - Hamilton Street art festival

Thanks for having me
@boonstreetart you guys are magical.
My biggest wall so far 🙌 on
@the.meteortheatre. This mural
illustrates the connection between
audience, performer and creative
energy through the mind altering
experience of performance and the
exploration of masks and what flows
between and beneath. And I was
happy to learn from a lovely lady that
this building used to be a roller
skating rink and that my piece
reminded her of skating around the
rink when she was a kid back in the
80's 🙌👉 Thanks
@isaaccharlotte @craig._mcclure@paul_be_art,
my assistant on black touch ups
@mrkptr and all the team for looking
after us so well. Rad video and stills by
the dude @onemancrewnz



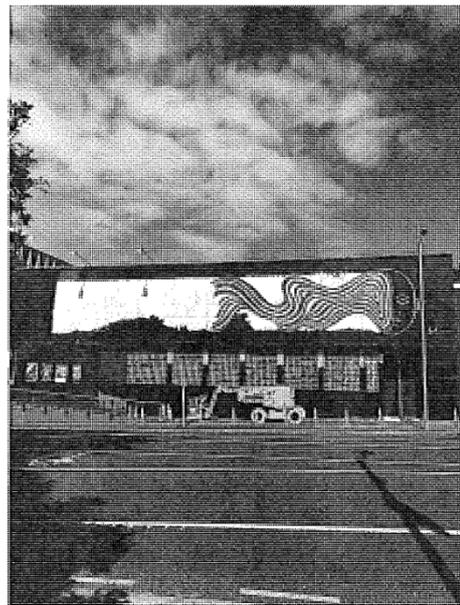
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Boon St - Hamilton Street art festival

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reminded her of skating around the
rink when she was a kid back in the
80's 🙌⚡ Thanks
@isaaccharlotte @craig_.mcclure@paul_be_art,
my assistant on black touch ups
@mrkprr and all the team for looking
after us so well. Rad video and stills by
the dude @onemancrewz

Share



Boon St - Hamilton Street art festival



Thanks for having me
@boonstreetart you guys are magical.
My biggest wall so far 🙌 on
@the.meteortheatre. This mural
illustrates the connection between
audience, performer and creative
energy through the mind altering
experience of performance and the
exploration of masks and what flows
between and beneath. And I was
happy to learn from a lovely lady that
this building used to be a roller
skating rink and that my piece
reminded her of skating around the
rink when she was a kid back in the
80's 🙌⚡ Thanks
@isaaccharlotte @craig_.mcclure@paul_be_art,
my assistant on black touch ups
@mrkpnr and all the team for looking
after us so well. Rad video and stills by
the dude @onemancrewnz

Share



PROVIDE A DETAILED MARKETING AND PROMOTIONAL PLAN DESIGNED TO CAPTURE TARGET MARKET WHICH INCLUDES:

- MARKETING OBJECTIVES
- MARKETING STRATEGIES INCLUDING ADVERTISING/PR ACTIVITY
- MARKETING AND PROMOTIONS PLAN BUDGET
- CREDENTIALS OF THE ORGANISATION/PERSON EXECUTING THE MARKETING PLAN
- IF AVAILABLE, PROVIDE AN ECONOMIC IMPACT REPORT. n/a

Boon Street Art Festival Marketing Plan

TARGET MARKET

All potential audience for event – Hamilton residents and out of town residents likely to come for the weekend – Waikato Region, Tauranga, Auckland.

In particular – youth. Art lovers.

MARKETING STRATEGY

Maintain significant social media presence in lead up to and during event.

Ensure local and national media coverage in lead up to event and following

Continue to keep the Boon presence alive during festivals with occasional social media updates.

Social media – facebook, Instagram

In lead up – bio artists (10 posts)

Share map

Promote launch event

During event – maintain constant updates of walls in progress

- Share all media coverage

Media releases – leading up to and during the event

- Release of list of artists, profiles
- Map
- Importance of event for City

Merchandise – t-shirts

Flyer and poster – hard copies of maps included

Online maps linked to as many tourism outlets and online sites as possible including Hamilton & Waikato Tourism

Free FM and National Radio interviews

BUDGET

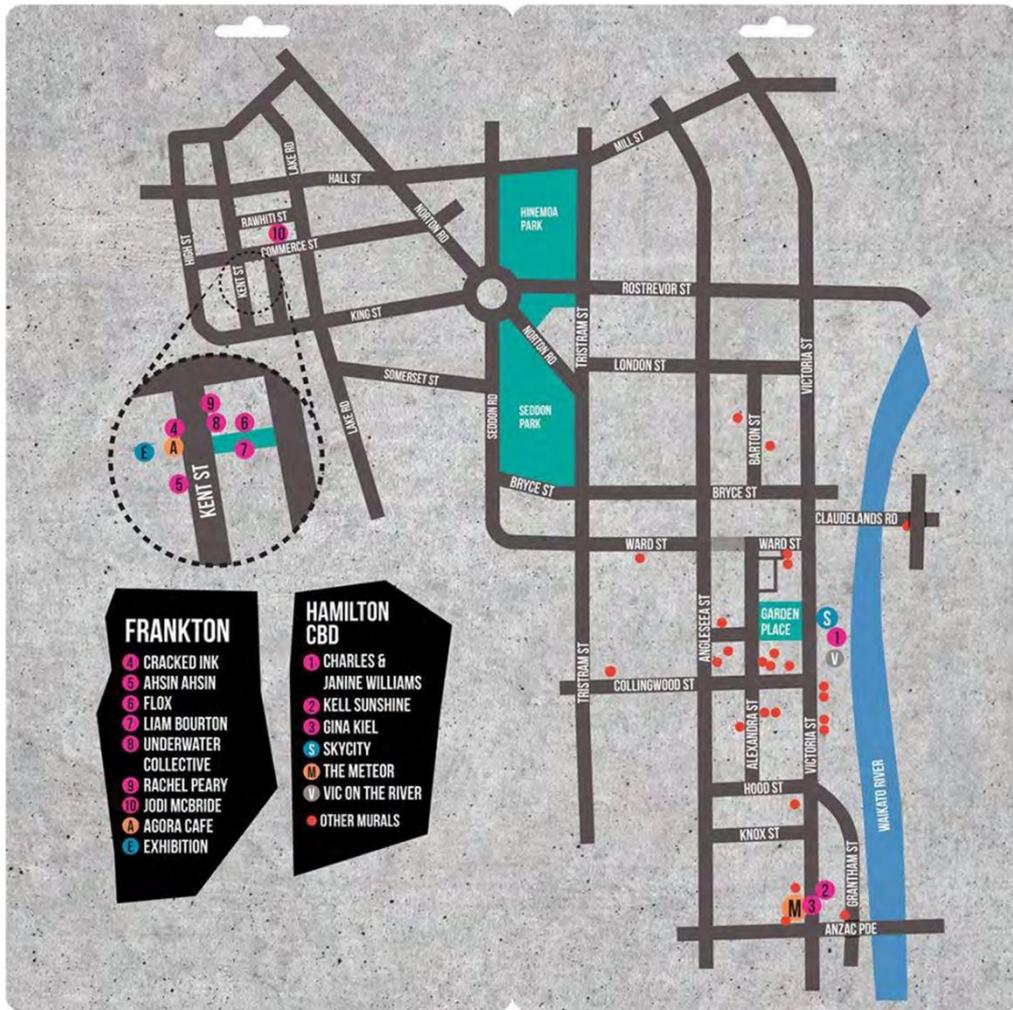
Per Budget previous section.

CREDENTIALS

For previous festivals the Boon team has developed:

- a facebook page following of 1,754 with high engagement. (Please visit and read the comments!)
- a website – boonstreetart.co.nz – which includes the map and detail of all of the previous art, as well as the current festival.
- The above sites also feature the videos for the festival.
- Instagram page with 1,013 followers
- Also a facebook event page will be developed for the event itself, last years event generated 1,200 interested parties, 64 shares, and the launch event generated 229 interested parties, with 20 shares.
- Merchandise – t-shirt
- Flyer design and print
- Poster design and print
- Media releases
- Listed on relevant events listing

The team has the credentials to continue to market the event. Please see attached some of the print media coverage.



The Boon 2018 Map

Event Sponsorship Scorecard

Attachment 1

Item

Application Information			
Event Name and Date	HAKA		
Applicant/Organisation	Community Development Trust		
Amount requested	\$50,000		
Event Venue	Hamilton Gardens		
Event Overview	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.		
Target Market	A cross section of people from the local community and from outside the region		
Event Objectives	To establish HAKA and the WAIKATO RIVER FESTIVAL as iconic events for Hamilton City and the Waikato region; Work collaboratively with the Māori arts community, regional & national media, Hamilton Waikato Tourism & project stakeholders to promote this event;		
Potential Benefits to Hamilton City Council	Recognition of Hamilton City Council as Strategic Partner and Major Funder of HAKA 2019; Hamilton City Council logo placement on all print material and online collateral; Hamilton City Council branded signage given premium site placement; VIP Hospitality for use by HCC guests at events		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	200	50	0
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	2,000	3,000	5,000
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	50	20	
Anticipated bed nights	4000 bed nights as per application		
Previous HCC Sponsorship	Declined in 2016 and 2017		
External Funding	No budget supplied		
Previous HCC Leveraging	Hamilton Gardens have confirmed they did not sponsor the 2017 or 2018 event.		
Past Event Performance	A good event concept that appears to be well run.		

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	2
Number of anticipated participants	2
Jtilisation of city assets	4
Total	17 /30

Management Recommendation
<p>DECLINE</p> <p>HAKA and the Waikato River Festival events have been identified in the Tourism Opportunities Plan by Hamilton and Waikato Tourism as potential product development opportunities for the region. A good event concept but multi-faceted in its approach. There is little evidence that the promoter can secure the incremental visitation that is suggested or rigour behind the numbers suggested. The event has applied for sponsorship and was declined in 2016 and 2017.</p>

Major Event Sponsorship (sponsorship from \$5,000 up to \$100,000) Application Form

Section One - Applicant Event Details

Name of Event:

HAKA

Date(s) of Event:

Saturday 9th March to Friday 15th March 2019

Time/s of Event:

Saturday 9th March & Sunday 10th March (10.30am to 7.30pm)

Monday 10th March to Friday 15th March (5.30pm to 7.30pm)

Location or Venue:

Hamilton Gardens

Is the Event an annual/bi-ennial (every two years) event?

Annual

Type of Event – sporting/community/youth/cultural/arts etc.

HAKA is an interactive Māori arts & cultural event that aims to broaden and strengthen Hamilton's cultural tourism product offering and anchor overnight visitation in the city by international and domestic visitors.

Amount of Hamilton sponsorship sought:

HAKA: We are seeking event sponsorship of \$50,000 towards the following:

- Event Management & Administration \$10,000
- Event Marketing & Promotion \$20,000
- Event Production \$20,000

Name of applicant organisation:

Community Development Trust

Is it a legal entity?

Yes

Please qualify - is it a company, incorporated society, partnership or sole trader?

CDT is a Charitable Trust with charitable status. Our Charities Commission Registration No. is CC33948. Our Companies Office Incorporation No. is HN/1218990.

Is it GST registered? If yes, provide GST number:

CDT is GST Registered. Our GST No. is 082-604-898

Name of contact person for this application:

Lee Ann Muntz

Postal address: PO Box 4397 Hamilton East 3247	
Telephone: 07 8536563	Fax: 07 8536571
Mobile: 027 5553466	Email: leeann@aeldt.nz
Name of organiser: Craig Muntz & Lee Ann Muntz	
Contact address (if different from above): As per above	
Telephone: 07 853 6563	Fax: 07 853 6571
Mobile: 027 555 3466	Email: leeann@aeldt.nz
Please list prior event experience of both the organisation and the event organiser.	
<p><u>The Organisation</u> Community Development Trust (CDT) is a Hamilton based charitable trust with aims and objectives relating to the protection and promotion of intangible cultural heritage. Cultural projects supported by CDT in the past include:</p> <ul style="list-style-type: none"> • Ihi Cultural Extravaganza, Waikato Stadium (2005); • WIPCE International Cultural Festival, University of Waikato (2005); • Aukaha Art Exhibition, Waikato Museum (2007); • Tainui Waka Kapa Haka Showcase, Founders Theatre (2008, 2010); • Formal Ceremonial Welcome, World Rally Championships, Hamilton CBD (2009); • Experience Māori Pavilion, World Rowing Championships, Lake Karapiro (2010); • Kai to Pie Exhibition, Auckland Museum (2010); • HAKA Māori cultural experience, Hamilton Gardens (2011); • International Traditional Arts Festival of New Zealand Feasibility Study, Waikato (2011); • Tainui Waka Kapa Haka Festival, Mystery Creek (2004 – 2012); • Welsh International Rugby Team Māori cultural experience, Hamilton Gardens (2010); • AKB48 Japanese Pop Idol Group cultural experience, Hamilton Gardens (2012); • Ahi Kaa – Home Fires Concert, Hamilton Gardens (2013); • HAKA Māori Cultural Experience, Hamilton Gardens Arts Festival (2013); • Ahi Kaa – Home Fires Concert, Founders Theatre (2015); • HAKA Workshop Programme, Matariki Ki Waikato Festival (2015); • HAKA Cultural Tourism Feasibility Study, Waikato Region (2017); • Waikato River Festival – He Piko He Taniwha, Waikato Region (2017); • HAKA Māori Cultural Experience, Hamilton Gardens (2018); • Waikato River Festival – He Piko He Taniwha, Waikato Region (2018). 	

Our Trustees possess strong professional and community backgrounds along with comprehensive Māori arts experience and networks. Of particular note, we have successfully coordinated four (4) HAKA programmes to date in Hamilton.

Event Organisers

Craig Muntz & Lee Ann Muntz of Aotearoa Experience Ltd are the event managers of HAKA. Craig and Lee Ann have extensive event management experience between them including: Festival Directors (Tainui Waka Kapa Haka Festivals), Producer (Tainui Waka Performing Arts Showcases), Stage Manager (Te Matatini National Kapa Haka Festival), Producer (HAKA and AHI KAA – HOME FIRES), Project Manager (Experience Māori Pavilion at the 2010 Rowing World Championships held at Lake Karapiro) and Founders/Directors (Waikato River Festival – He Piko He Taniwha).

Craig & Lee Ann are also actively involved in the Māori Tourism and Māori Arts sectors. They have designed and delivered bespoke tours for visitors to New Zealand for over 15 years. Lee Ann is the current Chair of Tainui Waka Tourism Incorporated which is the regional Māori Tourism organisation established under the mandate of the Tainui Waka Alliance (i.e. Iwi Chairs) to represent and promote Māori Tourism in the region. Craig was a founding Trustee of Tainui Waka Cultural Trust, the regional body representing Māori Performing Artists from throughout Tainui Waka. Both Craig and Lee Ann also have extensive Māori Performance Arts experience at the regional, national and international level.

As Event Managers Craig and Lee Ann will be responsible for liaising with a diverse range of stakeholders to bring this project to fruition. Past supporters of HAKA have included:

- Waikato Tainui;
- Te Wānanga o Aotearoa;
- Te Puni Kōkiri;
- Trust Waikato;
- NZ Māori Tourism;
- Tainui Waka Tourism Inc.;
- Te Toki Voyaging Trust;
- Ngā Hua o te Rito;
- Toi Waikato;
- Tainui Waka Cultural Trust;
- Te Pou o Mangatāwhiri;
- Tainui Waka Kapa Haka;
- Creative NZ;
- Hamilton Gardens;
- Department of Internal Affairs; and
- WEL Energy Trust.

The HAKA programme will also involve the participation of a diverse range of Māori Performing artists, Māori visual artists and cultural exemplars. Hamilton based event production companies will also be engaged to provide staging, specialist equipment, light and sound production.

Attachment 1

Is there a contract in place with the event organiser or organisation team?				YES			
Yes. There is an existing relationship with Aotearoa Experience Ltd who are the founders, promoters & event managers of HAKA.							
Does your organisation hold intellectual property rights to the event? If not, who?							
Yes. Aotearoa Experience Ltd holds the IP rights to HAKA (IPONZ trademark registration number 839662) along with the domain name www.haka.nz							
							

Item

Section Two - Event Description and Attachments Please attach documentation related to this section.

Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). **Maximum of one page preferred.**

HAKA is an interactive Māori Cultural Experience based in the award-winning Hamilton Gardens. HAKA aims to: (1) Broaden and strengthen the cultural tourism product offering available in Hamilton (2) Grow overnight visitation in Hamilton and (3) Support and showcase our unique intangible cultural heritage, built and natural assets. The Tourism Opportunities Plan prepared by Tourism Research Consultants in 2014 on behalf of Hamilton Waikato Tourism, clearly shows that there is a need to invest in Māori arts and cultural product as a key driver of the region's future tourism offering.

HAKA is supported by Tainui Waka Tourism Inc. (the regional Māori Tourism Organisation). Tainui Waka Tourism Inc. established with the mandate of Waikato, Raukawa, Maniapoto and Hauraki Iwi Chairs and has been identified as the "Māori Tourism Champion" for the region in the recently released "Waikato Region Māori Economic Action Plan and Agenda" (2018).

HAKA aims to build upon previous events held at the Hamilton Gardens including:

- HAKA 2011 (staged in support of the REAL New Zealand Festival);
- HAKA 2013 (staged in support of the Hamilton Gardens Arts Festival); and
- HAKA 2017 (staged in support of the Waikato River Festival – He Piko He Taniwha).

HAKA is scheduled to be held in March to coincide with the Waikato River Festival – He Piko He Taniwha. March has also been chosen as the weather is still suitable for staging outdoor activities and performances and there are still many international visitors travelling to New Zealand and through the region at this time of the year and therefore provides greater potential from a cultural tourism and economic perspective. HAKA will appeal to visitors seeking authentic community based interactive Māori cultural experiences. HAKA will also greatly enhance the overall visitor experience at the Hamilton Gardens through the development and provision of cultural tourism activities and tours.



Image: HAKA 2018 - Kapa Haka Performance

Proposed Activities:

Live Performances – Lakeside, Pavilion & Riverside Terrace Stage

- *Entertainment* – performances by Māori entertainers / guest artists (e.g. acoustic based Māori singers, contemporary Māori Dance theatre, Spoken Word etc.);
- *Māori Story Tellers* – will delight and educate the audience with tales relating to Māori history, legend and culture;
- *Tāonga Puoro* – performances by leading exponents of traditional Māori wind instruments & traditional puppetry;
- *Installation Space* – for selected art pieces, carvings etc. (depending on the performing arts programme);
- *Traditional Kapa Haka Performances & Cultural Presentations* – by senior Māori Performing Artists selected specifically for this event.

Poi Workshops

- Traditional and contemporary poi displays and interactive workshops will be provided by local poi exponents. Participants will learn about some of the traditional values associated with poi. They will also learn to make and use a poi which they can then take with them.



Image: HAKA 2017 – Poi Workshop

Hangi Site / Traditional Foods

- We will establish a live hangi site for demonstration purposes and to provide hangi meals for sale to the public or as a catering option for HAKA staff & volunteers. We will also provide opportunities to sample a range of traditional foods (timotimo kai).

Whakairo / Carving

- We will engage local master carvers to work on site on various carving commissions. This site would be supported by carving installations and carving displays.

Tā Moko

- This space would feature traditional Tā Moko artists & displays relating to Māori tattooing. The Tā Moko artists will be available to undertake commissioned work for visitors to HAKA. We will also have customised stencils for the placement of temporary moko on visitors.

Raranga / Weaving Workshops

- Traditional weaving displays and interactive workshops will be provided by local master weavers. Participants will learn about some of the traditional values associated with weaving. They will also learn to make a variety of weaved items that they can take home with them.



Image: HAKA 2013 - Raranga Workshop

Mau Rakau / Traditional Māori Weaponry Workshops

- This workshop would focus on displays and demonstrations showcasing the art of traditional weaponry. It would also include interactive activities and drills by exponents of traditional fighting arts.

Exhibitions

- A number of Māori arts and cultural exhibitions may also be established on site for public enjoyment. This may include an exhibition relating to the Waikato River and/or an exhibition on Māori Performing Arts.

Haka Workshops

- This workshop would focus on the Haka (our national dance). Participants will learn about the key elements of the Haka and will also be taught a short haka.

Māori Arts & Craft

- We will establish a marketplace for local artists to showcase and offer for public sale a range of high quality Māori art and craft.

Māori Heritage Walking Tours

- Guided Māori Heritage Tour of the Hamilton Gardens will be developed which will include performance story-telling and korero encompassing a wide range of intangible heritage including: the Waikato River, Waka Traditions, Kīngitanga History, Traditional Cooking (Hāngi Site), Traditional Medicinal Plants, Te Parapara (Horticultural & Carving Traditions), Kapa Haka, Taonga Puoro & local tribal histories / stories.

Māori Short Films

- A number of Māori Short Films will be screened to complement the HAKA 2019 programme.

Waka (Traditional Canoe) Tours

- We aim to have various type of waka on display and available for Waikato River tour experiences commencing at the Hamilton Gardens and ending at the Hamilton CBD / Waikato Museum.



Image: HAKA 2018 - Waka Tour

Indicative Weekend Programme (Saturday & Sunday):

7.00am Karakia / Flag Raising / Lighting of Hangi Fire
10.30am Interactive Workshops & Tours Commence
12.30pm Hangi Lifted / Lunch / Entertainment
1.30pm Kapa Haka Group Performance – Main Stage
3.00pm Interactive Workshops & Tours Commence
5.30pm Hangi Lifted / Dinner / Entertainment
6.00pm Kapa Haka Group Performance – Main Stage
7.00pm Karakia / Flag Lowering

The staging of HAKA at the Hamilton Gardens provides HCC with the opportunity to support the establishment a flagship Māori arts and cultural event for the city that leverages off and complements our unique intangible cultural heritage, our iconic built assets and our iconic natural assets.

HAKA also delivers on a range of Hamilton City Council Economic Development Agenda priorities such as: (1) Develop Hamilton's Value proposition, (6) Working with business and (7) Events and business tourism. Of particular note, HAKA provides Hamilton with an opportunity to tap into the growing interest and demand for cultural tourism product and aligns with Tourism New Zealand's recent announcement that it will be undertaking a major change to its international promotional strategy by placing greater emphasis on our unique Culture & People.

Given the cultural tourism focus of HAKA, this event offers strong potential as a vehicle towards achieving economic sustainability, attracting new money into the city and anchoring visitation in Hamilton through the development and provision of a distinctive interactive cultural experience. We kindly invite Hamilton City Council to support the strategic development of cultural tourism in the city by investing in HAKA 2019.

Mā te huruhuru, ka rere te manu
(With feathers, the bird will fly)

Marketing and Promotion Plan. This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Background Context

At present approximately one million people visit Hamilton Gardens each year with 30 to 40% of these visitors estimated to be from overseas and another 30% estimated to be from outside the Waikato region. Furthermore, Waikato based iconic visitor attractions such as Hobbiton and Waitomo Caves each attract approximately 500,000 international visitors each year. Unfortunately, the vast majority of these international visitors do not stay overnight in Hamilton – choosing instead to travel on to Rotorua for the night - with the Māori Cultural product on offer in that city being of particular appeal.

During the peak summer and shoulder tourism season there are 8 to 10 Māori cultural performances staged in Rotorua on a daily/nightly basis (and many of these operators are unable to meet demand). At the same time there is a growing international and domestic visitor market seeking more authentic community based cultural experiences away from Rotorua.

HAKA offers an opportunity to grow overnight visitation in Hamilton by working with our local cultural, hospitality and accommodation sector to attract international and domestic visitors seeking more authentic cultural experiences and greater value for money with respect to accommodation and hospitality options (in comparison to Rotorua and Auckland). And with nearly 50% of New Zealand's total population residing within 90 minutes of Hamilton, HAKA is also very well placed to reach a large domestic audience (with new immigrants and ethnic communities offering strong potential as target markets).

HAKA has been staged to date with limited funding and this has constrained our capacity to deliver (e.g. increase scale) and market the event (e.g. advertising spend). We are seeking HCC support to boost our capacity to deliver scale (e.g. greater engagement of event artists and support personnel) and to market the event (e.g. invest in advertising and publicity).

With limited financial and human resources our marketing strategy will focus on collaborating with:

- the accommodation and visitor sector to actively target and attract the FIT visitor market;
- the ethnic & community sector to actively target domestic visitation from surrounding regions;
- the education sector to target the youth and special interest groups; and
- HCC to attract the local community / Hamilton residents.

We also plan to leverage sponsorship support from any local, regional and national media spend and will actively seek publicity opportunities through our media networks and contacts.

The key strategic opportunity for HAKA and HCC is to grow and develop HAKA from what has traditional been a weekend event into an extended seasonal event over summer and/or into a permanent cultural attraction that leverages off existing assets such as the Hamilton Gardens, Waikato Museum and Waikato River.

Marketing Strategy

The HAKA is one of the most distinctive and widely recognised cultural icons associated with New Zealand's unique intangible cultural heritage and sporting prowess. Our trademarked HAKA event brand therefore offers enormous strategic value as it reflects our well known cultural distinctiveness in the world.



HAKA is a powerful brand that would complement the Hamilton City Council event sponsorship portfolio and align with current (as well as projected) market gaps, market opportunities, visitor demand and regional branding initiatives.

Marketing Activities

Through the support of Hamilton City Council as a Strategic Partner of HAKA we will be able to invest in a range of cost effective marketing and promotional initiatives designed to raise awareness and interest in the HAKA event.

Target Markets

Our first target market for this event is the local arts and cultural sector as we need to populate the HAKA programme with high quality Māori performing artists and visual artists. This also reflects our charitable aims and objectives around supporting and promoting our local artists and cultural exemplars.

We also wish to attract Māori and non-Māori alike to participate, experience and enjoy the HAKA programme as it is through such engagement that we are able to enhance community understanding, respect and appreciation of our regions unique intangible cultural heritage, built and natural assets.

Attracting visitors from outside the region is also a key target market for HAKA. As founding members of Tainui Waka Tourism Incorporated, we have a strong interest in supporting activities that will help boost visitation to Hamilton and/or help position Hamilton as a key cultural destination. Research by Tourism New Zealand clearly shows that there is very strong interest and demand for Māori arts and cultural product across all international visitor markets so international visitors are a logical target market for HAKA.

Our initial baseline marketing and promotional budget for HAKA 2019 is as follows:

Marketing & Promotion		Cost
Posters & DLE's	Printing & Distribution	\$3,000
Advertising – Print	e.g. Waikato Times, Hamilton Press etc.	\$5,500
Advertising – Banners	Printing & Distribution X Street Banners	\$1,500
Advertising – Radio	e.g. HAKA Spots & Competitions	\$2,000
Website & Social Media Platforms	Design & Build	\$4,000
WRF Programme	Design, Print & Distribute	\$300
Social Media Administrator	e.g. 20 hrs @ \$30/hr	\$1,000
Public Relations – Journalist	e.g. 1 x Copywriter @ \$30/hr	\$300
Photography	Photography Services for event collateral	\$500
Video Production	Production & Dubbing @ \$50/hr	\$1,500
Marketing Coordinator	e.g. \$30/hr x 40hrs	\$1,200
Creative Designer	e.g. \$60/hr x 20hrs	\$1,200
Sub-Total Marketing & Promotion		\$20,000

In addition to the above, we will be seeking significant In Kind marketing and promotional support by working in collaboration with NZ Maori Tourism, Hamilton Waikato Tourism, accommodation providers, regional stakeholders and media to advertise and promote this event. HAKA will also be promoted as part of the Waikato River Festival – He Piko He Taniwha programme.

Whilst our initial baseline marketing budget is limited it is important to note that we are preparing sponsorship proposals to local media to support HAKA as media sponsors. Social media platforms and publicity (e.g. articles in Kia Ora Inflight magazine), Event Listings and Facebook Advertising will also be important elements of our marketing plan.

A wide range of marketing and promotional initiatives will be engaged to raise awareness and interest in the project. The Waikato Times, Tainui FM, Māori TV & Media Works will be approached to support the event through publicity, news stories and advertising.

Our key marketing objectives for HAKA 2019 are to:

- Establish Hamilton as the home of HAKA!
- Secure 50/50 print, radio and tv in kind media sponsorship
- Attract at least 10,000 visitors to HAKA (including 5,000 international visitors)
- Deliver a sustainable daily/nightly cultural performance / product
- Develop innovative cultural product for ongoing delivery in Hamilton
- Broaden and strengthen the cultural tourism brand attributes of Hamilton
- Secure regional & national media coverage
- Host key industry and regional stakeholders on HAKA Famil

Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

We are seeking event sponsorship of \$50,000 for the HAKA event at Hamilton Gardens.

In return, Hamilton City Council will be acknowledged as a **Strategic Partner & Major Funder** of HAKA and we will provide a comprehensive benefits package that will include:

- HCC logo placement on all print advertising and online collateral;

- Premium site placement of HCC banners / flags at the events;
- Acknowledgements identifying HCC as a Strategic Partner & Funder of the events; and
- VIP hospitality / seating for HCC guests at the events.

We would be very happy to tailor a sponsorship package to meet Hamilton City Councils specific sponsorship objectives and interests.

In addition to the above we believe HAKA offers great potential to address a number of key strategic gaps and opportunities with respect to Hamilton City Council's current events sponsorship portfolio and current and projected market demand. These strategic benefits are discussed further in Section 3 of this application.

Economic Impact and Profile. This should include the following:

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material. NO

We have not undertaken any specific economic analysis on these events. However, there has been ample research undertaken by agencies such as Tourism New Zealand that shows our unique scenic attractions and Māori arts and culture are two important considerations for international visitors. There is also ample research that shows there is a significant international market visiting Rotorua to experience Māori cultural product. We are also aware of the clear absence of Māori cultural product in Hamilton which must be considered as a major gap in our current product offering, events portfolio and branding.

Attendance (please do not exaggerate) -

Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	200	50	0
Spectators	2,000	3,000	5,000
Trade	50	20	

Entry Fees

Adult:	Child	Older persons	Other
Free Entry into venue	Free Entry into venue	Free Entry into venue	Family and group discount packages will also be available.
Workshops \$0 - \$20	Workshops \$0 - \$10	Workshops \$0 - \$20	
Guided Tours \$0 - \$70	Guided Tours \$0 - \$70	Guided Tours \$0- \$70	
Concert - \$0 - \$30	Concert - \$0 to \$30	Concert - \$0 to \$30	

Accommodation – anticipated number of beds needed

	Number of beds	Number of Nights
Hotels	1000	1
Motels	1250	1
Camping ground / Marae	500	1
Schools	0	0
Home hosted	1250	1

Will all accommodation be located in Hamilton? If not, where?

As HAKA is based in Hamilton we expect Hamilton accommodation will be preferred by visitors. HAKA will also be staged in collaboration with other Māori cultural product that has recently being developed in the Waikato and/or is currently under development / proposed including:

- River Riders NZ - Ngāruawahia
- Waicliff Tours - Raglan
- Rangiriri Heritage Centre Tours - Rangiriri
- Maunga ki te awa (Mountain to the River) – Maungatautari
- Canyonz – Thames
- Pa Harakeke – Pureora
- Hakarimata / Turangawaewae Marae Tours – Ngaruawahia
- Karapiro Waka – Lake Karapiro

There is growing interest throughout the region in cultural tourism development. The recently completed HAKA Cultural Tourism Feasibility Study identified sites throughout the Waikato for the development of HAKA. The possibility of HAKA being developed in other regions (e.g. Auckland, Rotorua and/or Christchurch) is also an option given the stronger local government support available in these regions and given their respective regional strengths (from a cultural tourism perspective).

What is the anticipated average stay in Hamilton for participants?

We expect participants (i.e. people involved in the event production) will stay for the duration of the event (8 nights). We anticipate that 50% of international visitors and visitors from outside the region will stay at least 1 night in Hamilton accommodation.

Section Three – Benefits to Hamilton City Council

Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:

In addition to the sponsorship benefits mentioned in Section 2, we believe HAKA offers considerable strategic benefits to Hamilton City Council as it addresses a number of key strategic gaps and opportunities.

To enhance Hamilton's position as a key cultural and tourism destination, there is a need to invest in new events and new activities (such as HAKA) to broaden the Hamilton brand & product offering in line with current and projected visitor and market demand. At the same time these events need to satisfy the stated Hamilton City Council sponsorship criteria:

- (1) Exposure and promotion for the city;
- (2) Economic benefits for the city; and
- (3) Promote pride and sense of place for Hamilton residents.

1. Exposure and promotion for the city

The HAKA is one of the most recognisable words associated with New Zealand's national identity and sporting prowess. The Waikato region is also building a strong profile as a centre of sporting excellence. The HAKA brand would therefore provide significant positive brand association and reinforcement for Hamilton and the Waikato. Furthermore, our primary, secondary (and increasingly our senior) kapa haka groups have been dominating national kapa haka competitions for many years and our Super Rugby team (the Chiefs) are well known for their powerful Haka performances. It is time that we leverage off such success and awareness by positioning Hamilton as the home of HAKA.

The Waikato River is the most iconic geographical feature of our region and city. It is of significant cultural, spiritual, historical, recreational, environmental and recreational value to Waikato-Tainui, to Hamilton and to the wider region. HAKA is based along the banks of the Waikato River and includes a live hangi site along the river as well as waka tours from the Hamilton Gardens to the Hamilton CBD.

With Hamilton City Council event sponsorship support we are confident that we will be able to invest in, attract and leverage significant regional, national and international media interest in HAKA. We know how to reach our target markets. We just need the financial capacity to be able to do so in an effective manner - which in turn will provide significant economic benefits back to Hamilton city.

Please visit the following link for television news story on HAKA 2018:

<https://www.maoritelevision.com/news/regional/paddle-waka-tangata-highlight-waikato-river-festival>

2. Economic benefits for the city

HAKA provides an invaluable platform for the development of a wide range of ongoing events, cultural products and activities along the Waikato River. (e.g. guided tours, performances, art installations, recreational events etc.). This event therefore supports the Hamilton City Council Economic Development Agenda and key stated sponsorship objectives such as:

- Develop new long term business opportunities for Hamilton businesses; and
- Establish event tourism strategies and new community opportunities.

Tourism New Zealand is now spending 100% of its international marketing budget (i.e. over \$84 million per year) on the promotion of shoulder season visitation to New Zealand and has recently announced a change in focus away from the Pure NZ campaign to place greater emphasis on “People and Culture”. HAKA is scheduled as shoulder season event and therefore complements the new Tourism New Zealand promotional focus. More importantly, HAKA is designed to cater for the growing demand for more genuine Māori arts, cultural and community based experiences. Visitors are increasingly wanting to experience the “REAL” New Zealand versus “tourist type attractions”.

It is also widely acknowledged within the Hamilton Waikato tourism sector that there is a need for more product in Hamilton to entice and anchor visitors in the city. There is also a need for more 3 to 5 star hotel accommodation to cater for larger events and conferences. Hotel developers however require strong growth in occupancy rates as a prerequisite to investing in new builds. To achieve higher occupancy rates we need to grow visitation to the city. In other words, we need more product, to attract more visitors, to provide the platform to encourage more hotel development, which in turn will attract more tourists, events and conferences to Hamilton.

According to Tourism New Zealand “the number, variety and quality of Māori tourism businesses have increased dramatically over the last few years and the sector now makes an important contribution to New Zealand's regional economies’. Tourism New Zealand also state that “New Zealand's Māori culture is second only to our landscapes as the main reason visitors come here” and “If tourism experiences are able to incorporate both of these aspects in an authentic way, it makes for a winning combination”. (Source: Tourism New Zealand Website

<http://www.tourismnewzealand.com/about/about-the-industry/m%C4%81ori-tourism/>) HAKA is well positioned to tap into such demand through the provision of cultural experiences in the scenic Hamilton Gardens.

At present nearly 78% of the Hamilton Waikato tourism market is domestic. The majority of international visitors do not stay in Hamilton and very few Inbound Tour Operators include an overnight stay in Hamilton City. If the provision of Māori cultural product in Rotorua is a key driver of overnight visitation to that city then Hamilton must seriously consider ways to tap into such demand. If we can convince international visitors and inbound operators to stay one night in Hamilton that would be a game changer for Hamilton City, for our tourism sector and for our entire regional economy.

HAKA provides a wonderful opportunity to leverage off our unique intangible cultural heritage, built heritage and natural scenic attractions. The Hamilton Waikato region is not known as a commercial Māori cultural tourism destination. It is however well known as a region with very strong Māori heritage (e.g. as the caretakers of the Kiingitanga Movement, as the home of Waikato-Tainui and as the home of Te Wānanga o Aotearoa). These attributes actually align very well with the growing interest and demand for more real and genuine Māori cultural experiences. There is a clear absence of Māori cultural product in Hamilton and this needs to be addressed if Hamilton is serious about attracting international visitors and building brand equity in line with current and projected market demand.

3. Promote pride and sense of place for Hamilton residents

Māori comprise close to 25% of Hamilton’s population and the Māori population is projected to grow rapidly given its youthful demographic profile. In addition, Iwi authorities now have a significant stake in the development of Hamilton City and a very strong legislative platform with respect to future development of the city and wider region.

To “promote pride and sense of place” for the significant Māori population resident within Hamilton city there is a real need for Hamilton City Council to develop a closer working relationship with the Māori community (and vice versa). To date, the majority of Hamilton City Council major events sponsorship has been directed towards mainstream sporting, recreational and arts events – some of which have limited appeal to the Māori community. At the same time, many existing Māori cultural events tend to be tribally focused with limited participation by non-Māori. HAKA at the Hamilton Gardens provides a neutral and inclusive space for non-Māori and Māori to engage with each other.

A wonderful opportunity exists for Hamilton City Council to step up as a Strategic Partner and advocate of Māori arts, culture, community and tourism development by sponsoring HAKA. This event by its very nature provides a great platform for broadening relationships with the Māori community and with supporters of HAKA.

Of particular note, HAKA is designed to appeal to a broad cross section of the community (i.e. not just Māori) – these events have a far more inclusive philosophy and broader target market focus (in comparison to tribally focused events, regional kapa haka competitions and/or local community festivals). HAKA therefore offers far greater potential with respect to enhancing social, cultural, environmental and economic wellbeing.

This event sponsorship proposal also aligns very well to the Hamilton City vision, profile, and broader strategies as follows:

- **Quantified/proven exposure benefits and distinctiveness for Hamilton nationally (and internationally) and across business at large.**

HAKA is a very powerful event brand that will reflect our regions unique intangible cultural heritage and sporting excellence. HCC event sponsorship will enable us to leverage off the power and appeal of these brands to reach out to the regional, national and international visitor markets.

- **Evidence of target audience/attendance at regional / national / international levels.**

There is a significant Māori population within Hamilton City and the surrounding regions and the international tourism sector is booming. These factors provide a very strong market opportunity for HAKA. Previous HAKA programmes held at the Hamilton Gardens have been very well attended and attracted very diverse audiences (including many non-Māori) – despite minimal marketing budget and spend.

- **Generation of overnight visitation to the city**

HAKA is designed to appeal to visitors from overseas and locals alike. The event provides an invaluable platform for the development of new Māori cultural product and activities in Hamilton and along the river that will enhance Hamilton's appeal as an overnight destination and key cultural destination. Experiencing Māori cultural product is a key consideration for international visitors and Hamilton needs to invest in this space if it wishes to compete for this market.

- **Significant number of anticipated participants and future growth potential**

We believe this event has tremendous potential to become truly distinctive and iconic major event for Hamilton City and the Waikato region. The HAKA brand is one of the most recognisable cultural icons associated with New Zealand's national identity and sporting success and we can leverage off these attributes by positioning Hamilton as the home of HAKA.

- **Utilisation of city facilities and assets**

HAKA will utilise, showcase and celebrate key city assets – including the Hamilton Gardens, the Waikato River and Waikato Museum. It also provides the opportunity to showcase our regions unique intangible cultural heritage. Combining our natural and built assets with our unique intangible cultural heritage will provide Hamilton and the Waikato region with a powerful point of difference in the national events market and will boost Hamilton's profile as a cultural tourism destination of note.

Providing event sponsorship to new events such as HAKA will broaden and strengthen the brand attributes and event calendar in Hamilton. There is a need to invest in new events, such as, HAKA, that leverage off our uniqueness in the world and tap into current as well as projected market demand. This event will also provide Hamilton City with a clear and distinctive point of difference with respect to the city's current events offering and events portfolio. Furthermore, it will provide the collateral and evidence required to broaden and strengthen the Hamilton brand proposition and Hamilton's appeal as a visitor destination.

Section Four- Declaration and Privacy Act Authorisation

- This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
- We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
- We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
- We authorise Hamilton City Council to obtain further information as it may require when considering this application.
- We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
- We declare that the information provided in this application is true and correct.
- We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (14 June 2018) to:

**H3 and Major Events Group
Hamilton City Council
Private Bag 3010
Hamilton 3240
Attention: Jennie Lavis - Major Event Sponsorship Application**

Or via email to jennie.lavis@hcc.govt.nz



HAKA
MĀORI CULTURAL EXPERIENCE

credit: Waikato Times

DATE: Sat 10th & Sun 11th March TIME: 10.30am to 5.30pm

Item

Attachment 1

INTERNATIONAL AWARD WINNING HAMILTON GARDENS!

Cultural Experiences:

Sat 10th & Sun 11th March

- Additional/Contemporary Musicians
- Ō Moko (Traditional Tattoo Artists)
- Ōi Māori (Māori Arts & Crafts)
- Interactive Arts/Cultural Workshops
- Guided Waka (Canoe) Tour*
- Guided Hikoi (Walking) Tour*
- Hangi (Food steamed underground)*
- Haka (Māori Cultural Group)
- *dependent on weather & minimum numbers

- 10.30am to 5.30pm
- 10.30am to 5.30pm
- 10.30am to 5.30pm
- 11.00am & 2.30pm
- 11.00am & 2.30pm
- 11.00am & 2.30pm
- 12.00pm to 1.00pm
- 1.00pm & 4.30pm

venue: Central Court Lawn, Hamilton Gardens, Cobham Drive, SH1, Hamilton. **FREE ENTRY**
Cost: Workshops, performances & entertainment – Koha (Donation), Guided Tours – \$10 to \$25

More Info: www.facebook.com/waikatoriverfestival

WAIKATO RIVER FESTIVAL



Attachment 1

Item

HAKA 2011 FEEDBACK

From: Ericka Chemko [mailto:e_chemko@hotmail.com]
Sent: Saturday, 3 December 2011 6:40 p.m.
To: craig@aotearoaexperience.co.nz
Subject: RE: Ta Moko Contact Details

Hi Craig,

Thanks for this email and connecting me with Rawiri. I'll meet up with him in a couple of weeks when I pass through Hamilton.

In terms of feedback, all I have is positive words. I'm not sure how it could be improved but let me outline what I really liked and why. A bit of background on me - I come from a museum anthropology background and have worked in the Canadian arctic for 8 years helping to grow and develop Inuit participation in heritage.

Positives:

- It was well advertised. I'm not sure where I first heard about HAKA but it was before I arrived in Hamilton. Maybe from the REAL festival website?
- A great website with all the relevant information and interesting images that accurately reflected what HAKA was
- People responded when contacted right away - I called with a question and got a real person who was able to sort me out right away
- The venue was perfect. It was wide open so it allowed visitors to relax and not be in the middle of a distracting city. Also many who came just for the gardens and didn't know about HAKA got a surprise when they were able to visit and learn
- Access - I liked that people could wander in and see activities occur, as well as visit the exhibit and gift shop without having to pay admission
- Programming - What I think really impressed me was that this wasn't a 'Maori cultural performance' for non-Maori (like in Rotorua, which felt very awkward for me when I was there a couple of years ago). Both Maori and non-Maori were participating and learning together without it being a show. It was a much more supportive environment that realized everyone can learn something and be proud of it. It was nice to also have the programs open to a range of ages as my son (he's 12) and I did totally different things and I didn't have to worry about him (except for his very apparent lack of rhythm when learning the haka :)).

Actually, I only have one very minor suggestion - everyone loves a Hangi. It was so popular that unfortunately there wasn't enough supply for the demand. I know this can be challenging as it's a drop in program and it's impossible to know the numbers of who might show up. I'm glad I ordered mine first thing in the morning - it was delicious!

Thanks so much again for one of the highlights of our 4 month travel in NZ. Hamilton turned out to be surprisingly fun!

Cheers,
Ericka Chemko

From: craig@aotearoaexperience.co.nz
To: e_chemko@hotmail.com
CC: rawirihorne@hotmail.com
Subject: Ta Moko Contact Details
Date: Wed, 30 Nov 2011 20:45:57 +1300

Kia ora Erica

Item

Attachment 1

Attachment 1

Thank you for your phone call and positive comments regarding the HAKA event. We are glad that you enjoyed the experience.

I have sent an email to Rawiri regarding your query. Rawiri was one of the Ta Moko artists at HAKA (and I have cc'ed him into this email as well).

If you have a few minutes to send us some brief feedback on what you liked about the HAKA event or what you think could be improved (taking in to account that this was a community focused event) that would be helpful for our reporting and evaluation.

Nga mihi

Craig Muntz

Item

REAL New Zealand Festival Insider

Follow the rugby the long way round.

Rangatira for a day

Posted on October 2, 2011

By Insider – Jock Phillips



The taiaha whistled a few centimetres before my nose. The warrior, with tattooed face and thighs, pranced menacingly before me, chanting all the time, before grimacing fiercely in my face. Three times it happened, my terror rising. Then eventually the third warrior laid a sprig of [tarata](#) on the ground before me. The take, the offering, had been laid down. I picked it up gingerly. The wero, or challenge, was over; and the karanga, the powerful calling of the women, could begin.

I was the rangatira of ‘Jock’s tribe’, the manuhiri or visitors who were being welcomed onto the marae at [Haka](#), an interactive Māori arts and culture exposition in the Hamilton Gardens. It was probably because I was the tallest male around that I had been appointed rangatira, tasked with picking up the take and then leading ‘my people’ onto the marae. My tribe included a good mixture of World Cup visitors – people from Wales, South Africa, Japan, Argentina – but there were also quite a number of locals; and enough with some understanding of Māori tikanga that after I had responded to the pōwhiri with a short mihi, I was relieved to see half a dozen women stand and support me with a waiata. Mana had been upheld.

It was not the end of my personal exhibitionism however. Within 20 minutes I found myself hauled up on stage to be taught how to do a haka in front of the assembled company. It was actually the second time in 24 hours that I had been a haka pupil. The first occasion was at Te Papa where I had visited [Ngāti Toa](#)’s exhibition on ‘[Ka mate](#)’. There you are given a ticket for your ‘lesson’ and while you wait you can absorb an excellent display on the outside of the ‘theatre’. There are images and panels and short (1–2 minute) clips explaining the story of [Te Rauparaha](#) and the origins of the ‘Ka mate’ haka, and another series explaining how ‘Ka mate’ became part of New Zealand and All Black ritual. I knew about the origins of the haka when Te Rauparaha was being chased by Waikato (it is one of our [Roadside Stories](#)); but I did not realise that the first time it seems to have been used for wider purposes was for the welcome to the Duke and Duchess of Cornwall in 1901. Having absorbed this, you then go inside the theatre and in a nifty interactive video where your image is shadowed against a warrior who actually knows the haka, you quickly learn the basic movements. You do a last try at the haka, and your performance is broadcast on the outside of the theatre for all to see!

It is really impressive how Māori have responded to the World Cup by developing such interactive learning experiences. There was a time when displays of ‘Māori culture’ in New Zealand consisted simply of old objects – mere or clubs, carved boards from former meeting houses, flax skirts. The message was that Māori culture was historic, not living. But the display at Te Papa and even more Haka in the Hamilton Gardens give the message that Māori culture is flourishing today and that the best way to learn about it is to experience it ‘kanohi ki te kanohi’ –

face-to-face.

So at Haka in addition to the pōwhiri, which was followed by an energetic and enthusiastic display of kapa haka, you could do the following and I did most of them:

- Raranga workshop: be taught how to weave a small object such as a flax flower.
- Poi workshop: learn how to swing the poi.
- Taiaha: using long wooden spears with sponge rubber ends you could learn how to wield a spear or taiaha.
- Whakairo: you could watch and talk to men carving in wood.

- Tā moko: be tattooed using traditional Māori designs.
- Waka: after a 15 minute lesson in the correct chants and moves, you put on a life jacket and walked down to the 'mighty' (as it is always called) [Waikato River](#), and then paddle a war canoe upstream for 45 minutes, and back down in about 10. This 'awesome' experience, as one ten year old described it to me, was so popular that I missed out.
- Taonga Pūoro: Two Waikato musicians demonstrated beautifully how to play their large range of traditional Māori musical instruments – putorino (flutes), small nose gourds, large gourds, kū or string instruments, and porotiti (spinning discs) which made the most intense vibrations. The music was haunting and their explanations of how the music had been their personal path to their ancestors was deeply moving.
- Haka: In addition to the learning on stage, there was an excellent display about haka. Given that 'Ka mate' was composed when Te Rauparaha was being chased by the Waikato people, and this was very much a Waikato–Tainui project it was not surprising that the exhibition emphasised that there were other haka besides 'Ka mate' and many different types of haka. One strong example portrayed was a haka that targeted child abuse.
- [Hikoj](#): Haka offered trails through the Hamilton Gardens to look at Te Parapara, a traditional Māori garden with a pātaka (storehouse) and kūmara garden; or to explore [rongoa](#) – the traditional Māori medicines found in bush pants.
- Tainui discovery: Haka was very much a Tainui venture, organised by Craig Muntz and Lee-Ann Sperling of Aotearoa Experience. A number of the tents and chairs had been provided by Tainui. In return Craig and Lee-Ann had set up a retail outlet for selling of small carvings and art work by Tainui artists.
- Hāngī: Of course no Māori event would be complete without food. We visited the hāngī pits down by the river and then were fed the steamed meat and vegetables with their distinctive delicate smoky taste.



Hangi being removed

Feeling exhausted? I was at Haka for five and a half hours. Every minute was absorbing. I was learning; but I was also having fun. And judging by the laughter and chat around me, everyone there was equally happy. Congratulations to Craig and Lee-Ann for putting it together; and thanks to the Real New Zealand Festival whose initial support made it happen.



Hangi food about to be eaten

Vox populi: *I met a red-haired Welsh woman in Hamilton for the game today. She had always dreamed of coming to New*

<https://realnzfestival.wordpress.com/2011/10/02/rangitira-for-a-day/>

Zealand and although she was not especially interested in rugby the cup was the excuse. She had two comments about the country: 'I thought Wales was bad enough, but I have never seen such rugby fanaticism as here. It puts us to shame'. And 'This country is just so beautiful'.



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REAL New Zealand Festival Insider

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Attachment 1

HAKA

EXPERIENCE AUTHENTIC MĀORI ARTS & CULTURE
at the INTERNATIONAL AWARD WINNING HAMILTON GARDENS
COBHAM DRIVE, SH1, HAMILTON



More Info: www.facebook.com/waikatoriverfestival

WAIKATO RIVER FESTIVAL



He Piko He Taniwha



Thanks also to Auaha Tainui, WEL Energy Trust, Hamilton City Council, Community Development Trust, Te Toki Voyaging Trust & Nga Hua o te Pito

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Menu

Māori tourism leaders on TNZ's evolution of 100% Pure NZ

10 May 2018 By Paul Yandall

Tourism New Zealand's commitment to include more people and culture has been welcomed by Māori tourism leaders and operators but say issues around authenticity, cliché and balance means the process will need to be carefully managed.

The *Ticker* spoke to five leading Māori tourism operators and advocates to get their perspectives on how 100% Pure New Zealand could evolve and how Māori tourism itself is developing to cater for visitors.

Paul Stephens, chairman of NZ Māori Tourism



Paul Stephens

It's gratifying to hear these comments from TNZ, it's long overdue, and NZ Māori Tourism will be delighted to work closely with them because it is a big opportunity. It is this country's unique selling point and we need to honour it and do it appropriately.

Our commitment to indigenous culture is not a photo opportunity, it is not a couple of words on a page, it is developing the correct intent and the correct relationships with our mana whenua to ensure we create a strong, enduring partnership.

Cultural tourism in NZ is no longer about haka and hongi and hangi, it is about developing a shared experience where visitors who come experience the warmth of our indigenous people and are able to share their own beliefs and culture with local people, so it is very much seen as a two-way opportunity.

Clinton Hall, chief executive of Ngāi Tahu Tourism



Clinton Hall

We are really supportive and excited to see where Tourism New Zealand go with this. We talk about the reasons people come to New Zealand – nature, adventure, culture – so culture is key and we at Ngāi Tahu have been on our own journey with it.

From a Māori perspective, we need to maintain our quality and our authenticity in terms of our cultural delivery so that means more engagement with mana whenua, more engagement with the local runanga and making sure that the stories we tell are real, authentic and are being told with the approval and knowledge of local iwi.

Our visitors are becoming more discerning in terms of what they are looking for. People get it. There are a lot of people out there on a journey with Māori culture and it is good to see a lot of operators authentically connecting with mana whenua.

I think that's really important because New Zealand needs to be in a place where we are more accepting of Māori culture and our heritage and who we are. It is a journey we are all on, people are still questioning, but I think the majority of Kiwis believe 'this is pretty cool, this is who we are'.

Jeff Panoho, head of tourism at ATEED



Jeff Panoho

I think this is absolutely where tourism should sit for New Zealand. It is our most unique feature and we

are working hard in Auckland with Māori tourism operators to become more successful at telling their story. We are also working with the regions to make sure we uncover, record and accurately tell the true stories of our region and people, both Māori and Pasifika.

Whether it be a festival or an event or a campaign, we are going to make sure that there's a Māori overlay in terms of what we deliver because that is what people are wanting and asking for.

As a destination manager and marketer, it is not our role to tell iwi what they should or should not be doing but we have an open door to work with them to tell their stories to the world a lot better. Their stories are taonga as if they were a carving. I believe everyone needs to work with respect and openness and not determine in a commercial way how things should be used but how we as Kiwis, Māori, and Pasifika share our stories with the world.

eillhe Sperath, founder of TIME Unlimited Tours



eillhe Sperath

The reality is that we have to balance culture with all of the other things that give us a competitive advantage. It is not just about Māori culture, it is also about kiwitanga.

It is all about finding the right balance, making sure that our manuhiri are at the centre of the experience, and that we are delivering a broad, balanced view of visiting New Zealand.

The challenge for us is making sure that those who present cultural products and options are trade ready because we probably have only very good pockets of it here in New Zealand.

But even people in the mainstream can have cultural stories to tell, whether it's of the land that they are mining or the resources they work with. So, it's about making sure that we support them too because they will fail if they do not have the right foundation and education and support to help add that cultural element to their businesses as well.

eta Hudson, director of Ngāti Awa Holdings, owners of White Island tours

eta Hudson

is a matter of how they choose to do it. For us, we have a process – we engage with kaumatua to give us advice and guidance on what aspects of our culture we are happy to share in a Ngāti Awa appropriate way. So our approach to culture and how we infuse it into our commercial operations like tourism comes very much from a Ngāti Awa perspective. We want people to explore what Ngāti Awa manaakitanga looks like. We want to use this as an opportunity to show what Ngāti Awa kaitiakitanga looks like.

From an overall Māori perspective, we would hope that it is done in a way that ensures Tourism New Zealand are engaging with the right people to provide the appropriate advice. We are very conscious of how the message could affect not just the commercial Māori operators but how New Zealand is perceived in other parts of the world. So, there is a lot of work to be done and I think most Māori operators would probably want Tourism New Zealand to take their time, do it properly, do it appropriately.

Five days of being lazy around the portrayal of Māori culture are gone. Sometimes, when it has gotten to the distillation into one message of everything it has tended to drop into traditional cultural buckets like kapa haka, other traditional imagery, which were staged in a sense. But if you look at Māori from a community perspective, especially those immersion experiences, then we need to be careful that we don't forget about them as well.

Aspects like kapa haka, which we all enjoy is a part of who we are but it is not the only part. In a modern context, there is more to us than that. For example, when it comes to showcasing who we are we are seeing more use of technology to tell our stories, which is probably more than people expect when they come here. It is a lot more nuanced.

Article Tags: [100% Pure NZ](#)

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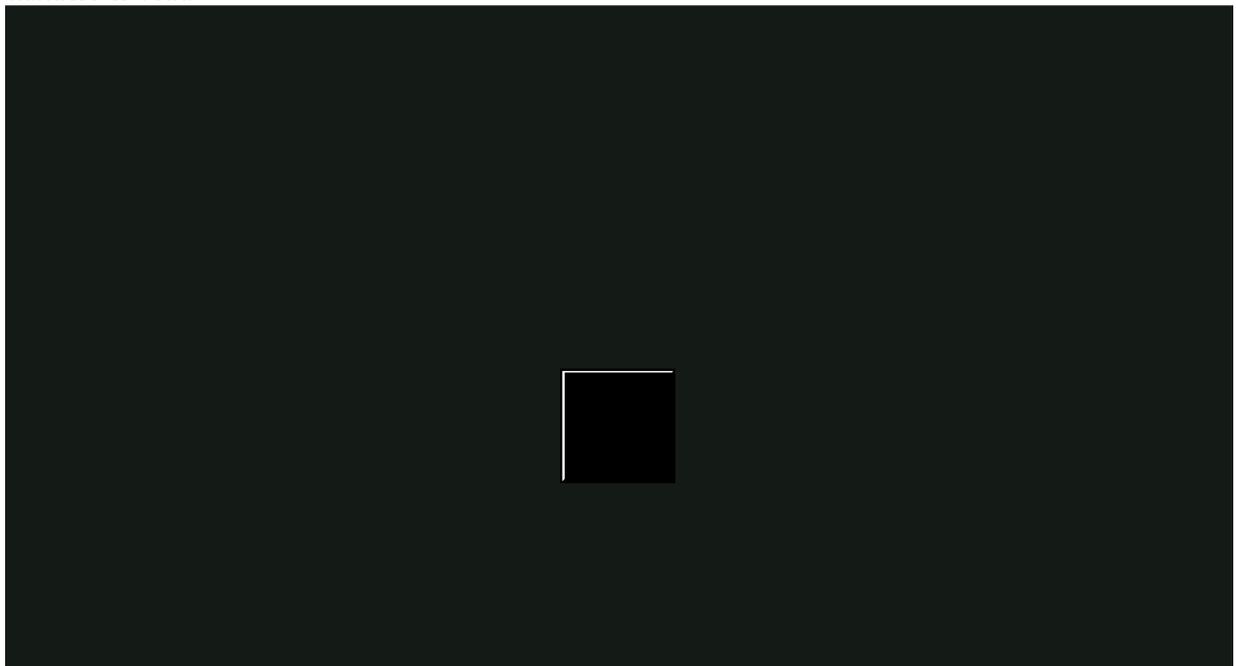
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[by: Grant Bradley](#)

aviation, tourism and energy writer for the NZ Herald

grant.bradley@nzherald.co.nz [@gbradleynz](#)

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Tourism New Zealand is changing tack with its 100% Pure campaign, by emphasising people as well as the place.

Although the 19-year-old campaign had always been multi-dimensional, chief executive Stephen England-Hall said sweeping vistas had been at the heart of it.

"What it doesn't do is showcase New Zealand's unique people and culture, our way of being, our warm welcome," he said at the Trenz tourism event in Dunedin.

He said the government agency would work with Maori Tourism and other interested groups before a planned relaunch around the middle of next year.

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"One thing we have observed is that it is very easy to screw that up."

He said the experience of Kiwis was what stayed with people after they had visited.

"But, what we're seeing, it is about the people and the place - that's at the heart of the evolution and how to bring to life the unique characteristics of New Zealand," he told the *Herald*.

The 100% Pure campaign has attracted criticism from around the world and in this country from those who highlight dirty rivers and other environmental concerns as evidence it was over-promising.

England-Hall said nobody could promise a 100 per cent pure environment and the switch in emphasis was not about aimed at defusing the criticism.

"I think if we were scared off the promise of the commitment we would ditch it altogether. Because it is so powerful, people who want to get a different message out there want to hang something off it."

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By emphasising people there would also be risks. He agreed some of the country's social measures were "shocking" and that could provide further scope for critics.

"People like to attach their environmental ideology to the 100% Pure campaign as we include people and culture in that undoubtedly there will be others who will try to leverage that."

He said the latest video campaign by his organisation gave a flavour of what could be to come.

The Tourism New Zealand video, #GetNZontheMap, featuring Prime Minister Jacinda Ardern and actor Rhys Darby discussing the absence of New Zealand on certain maps had been viewed around the world.

"You're going to see more of that sort of content because it does show our irreverence as a culture - the fact that we are prepared to take the Mickey out of ourselves," said England-Hall.

That expression of humour and culture is as 100% Pure New Zealand as the vista over Milford."

The change of tack would not need any more spending from the tourism marketing agency which gets about \$117 million of funds from the Government. It would also do research overseas before the relaunch.

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Event Sponsorship Scorecard

Application Information			
Event Name and Date	Balloons over Waikato – 20 to 24 March 2019		
Applicant/Organisation	Balloons over Waikato Trust / Classic Events		
Amount requested	\$80,000		
Event Venue	Innes Common (Hamilton Mass Ascension and University of Waikato (The Zuru Nightglow).		
Event Overview	Hamilton's annual 5 day balloon festival – including the Mass Ascension, City Burn, WEL Energy Breakfast at Dawn and Zuru Nightglow.		
Target Market	Local and regional attendees plus domestic audiences		
Event Objectives	As one of the last large scale events in NZ that remains entirely free for the public to attend; Provide a fun, safe, exhilarating experience for all visitors that attend; Continue to promote Hamilton as a must visit destination and highlight all of the cities many attractions nationally and internationally via marketing campaigns; Attract more national and international media, visitors and participants; Focus on the growth and long term sustainability of the event		
Potential Benefits to Hamilton City Council	Recognition as Home of Balloons over Waikato nationally; recognition of Hamilton City Council as 'Strategic Partner' (one of four); Naming rights to the opening morning event "The Hamilton Mass Ascension" at Innes Common including the Mayor (or other elected representative) opening the event; Hamilton branding is also up for the entire 5 days of the festival at Innes Common; 10 x family invitations plus VIP parking to "The Zuru Nightglow" – to be used as Council wishes for hosting; 4 x VIP invitations for Mayor and his guests ; public acknowledge and recognition of support via news and press/media/ presentations and on social media content.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	100	60-80	15-20
	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
Anticipated bed nights	60-80 bed nights for 5-10 nights = assume 300-800 bed nights		
Previous HCC Sponsorship	2017 - \$75k 2016 - \$75k 2015 - \$70k 2014 - \$65k 2013 - \$65k 2012 - \$65k 2011 - \$40k 2010 - \$40k 2009 - \$45k 2008 - \$40k		
External Funding	External funding from Naming rights sponsorships (3), corporate sponsorships, community trust funding,		
Previous HCC Leveraging	Management approved funding towards pilot party & branded collateral \$6k. Plus use of city grounds and parks fees have been waived.		
Past Event Performance	In 2018, 24 individual balloon teams from NZ, USA, Canada and Australia attended. Classic Events have been running BOW for the previous 14 years.		

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	5
City exposure benefits	5
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	5
Jtilisation of city assets	4
Total	25/30

Management Recommendation

APPROVE \$80,000

The application is supported with funding as it remains a key event for Hamilton and attracts significant national and international attention. There are high participation levels at a range of events during the week-long festival and this is indicative of the support from the community towards the event taking place.

Major Event Sponsorship Application Form

Section One - Applicant Event Details

Name of Event			
Balloons over Waikato			
Date(s) of Event			
Wednesday 20 th – Sunday 24 th March 2019			
Time/s of Event			
Various times over 5 day festival – including from 7am each morning at Innes Common			
Location or Venue			
Innes Common, Garden Place and the University of Waikato as well as Waikato Stadium			
Is the Event an annual/bi-ennial (every two years) event?			
Annual			
Type of Event – sporting/community/youth/cultural/arts etc.			
Community Event for everyone			
Amount of Hamilton sponsorship sought: \$ 80,000			
Name of applicant organisation: Balloons over Waikato Trust			
Is it a legal entity?	YES	NO	Please qualify - is it a company, incorporated society, partnership or sole trader?
Is it GST registered? If yes, provide GST number: 73-519-551			
Name of contact person for this application: Michele Connell/Jenni Muhlmann			
Postal address: Private Bag 3123, Hamilton 3240			
Telephone: 07 856 7215		Fax: n/a	
Mobile: 021 608 883 027 292 4220		Email: michele@classicevents.co.nz jenni@balloonsoverwaikato.co.nz	
Name of organiser: Classic Events Ltd			
Contact address (if different from above)			
Telephone		Fax	

Mobile	Email		
Please list prior event experience of both the organisation and the event organiser.			
Michele Connell is the owner of Classic Events Ltd. Classic Events has been running Balloons over Waikato for the previous 14 years, and run many other successful events in the Waikato. The team is committed in keeping BOW free to our community, and continuing to grow and improve the event to keep it accessible for everyone to enjoy.			
Is there a contract in place with the event organiser or organisation team?			
	YES		NO
Does your organisation hold intellectual property rights to the event? If not, who?			
The intellectual property of Balloons over Waikato is held by the Balloons over Waikato Trust.			

Item

Attachment 1

Attachment 1

Item

Section Two - Event Description and Attachments Please attach documentation related to this section.			
Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). Maximum of one page preferred.			
Business Plan for the event. This should include the following: <ul style="list-style-type: none"> • Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes • Projected budgets • Organisational structure 			
Current Event Budget. This should include the following: <ul style="list-style-type: none"> • Detailed budget including cash flow projections, profit and loss forecasts • A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought) 			
Please find attached event outline, marketing & promotional plan & city benefits in the attached document accompanied with this application.			
Please note: BOW end of year is 30th June, there fore we will send you final accounts once finalised. The event budget will be sent thru as soon as the 2018 accounts have been finalised and signed off by accountant.			
Marketing and Promotion Plan. This should include the following: <ul style="list-style-type: none"> • Target markets • Marketing objectives • Marketing strategies including advertising/PR activity and timeline • Who is responsible for the marketing and promotions plan? • Do they have experience in either events/marketing/PR? If so, what experience? • Itemised marketing and promotions plan budget 			
Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event.			
Economic Impact and Profile. This should include the following:			
Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.	YES	Refer HCC 2008	NO
Attendance (please do not exaggerate) – 3000 daily Innes Common – 75,000 – 80,000 Nightglow			
Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants - 180	100 approx	60 – 80	15-20

Spectators – 135,000			
Trade			
Entry Fees			
Adult	Child	Older persons	Other
Accommodation – anticipated number of beds needed			
	Number of beds		Number of Nights
Hotels	60 - 80		5 – 10 nights
Motels			
Camping ground			
Schools			
Home hosted			
Will all accommodation be located in Hamilton? If not, where? YES			
What is the anticipated average stay in Hamilton for participants?			
5 – 10 nights			
Section Three – Benefits to Hamilton City Council			
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:			
Idea 1	See attached proposal		
Idea 2			
Idea 2			
Idea 4			
Idea 5	Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.		
Idea 6	Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).		
Idea 7	Hamilton City Council being acknowledged in the news and press/media releases(s).		
Section Four- Declaration and Privacy Act Authorisation			
<ul style="list-style-type: none"> • This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future. • We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved. • We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council. • We authorise Hamilton City Council to obtain further information as it may require when considering this application. 			

- We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
- We declare that the information provided in this application is true and correct.
- We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (14 May 2018) to:

Venues, Tourism and Major Events

Hamilton City Council

Private Bag 3010

Hamilton 3240

Attention: Jennie Lavis - Major Event Sponsorship Application

Or via email to jennie.lavis@hcc.govt.nz



Balloons over Waikato 2019

Hamilton City Council Major Event Funding Proposal



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Attachment 1



BOW is one of the last free large scale events in New Zealand with the 2018 festival attracting approximately 130,000 spectators over the 5 days. Not only does this magical event engage the people in our community, is also captures the interest of local business, with some of Hamilton's leading businesses enjoying a successful partnership with the event.



The programme over the 5 days includes the opening morning, Hamilton mass ascension, competitive flying tasks, and community events such as the FCU Fun Friday, McDonalds Hamilton Cash Grab, HCBA City Burn, WEL Energy Breakfast at Dawn and the Zuru Nightglow. Hamilton's biggest night out.



Without Hamilton's essential contribution, this festival could not continue at the high level our community, sponsors and participants have come to expect and enjoy. Each year this event runs from what funds are available, so each year we do need to start again, to raise money for the upcoming years event. Therefore, all income received for the 2019 event will be put back into making that event the best it possibly can be.



Hamilton's contribution from 2018 was put into all aspects of the festival ... With more balloon teams coming from around NZ & the World than ever before, with 24 individual balloon teams attending from all around NZ, USA, Canada, and Australia.



The 2018 festival saw big numbers of public attending for morning events at Innes Common and even with weather conditions forcing the Nightglow into a rain delay day on Sunday, HUGE

Item

Exposure & Promotion of Hamilton

A comprehensive marketing campaign is created each year utilising traditional media such as radio and print, along with editorial & imagery in national magazines, TV coverage and many social media posts.

We have a sponsorship relationship in place with NZME, who are a valued partner of this event, their promotional reach captured the Waikato, BOP and Auckland markets this year to the value of \$110,000. They promote the event via radio ads, on air interviews, community information, newspaper, social media and on air competitions.

Partnering with Hamilton Waikato Tourism ensured that this year we could have Matty Mclean from TV Ones Breakfast be at the event on opening morning where he crossed live twice per hour talking about the event and the city to the entire country.

Facebook is now our best way to talk to large numbers of fans of the event around the world most cost effectively. The BOW page currently has 18,064 people following us and continues to grow. The week of the Festival we had over 28,200 visits, with information reaching 401,600 users in over 45 countries. Our Facebook page reached 106,500 users on just the Saturday of the festival.

Instagram has also grown hugely this year, with nearly 1000 followers and growing. The impact and reach from Instagram stories during the event this year was phenomenal.



Item

Attachment 1

EXPOSURE & PROMOTION OF HAMILTON

Hamilton Waikato Tourism – Short Escapes Campaign

Once again BOW worked with Hamilton Waikato Tourism and featured in the Short Escapes Campaign which ran from February – April 2018. This campaign targeted key ‘drive and fly’ domestic audiences (Auckland, Bay of Plenty, Taupo, Rotorua and Wellington) and leveraged the array of world-class events in the region during the Summer/Autumn period as key drivers for travel.

Promotional Channels included digital through Google and social, E- Newsletters with Ticketek, PR with key influencers with significant reach with our target audiences.

This campaign also included a partnership with Balloons Over Waikato on a TVNZ Breakfast weather piece.

Highlights Included

- Facebook Advertising Facebook, Twitter and Instagram posts
- Google Display advertising Google Search advertising
- Short Escapes Campaign page direct listing, profile and own landing page

Social Media Influencer Vaughan Smith

Instagram – 72.3K

Facebook – 27K

Results:

- Balloons Over Waikato was talked about on the ZM Breakfast show the Monday after Balloons
- Instagram post reached: 62,443
- Instagram Stories: 27,747 views per story (3 specific Balloons stories)



Economic Benefit

Economic Benefit – Giving Back to our Community

Not only does Balloons over Waikato provide a FREE event to the community, we also ensure we align with a community group for them to fundraise exclusively around the festival to make money for their chosen charity. We are now part way through a 3 year agreement with the Waikato Sunrise Rotary who in the 2018 festival raised over **\$20,000** for Waikato Breast Cancer Trust. Rotary provided over 260 volunteers and fund raised by selling glow products, raffle tickets and running the popular Walk Thru balloon envelope.

BOW also donates over \$5000 to various other community groups such as the Scouts, sports teams and local cadets who volunteer & assist at the event.



Economic Benefit – Overnight Visitation & Welcome

The BOW festival attracts many pilots and crew members from around the world with the 2018 event seeing over 40 rooms taken in Hamilton for a minimum of 5 night stays, many of our overseas friends staying for up to 10 nights. Visitors came from the USA, Canada, Australia and from all around NZ. The exact amount of visitors to the region during this event cannot be measured due to it being a FREE non ticketed event, however we know the increase of visitation to our city during that week is significant.

Welcoming balloon pilots and crew to the city, and registering them as part of the BOW festival is an important part of the event and one that worked extremely well at Waikato Stadium this year. Using the cities fantastic facilities to welcome our participants and show case our wonderful city to them prior to the start of the event was a real highlight of this years festival. We combined our registration and balloonist party to one night at FMG Stadium Waikato, where we also sat and enjoyed a meal. This was a real highlight of the week.

Promoting Pride – The Hamilton Mass Ascension

The pride of our city is undoubtedly Balloons over Waikato. It is an iconic event to our region, with imagery from the event used in marketing from our RTO, to local businesses to schools and clubs. This event without question, is a highlight in our communities calendar and one we can all be very proud of.

To celebrate the opening morning of Balloons over Waikato, we offer Hamilton Naming rights to The Hamilton Mass Ascension. This will be Hamilton's morning, with the event formally opened by BOW Chairman Craig Hobbs and His Worship the Mayor Andrew King, as in 2018 we will endeavour to get national media coverage on this morning.

The Wednesday morning will be heavily branded with Hamilton signage and marquees, and we encourage Councillors and council staff to join in the morning, maybe they could offer Hamilton merchandise to the public or invite guests/members of the community to a special breakfast at Innes Common.



Promoting Pride

The HCBA City Burn

Leading for its 6th year in Garden Place, this event draws families into the City and Garden Place on a Friday night sponsored by the Hamilton Central Business Association. Live band Enigma played music from 6pm, food markets were provided by Gourmet in the Gardens and the council supported by supplying rubbish bins and toilets. The evening culminated in a spectacular coordinated basket burn at 8pm, with the crowd then dispersing quickly and quietly. This part of the festival continues to grow each year, making Garden Place accessible to families after dark. Garden Place needs events to keep it vibrant, to create pride in the city and the City Burn does do that, however we do need your support, to ensure it grows from strength to strength. In 2019 we are endeavouring to have one of the 7.00pm TV shows join us live.

Branding & Merchandise

There is nothing that shows pride in a city then to proudly carry city merchandise! In 2018 Hamilton kindly supported the festival with merchandise, providing 35 pilots duffle bags and 150 crew eco bags.

All festival pilots and crew are supplied a bag, with the pilots receiving a larger duffle bag and crew the functional eco bag. Crew and pilots use these bags for the entire week of the festival and then take them home to their country or other part of NZ, as a memento of their time at Balloons over Waikato.

An additional opportunity is for branding to our largest audience at the Nightglow, by providing a large marquee for use during this event



Benefits for Hamilton

Attachment 1

Logo / Hamilton name inclusion on ALL promotional media and publicity as 1 of 4 strategic partners of Balloons over Waikato

Exclusive Naming of the 'Hamilton' Mass Ascension Opening Morning

High profile positioning of the Hamilton Balloon at all lift offs from Innes Common

Hamilton Marquee in place at Innes Common for duration of the Festival

Exclusive branding on all pilot and crew bags (provided by HCC)

Recognition as hosts of International Balloonist party

Opportunity to profile Hamilton in all national and international marketing and to the thousands of people who attend the event over the 5 days

Recognition as the home of 'Balloons over Waikato' nationally

WAIKATO NIGHTGLOW HOSPITALITY

VIP Hospitality - 10 x Family invitations (20 adults + 20 children)

10 VIP parking passes

4 x VIP invitations for Mayor and his guests

Provision on field for placement of I-SITE Centre's to promote Hamilton attractions

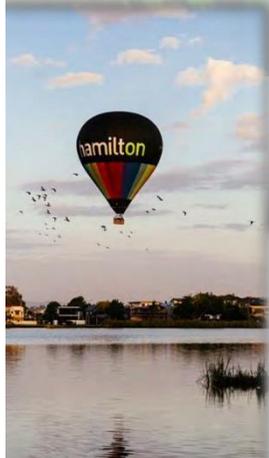
Provision on field for activation areas to promote any up coming large events coming to Hamilton

Item

Hamilton contribution

- Provide Hamilton Marquee for use at Innes Common for duration of the Festival
- Provide additional Hamilton Marquee for use at the University of Waikato for Nightglow
- Provision of Hamilton branded 35 Pilot Bags (Duffle) and 150 bags for crew (Eco)
- Road closures and provision of additional rubbish bin and collection plus toilet considerations at City Burn
- Use of Hamilton venue plus hosting for International pilot & crew welcome party
- Waiving of all fees and bonds for the use of Hamilton City grounds and parks (sound check fees, park bonds etc)

+ Investment of \$80,000 + gst



Event Sponsorship Scorecard

Attachment 1

Application Information			
Event Name and Date	Waikato International 28-31 March 2019		
Applicant/Organisation	Waikato Badminton Association Inc		
Amount Requested	\$10,000		
Event Venue	Eastlink Badminton Stadium, Hamilton		
Event Overview	International Badminton competition - Waikato is the preferred event partner with Badminton NZ.		
Target Market	Affiliated clubs, members, casuals, Asian and Indian community in Auckland and Hamilton, business networks, university of Waikato and schools in Hamilton		
Event Objectives	To bring world class badminton to Hamilton; to provide an opportunity for players around NZ and the world to visit Hamilton; to provide an opportunity for all players to gain world ranking points and to bring the badminton community together.		
Potential Benefits to Hamilton City Council	Banners and signage at venue and livestream, recognition and acknowledge of Hamilton support via social media, logos on documents and during public presentations and news and press/media releases. Opportunity for a free badminton clinic for staff or as a promotion.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	56	60	82
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	350	150	
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
Anticipated bed nights	155 beds for 6 nights – assume 930 bed nights – mostly hotels and motels.		
Previous HCC Sponsorship	N/A		
External Funding	Some corporate sponsorship is TBC		
Previous HCC Leveraging	N/A		
Past Event Performance	Sanctioned by Badminton Oceania and Badminton World Federation. Also supported by Badminton NZ.		

Item

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	2
City exposure benefits	2
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	2
Jtilisation of city assets	2
Total	17 / 30

Management Recommendation

APPROVE - \$5,000

Whilst a small one-time event this fits with a desire for Hamilton to host more national competition events each year. Good bed night generation anticipated and noted that Badminton is the fastest growing sport at secondary school level.

Major Event Sponsorship Application Form

Section One - Applicant Event Details

Name of Event

Waikato International (sanctioned by Badminton Oceania and the Badminton World Federation)

Date(s) of Event

28-31 March 2019

Time/s of Event

4 days (Thursday 9am-9pm, Friday 9am-9pm, Saturday 10am-5pm, Sunday 11am-3pm)

Location or Venue

Eastlink Badminton Stadium, 30 Old Farm Road, Hamilton East

Is the Event an annual/bi-ennial (every two years) event?

annual

Type of Event – sporting/community/youth/cultural/arts etc.

Sporting event – International Badminton Competition

Amount of Hamilton sponsorship sought: \$ 10,000

Name of applicant organisation: **Waikato Badminton Association Inc.**

Is it a legal entity?	YES	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>	incorporated society
-----------------------	------------	-------------------------------------	----	--------------------------	-----------------------------

Is it GST registered? If yes, provide GST number: **44-392-216**

Name of contact person for this application: **Tjitte (TJ) Weistra**

Postal address: **30 Old Farm Road, Hamilton 3216**

Telephone: **07 856 3049**

Fax

Mobile: **021 464 229**

Email: office@waikatobadminton.co.nz

Name of organiser: **TJ Weistra**

Contact address (if different from above)

Telephone: **07 856 3049**

Fax

Mobile: **021 464 229**

Email: ceo@waikatobadminton.co.nz

Please list prior event experience of both the organisation and the event organiser.

Waikato Badminton organises a wide range of major events at local, regional, national and international level. The below are the major international events that have been hosted by Waikato Badminton in the past 12 years. The event organiser has been involved with all these events.

Page 1

Item

Attachment 1

Attachment 1

Item

Waikato International 2006, 2007, 2008, 2009, 2015, 2016, 2017			
Oceania Championships 2018.			
Further to the above Waikato Badminton has also hosted many major national championships in junior, open age group and masters. Waikato is one of Badminton New Zealand's preferred event deliverers due to the experience and expertise we have in Hamilton based on past events. Our venue is the most suitable Badminton specific venue in New Zealand due to its seating capacity and great spectator viewing.			
Is there a contract in place with the event organiser or organisation team?			
YES	<input type="checkbox"/>	NO	<input checked="" type="checkbox"/>
Waikato Badminton hosts and organised the event. A partnership agreement will be in place with Badminton New Zealand			
Does your organisation hold intellectual property rights to the event? If not, who? Yes			
The event is delivered with the support of Badminton New Zealand and Badminton Oceania and is sanctioned by the Badminton World Federation, but Waikato Badminton holds the intellectual property rights.			
Section Two - Event Description and Attachments Please attach documentation related to this section.			
Event outline (basic description of your event including the objectives and history of the event and if there is a special theme or focus of the event). Maximum of one page preferred.			
Business Plan for the event. This should include the following:			
<ul style="list-style-type: none"> • Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes • Projected budgets • Organisational structure 			
Current Event Budget. This should include the following:			
<ul style="list-style-type: none"> • Detailed budget including cash flow projections, profit and loss forecasts • A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought) 			
Please see event presentation document attached.			
Marketing and Promotion Plan. This should include the following:			
<ul style="list-style-type: none"> • Target markets • Marketing objectives • Marketing strategies including advertising/PR activity and timeline • Who is responsible for the marketing and promotions plan? • Do they have experience in either events/marketing/PR? If so, what experience? • Itemised marketing and promotions plan budget 			

Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event.			
Economic Impact and Profile. This should include the following:			
Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.	YES		NO ✓
Attendance (please do not exaggerate) -			
Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	12	44	78
Officials	4	6	4
Volunteers	40	10	
Spectators	350	150	
Entry Fees			
Adult \$10	Child \$5	Older persons \$5	Other
Accommodation – anticipated number of beds needed			
	Number of beds	Number of Nights	
Hotels	100	6	
Motels	55	6	
Camping ground			
Schools			
Home hosted			
Will all accommodation be located in Hamilton? If not, where? Yes, Novotel Tainui and Ibis are the official hotels for this event.			
What is the anticipated average stay in Hamilton for participants? 6 days/nights			
Section Three – Benefits to Hamilton City Council			
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:			
Idea 1	Hamilton City Council banners and A-Boards at the events venue throughout the event which will be streamed LIVE across the world ✓		
Idea 2	To be associated with a sport that has major studies proving that playing Badminton reduces the risk of cardio vascular diseases by 67%. ✓		
Idea 2	Supporting one of the fastest growing sports in New Zealand and a sport that has increased its participation with over 150% in the past 5 years. ✓		
Idea 4	Supporting a sport that has a huge participation across a wide range of ethnicities, that supports participation for all ages, abilities and backgrounds without any exceptions ✓		

Idea 5	Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project. ✓
Idea 6	Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s). ✓
Idea 7	Hamilton City Council being acknowledged in the news and press/media releases(s). ✓
Section Four- Declaration and Privacy Act Authorisation	
<ul style="list-style-type: none">• This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.• We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.• We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.• We authorise Hamilton City Council to obtain further information as it may require when considering this application.• We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.• We declare that the information provided in this application is true and correct.• We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.	

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (14 May 2018) to:

Venues, Tourism and Major Events

Hamilton City Council

Private Bag 3010

Hamilton 3240

Attention: Jennie Lavis - Major Event Sponsorship Application

Or via email to jennie.lavis@hcc.govt.nz

Waikato International



28-31 March 2019



Our Event

Attachment 1



Item

Event Outline



- **A Badminton World Federation & Badminton Oceania sanctioned event**
 - **A Badminton New Zealand supported event**
 - **Waikato Badminton has a proud history of delivering international events (2006, 2007, 2008, 2015, 2016, 2017, 2018)**
 - **Waikato Badminton has extensive event delivery experience and expertise**
- Waikato Badminton is a preferred event partner for Badminton New Zealand**



Event Outline

- **Objectives:**

- To bring World Class Badminton to Hamilton
- To provide an opportunity for players around NZ and the world to visit Hamilton
- To provide an opportunity for all players to gain valuable world ranking points
- To bring the Badminton community together



Business Plan

EVENT GOALS:

- **To deliver a positive experience for participants, officials, volunteers and spectators**
- **To deliver an event the Badminton community can be proud off**
- **To deliver a financially viable and responsible event**
- **To attract a minimum of 130 players from around the world**



Business Plan

OBJECTIVES:

- **To bring World Class Badminton to Hamilton**
- **To provide an opportunity for players around NZ and the world to visit Hamilton**
- **provide an opportunity for all players to gain valuable world ranking points**
- **To bring the Badminton community together**



Business Plan

STRATEGY:

- **To continue a strong partnership with Badminton New Zealand, Badminton Oceania & the Badminton World Federation in order to attract a strong field of participants from many different countries**
- **To partner with our vibrant and energetic Badminton community to provide a memorable experience which will enthuse people to play Badminton more often**
- **To continue building on existing partnership with local Hamilton businesses such as transport / accommodation providers and sponsors**
- **To further build up our strong volunteer base, officials and event staff**
- **To use our successful social media platforms to promote the event**



Item

Attachment 1

Business Plan

MILESTONES & TIME FRAMES - SECTION 1:



- **May 2018:**
 - **Event is approved by Badminton Oceania and sanctioned by the Badminton World Federation (completed ✓)**
- **June – December 2018:**
 - **Securing accommodation providers**
 - **Confirming transport provider**
 - **Finalising event prospectus**
 - **Confirming local, national & international officials**
 - **Building volunteer database**
 - **Completing pre-event venue check and scheduling any required maintenance**
 - **Pre-event equipment check and ordering any required items**
 - **Start first phase of international player recruitment campaign**

Business Plan

MILESTONES & TIME FRAMES - SECTION 2:

• January – February 2019:

- Increase player recruitment campaign through established networks
- Finalise event poster and flyers for local, regional and national advertisement
- Set up and confirm (social) media marketing campaign / schedule
- Selling hospitality tables for finals day
- Finalise volunteer database and allocate duties
- Confirming accommodation requirements for officials
- Sourcing and confirming medals/trophies
- Confirming sponsorship material (A-Boards, banners, signage, flyers)
- Confirm medical event support
- Budget checks



Item

Attachment 1

Business Plan

MILESTONES & TIME FRAMES - SECTION 2:

• **March 2019**

- **Finalise transport schedule, double check accommodation bookings**
- **Confirming practice courts and schedule for arriving teams/players**
- **Confirm entries with BWF and publish draws**
- **Volunteer database check**
- **Confirm catering requirements**
- **Prepare staff, player, coach, manager, official and volunteer accreditations**
- **Final venue checks**

• **26-27 March 2019:**

- **Venue preparation and final check**
- **Confirm playing schedule for day 1**
- **Team managers meeting**
- **Final volunteer check**



Budget - Income



Income:		
Player Entry Fees	\$11,475	\$85 per player (Flat Fee) 135 players
Spectators entrée	\$5,000	500 paying spectators @ \$10 per ticket
Badminton North Harbour	\$360	Transport to Hamilton - Turley Motors
Transport	\$500	Pick Ups from Auckland Airport
Free accommodation	\$2,580	2 x free rooms for 6 nights Novotel / Ibis
Catering Kitchen Hire	\$100	Food Trip
Sponsorship	\$7,500	Tui Medical, Lodge Real Estate (TBC)
Major Event Fund	\$10,000	Hamilton City Council - TBC
Total:	\$37,515	



Budget - Expenses

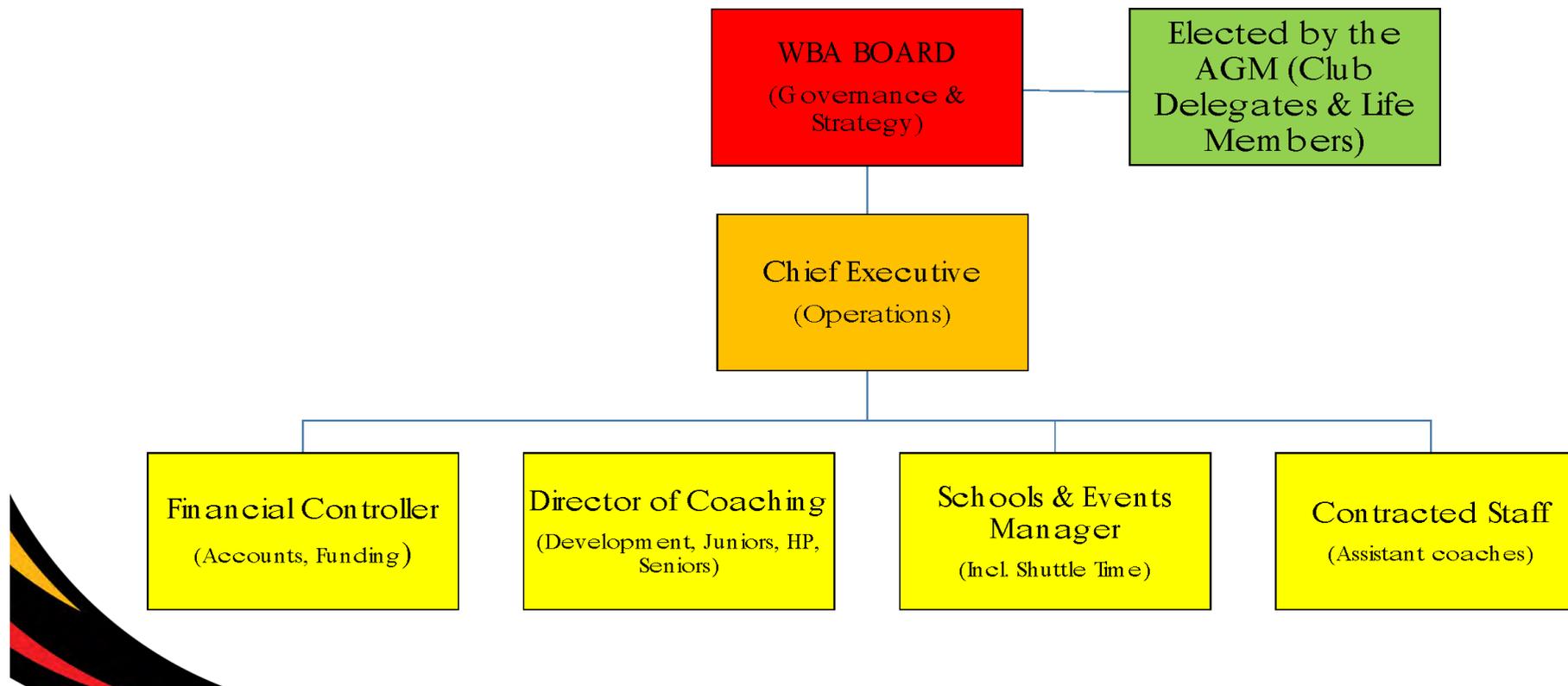


Expenses:		
Badminton NZ Player Levy	\$1,620.00	135 players at \$12 per player
Prizes	\$16,000.00	\$10,000USD + Trophies
Accreditations	\$500.00	lanyards
Officials Accommodation	\$2,580.00	(2 x rooms at Novotel for 6 nights @ \$215 p/n)
Officials Travel	\$250.00	5 x \$50 petrol - officials from Auckland
Officials / Volunteer Meals	\$4,000.00	Food Trip - 40 meals x \$10 x 4 days
Marketing & Promotions	\$1,500	Social Media, adverts, flyers, posters etc.
Photography	\$750.00	Brainjam
Physiotherapy	\$500.00	4 days @ \$125 per day
Shuttles	\$3,500.00	100 dozen @ \$35 per dozen
Transport	\$5,000.00	Turley Motors, Waikato Car Rentals
Misc	\$250.00	Printing, ice, etc.
Total	\$36,450.00	
Balance	\$1,065.00	

WBA Organisational Structure



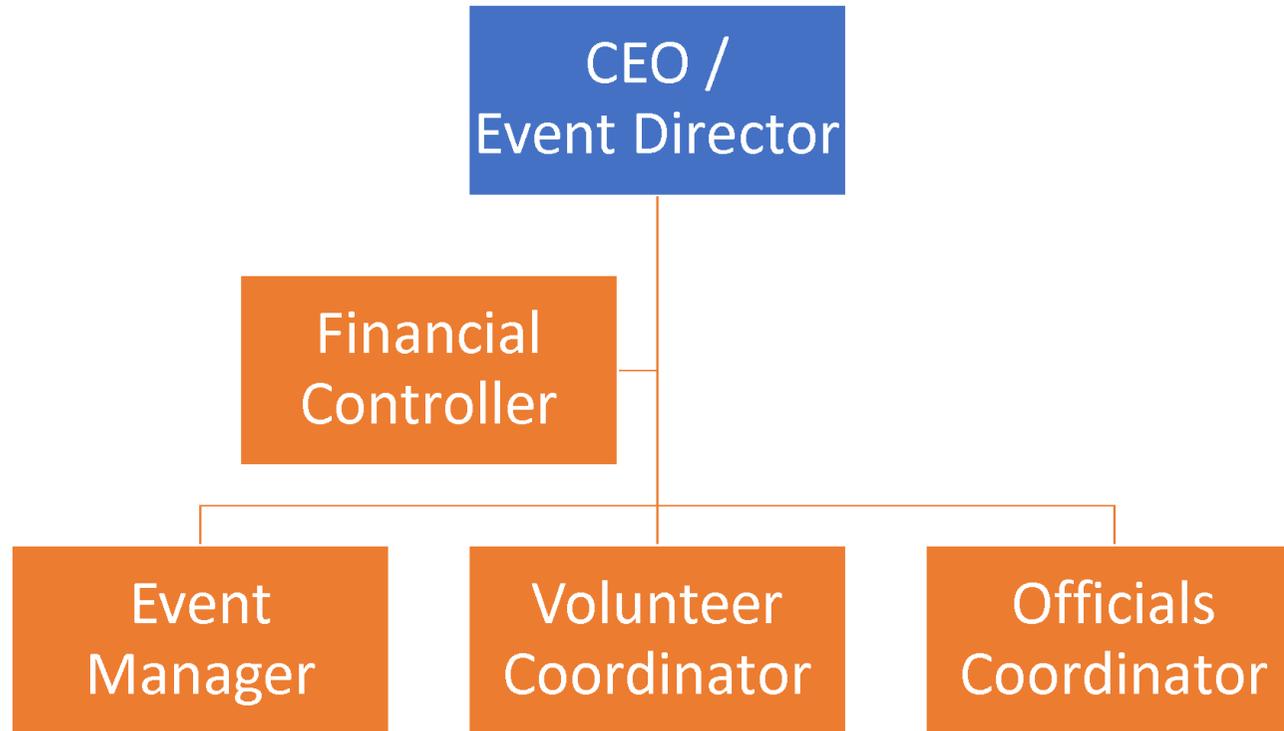
Item



Attachment 1

Attachment 1

Event Organisational Structure



Item



Marketing & Promotion Plan – page 1

• Social Media

- Waikato Badminton Facebook page
- Badminton Oceania Facebook page
- Badminton New Zealand Facebook page
- Waikato Badminton Instagram page
- Badminton Oceania Instagram page
- Badminton New Zealand Instagram page



• Websites

- Waikato Badminton website
- Badminton Oceania website
- Badminton New Zealand website
- BWF website
- Sport Waikato website
- Event Finder website

Item

Attachment 1

Marketing & Promotion Plan – page 2

• Newspapers

- **Waikato Times**
 - Pre-Event
 - During Event
 - Post Event
- **Hamilton Press – article**
 - Pre-Event article
- **New Zealand Herald**
 - Pre-Event article
 - Results



• Radio

- **Newstalk ZB**
 - Pre-Event
 - During Event
- **Newstalk ZB Community Notices**
 - Pre-Event
- **The Breeze**
 - Pre-Event
 - During Event



Marketing & Promotion Plan – page 3

• Target Markets

- **WBA affiliated Clubs (27)**
- **WBA club members**
- **WBA casual members**
- **Badminton New Zealand members**
- **Asian & Indian community in Hamilton and Auckland particularly**
- **Badminton Business Network**
- **University of Waikato**
- **Schools in Hamilton**

• Marketing Objectives

- **Event awareness**
- **Ticket sales**
- **Promotion for Badminton**
- **Venue promotion**
- **More people playing Badminton**



Marketing & Promotion Plan – page 4

Attachment 1

Strategy, PR & Time Line

- **WBA affiliated Clubs (27)**
 - Emails, Notice Boards, Verbal during Club Nights – January-March 2019
- **WBA club members**
 - Emails, Notice Boards, Verbal during Club Nights – January-March 2019
- **WBA casual members**
 - Emails, Notice Boards, Verbal during Club Nights – January-March 2019
- **Badminton New Zealand (BNZ) members**
 - Facebook, BNZ Website – November 2018 through to March 2019
- **Asian & Indian community in Hamilton and Auckland particularly**
 - NZ Chinese Association, Indian Cultural Society
 - Emails, Facebook & Instagram – December 2018-January 2019
- **Badminton Business Network**
 - Emails and formal invitations – January-March 2019
- **University of Waikato**
 - Emails, Facebook, Instagram – January-March 2019
- **Schools in Hamilton**
 - Emails (via Sport Waikato database)



TJ Weistra – CEO/Event Director

Item

Marketing & Promotion Plan – page 5

Marketing & Promotion Experience & Budget

- **CEO & Event Director has extensive experience (> 12 years) in marketing & promotion which covers social media, radio and newspapers. An extensive network is available and great relationships have been built up with the media sector.**
- **Budget allocated for marketing & promotion is \$1,500 which will cover Facebook ads on the Waikato Badminton Facebook page, stadium roadside banner and printing of flyers/posters**
- **Newspaper articles (editorials) are free of charge**
- **Badminton New Zealand, Sport Waikato and Event Finder adverts on their websites are free of charge**



TJ Weistra – CEO/Event Director



Contact



TJ Weistra

Chief Executive - Waikato Badminton Association Inc.

P: 07 856 3049 **M:** 021 464 229

E: ceo@waikatobadminton.co.nz



Item

Connecting with the Waikato Badminton Community



Attachment 1

Our Venue

Attachment 1



Item

Our numbers

- **16 representative teams**
- **27 affiliated clubs**
- **Over 10,000 visitors each year**
- **Over 7,000 school aged players**
- **Over 1,100 club members**
- **Over 1,000 casual members**
- **Over 30 events each year**
- **24/7 10 court purpose built stadium in Hamilton**



Why Badminton?

- **Westpac Business Awards Finalist 2018**
- **Major (proven) Health benefits (67% < Cardio-Vascular diseases)**
- **A huge family engagement**
- **Enjoyed by all ethnicities, ages and abilities**
- **Huge Asian/Indian engagement, Badminton is their passion**
- **Fastest growing sport at Secondary School level**
- **A connection from Grassroots to High Performance**
- **Badminton has a proud and positive image free from negative press**
- **Waikato the most successful Premier League team in the past decade**



Westpac Business Awards Finalist in Not-For-Profit category

Item



Attachment 1

HCC Benefits

- **HCC banners and A-Boards at the events venue throughout the event which will be streamed LIVE across the world**
- **HCC being acknowledged on social media**
- **HCC logo appearing on any document and advertisement relating to the event.**
- **HCC being given verbal acknowledgement during presentations(s)/public announcement(s).**
- **HCC being acknowledged in the news and press/media releases(s).**
- **Opportunity for a Free Badminton Clinic for HCC Sport & Recreation staff**



HCC Contribution

- **A \$10,000 sponsorship contribution**
- **Providing banners / signage for the stadium as required**
- **Provide other promotional material as agreed**
- **Attending ceremonies if staff / councillors are available**



Waikato Badminton looks forward to discuss the proposal further and how we can work together to maximise the benefits and outcomes for both parties.





Pettigrew Green Arena
480 Gloucester Street
PO Box 7537
Taradale, Napier
New Zealand

9th May 2018

Venues, Tourism and Major Events
Hamilton City Council
Private Bag 3010
Hamilton 3240
Attention: Jennie Lavis - Major Event Sponsorship Application

RE: Letter of Support for Waikato Badminton Association

To Whom It May Concern:

It is my pleasure to write this letter of support for the Waikato Badminton Association.

Waikato Badminton Association is one of the twenty-five member associations affiliated to Badminton New Zealand. They are a proactive and professional organisation and have a great record of delivering badminton to all parts of their community.

Their capacity to deliver high-quality events is evidenced through past successes, including; 2018 Oceania Team and Individual Championships, 2015-17 Waikato International and 2016 New Zealand Secondary School Championships.

Badminton New Zealand fully supports Waikato Badminton Association in its efforts to secure funding to further ensure the delivery of badminton programmes and opportunities in the area.

The work Waikato Badminton Association achieves in delivering high quality events is critical to the development and growth of badminton and we hope that you will support this application for funding.

Please don't hesitate to contact me directly on 021-184-1114 or at joe@badminton.org.nz if I can provide any further information or answer any questions.

Yours sincerely,



Joe Hitchcock
Chief Executive
Badminton New Zealand

www.badminton.org.nz

8 May 2018



Venues, Tourism and Major Events
Hamilton City Council
Private Bag 3010
Hamilton 3240
Attention: Jennie Lavis - Major Event Sponsorship Application

Dear Jennie

Sport Waikato wishes to support the Waikato Badminton Association's application towards the Hamilton City Council's Major Events Fund.

The Waikato International Badminton Tournament is recognised by the International Badminton community as a leading event throughout Oceania which attracts over 80 international players from Australia, Asia, Europe and the Americas. This is complemented by a similar number of NZ based players.

The success and recognition of this international event can in part be contributed to the capability and experience within the Waikato Badminton Association to delivering high calibre badminton tournaments.

Sport Waikato has had a long-standing relationship with the Waikato Badminton Association, which is ably led by their Chief Executive, TJ Weistra. We currently have an MOU in place to provide identified areas of support to enhance the Association's capability to deliver quality experiences across the region.

It is our belief that any contribution of funding from the Hamilton City Council's Major Events Fund towards this event would be a wise and sound investment.

Yours sincerely



Matthew Cooper
Chief Executive

Sponsored by

Adlite Signs
Admark Visual Imaging
APL
Brian Perry Charitable Trust
Claudelands
Convex Plastics
Craigs Investment Partners
Deloitte
Ebbett Holden
Emblems
Fleet Partners
Gallagher Group
Good George Brewing
HG Leach
Ingham Enterprises
L & A Apparel
Lewis Lawyers, Cambridge
Lodge Real Estate
Mercury
Montana Catering
More FM Coromandel
Morrisville Physiotherapy
Novotel/Ibis Tainui Hamilton
OceanaGold Waihi Operation
Ricoh
Schick Construction & Cartage
Super Turf
The Lines Company
Tompkins Wake
University of Waikato
Van Dyks
Vodafone
Waipa Networks
Wintec

Supported by:

Grassroots Trust
Hamilton City Council
Hauraki District Council
High Performance Sport New Zealand
Lake Taupo Sports Advisory Council Inc
Lion Foundation
Matamata-Piako District Council
Pinnacle Midlands Health Network
Ministry of Health
NZ Lotteries
NZCT
South Waikato District Council
Sport New Zealand
Taupo District Council
Thames-Coromandel District Council
Trust Waikato
Waikato District Council
Waikato District Health Board
Waipa District Council
Waitomo District Council
WEL Energy Trust



 **Hamilton Office**
Brian Perry Sports House, 51 Akoranga Road,
PO Box 46, Hamilton 3240, New Zealand

 07 858 6388

 07 858 6389

 fb.com/sportwaikato

 sportwaikato.org.nz

Event Sponsorship Scorecard

Application Information			
Event Name and Date	Matariki ki Waikato – 15 – 30 July 2019 “Matariki Waikato Winter Festival”		
Applicant/Organisation	Te Ohu Whakaita – supported by the Matariki ki Waikato Working Group		
Amount Requested	\$99,280		
Event Venue	Various across city – including Hamilton Gardens and Waikato Museum		
Event Overview	<p>The 2019 event is ten years of celebrating Matariki in the Waikato - a six-week long Māori led festival of events to celebrate the Māori New Year. There are seven key signature events throughout the festival period to celebrate the arrival of the Matariki star cluster and its cultural significance:</p> <ul style="list-style-type: none"> ○ <i>Launch event at Hamilton Gardens – Te Parapara</i> ○ <i>Matariki in the City – stage acts, workshops and demonstrations</i> ○ <i>Manu Tukutuku Kite Flying Day – Hamilton Gardens</i> ○ <i>Whiti Performance Night – emerging artists and establish performers</i> ○ <i>Matariki in the Museum – Waikato Museum</i> ○ <i>Matariki Kai Challenge – Hospitality Industry event</i> ○ <i>Twin Rivers Ngaruawahia Matariki Celebration</i> 		
Target Market	Residents in Hamilton City, visitors from Ngaruawahia, Raglan, Huntly, Matamata, Morrinsville, TeAwamutu, Pirongia, Cambridge, Paeroa, Te Aroha, Putaruru and South Waikato; Overnight visitors from the wider Waikato Region, Bay of Plenty, Taupo, Taranaki, Hawkes Bay and Greater Auckland; Fielddays visitors staying on for Matariki; Hamilton Gardens Arts Festival visitors; Participants: Families, Youth groups, New immigrants, Ethnic groups, Retired people, Students, Specialist interest groups: sponsors, iwi Māori and Mataawaka, Historians, Astronomers, other Indigenous Cultures, artists and performers, academics, designers, students, alternative medicine, holistic healing community etc		
Event Objectives	Build region wide recognition that The Matariki Winter festival in Hamilton City is reason to rug up and go out and participate in our own dynamic cultural festival and build region wide awareness of Matariki in the Waikato and positively showcase Māori culture as an inherent part of the Hamilton City identity.		
Potential Benefits to Hamilton City Council	Recognition of Council as a major supporter and festival partner, recognition by way of logo in documents, verbal acknowledgment in presentations and public announcements, and in news and press/media releases. Also benefits Council achieving economic and social objectives through growing the Māori economy and realising new opportunities for Māori tourism plus strengthening stronger relationships with Mana Whenua and Mataawaka.		
Attendance	Participants – Hamilton	Participants - Outside Hamilton	Participants – Overseas
	20 organisations	5	
	Spectators – Hamilton	Spectators – Outside Hamilton	Spectators – Overseas
	15,000	3,500	
	Trade – Hamilton	Trade – Outside Hamilton	Trade – Overseas
	10		
Anticipated bed nights	Not supplied (not yet available) – collecting viable economic data is a goal to measure the impact of the festival moving forward.		
Previous HCC Sponsorship	In kind assistance via staff working group membership. This is the first application to the event sponsorship fund.		
External Funding	Some income or value support in kind. Other partner funding is still TBC – TPK, Tainui, Creative Communities, Waikato District Council, Waipa Council and Te Wananga O Aotearoa. See management recommendation about external funding.		
Previous HCC Leveraging	In kind assistance via staff working group membership.		
Past Event Performance	The Matariki ki Waikato Working Group has coordinated and facilitated eight successful Matariki Festivals in Hamilton City. The working group includes members from Friends of Hamilton Gardens, Hamilton Libraries, Waikato Museum, Community Development Unit, HCC’s Maori Relationships advisor and City Events plus external groups.		

Management Assessment	Management Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	4
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	3
Utilisation of city assets	4
Total	21 /30

Management Recommendation

APPROVE - \$30,000

This entity has been building traction in recent years and presents a wide range of activity with a strong emphasis on Hamilton's places and spaces. However, funding should be secured from other parties and not just Council. The \$30k funding proposed by management should be contingent on funds raised from other parties to the level required with all components delivered as stated in the application.

Major Event Sponsorship Application Form

Section One - Applicant Event Details

Name of Event- Matariki ki Waikato

Matariki Waikato Winter Festival

Date(s) of Event

15 June – 30 July 2019

Time/s of Event

Various - see programme attachment B

Location or Venue

Multiple locations and venues across Hamilton City- Refer attached programme

Is the Event an annual/bi-annual (every two years) event?

Annual Winter Festival with 10-year anniversary in 2019

Type of Event – sporting/community/youth/cultural/arts etc.

Community/Cultural

Amount of Hamilton sponsorship sought: \$99,280.00

Name of applicant organisation

Te Ohu Whakaita

Is it a legal entity?

YES

X

NO

Charitable Trust

Is it GST registered? If yes, provide GST number

Name of contact person for this application- Maree Mills

Postal address

17 Market St

Ngaruawahia

Telephone 078386713

Fax

Mobile 027 7591100

Email maree.mills@hcc.govt.nz

Name of organiser- Era Peihopa

Contact address (if different from above)

131 Alexandra Street,

Hamilton 3240

Telephone 0508527892

Fax

Mobile 0274278926

Email era@creativewaikato.co.nz

Please list prior event experience of both the organisation and the event organiser.

Organisation Experience

The Matariki ki Waikato Working Group has coordinated and facilitated eight successful Matariki Festivals in Hamilton City. The group has an excellent record of accomplishment: entertaining, educating and inspiring thousands of local Hamiltonians and visitors to our city. Since 2009-member organisations of our working group have consistently provided an impressive line-up of events, for Matariki Ki Waikato. These member organisations have long relationships with event managers employed by their organisations or through their networks, or are persons acting in the role of event managers for their organisation.

Event Organiser Experience

Atahua Papa (Ata) Waikato, Ngāti Raukawa, Ngāti Koroki Kahukura. Ata helped found and organise Matariki New York, which included Māori art, tā moko (traditional tattooing), music and food. She has performed many times at United Nations Headquarters in New York and regularly provides cultural support and advice to New Zealand Government departments.

Ata is well versed in stage performance, with a background in traditional Māori Performing Arts and singing and has performed at festivals, schools and events in many venues in the United States, Canada, Australia, Singapore, South Korea, Mexico and has travelled the length and breadth of New Zealand, educating and entertaining audiences of all ages. She holds a Bachelor degree in Performing Arts, and is a graduate of a traditional Māori weaponry school.

Maria Huata coordinated and organised the Matariki Ki Waikato Festival in 2017. She has significant experience in communications as a highly regarded Māori Broadcaster, she is also an expert in Te Reo Māori as she is a graduate of Te Panekiretanga i te Reo Kairangi. Maria's skill, capability and expertise were demonstrated during the festival in 2017.

Ērā Peihopa, Kaiwhakahaere I nga Toi Maori at Creative Waikato will return as organiser for the 2018 Festival. She is highly qualified with a Comms and Public Relations degree, well networked across Māori networks in Kirikiriroa and experienced at previously running Matariki ki Waikato.

Te Ohu Whakaita envisages an organisation team of these experienced personnel will be required for the 2019 Anniversary event

Organisation Structure

Te Ohu Whakaita Charitable Trust

Te Ohu Whakaita was first established in 2009 to raise awareness across the Waikato region around the celebration of Matariki, the Māori New Year, becoming a Charitable Trust in 2014 with a wider kaupapa/vision to "enable key Māori events in the Waikato to be accessed and valued by all people".

Trustees of Te Ohu Whakaita are nominated because of their experience with governance, events operations and management, investment in community, experience in the public and private sector, facilitating networks and creating partnerships, financial management as well as a working knowledge of te reo me ona tikanga and an understanding of mātauranga Māori.

Senior staff from Hamilton City Council, Creative Waikato and Te Puni Kōkiri were selected as Trustees, and they have provided strategic advice to the Matariki working group, supporting individual events within the festival to access adequate support and funding. Te Ohu Whakaita is the legal entity that sits over the Matariki ki Waikato Working Group

<p><u>The Matariki ki Waikato Rōpu-Working Group</u></p> <p>The Matariki ki Waikato Working Group are people representative of Waikato organisations who deliver festival events during the festival period. The rōpu is made up of representatives from the following organisations: Te Puni Kōkiri, Te Rūnanga o Kirikiriroa, Creative Waikato, Tertiary providers: Te Wananga o Aotearoa, University of Waikato, WINTEC, HCC Council visitor destinations: Libraries, Waikato Museum-Te Whare Taonga o Waikato, Mareikura Creations, Friends of Hamilton Gardens.</p>					
<p>Current state</p> <p>While the interest and capability of some individual providers has grown, the stress of annually seeking funding from any and every source in a retracting and competitive pool has taken its toll. Many of the smaller participant organisations are community groups that rely on voluntary support. The larger organisations deliver a fluctuating scale of programmes due to the instability of external funding sources, but they still deliver. The appeal of clustering under the Te Ohu Whakaita umbrella and aligning with key signature events that have assurance of running, makes sense.</p> <p>Over the past three years, the Trust has contracted a coordinator for the Matariki ki Waikato Working Group to oversee marketing and promotion for the festival and they are usually located at a central workspace within the Hamilton CBD (Creative Waikato). They meet regularly with the working party and report on the progression of the programme, opportunities for collaboration, cross pollination and/or the sharing of resources. They also work with promoters associated with the individual participant organisation alongside wider communications and media to create as much noise as possible regarding the festival. Previous event organisers have been:</p> <p>Ata Papa Ērā Peihopa Maria Huata</p>					
Is there a contract in place with the event organiser or organisation team?		YES		NO	X
Does your organisation hold intellectual property rights to the event? If not, who?					
Te Ohu Whakaita is an Umbrella organisation and does not hold IP for events, however all events that sit within/under this roopu have completed a template and therefore 'signed up' to participate with a level of integrity to deliver events in alignment with the principles and operating values of the organisation. We also have a brand that is promoted at all events under the umbrella of Matariki ki Waikato.					

Section Two - Event Description and Attachments Please attach documentation related to this section.

Event outline

Matariki Ki Waikato Winter Festival- Anniversary 2019

A six-week long Māori led festival of events to celebrate the Māori New year

Matariki, huarahi ki te oranga tangata, Matariki, pathway to the well-being of man

In the Maori world view, Matariki is a significant indicator of our health, wealth and well-being, the Matariki star, chief of the cluster, is viewed as an omen of good fortune and health. It is THE festival to unite our peoples, celebrate our indigenous culture, give thanks for the bounty of our river and its land's, reflect on the legacy we have been given and collectively aspire to create a more prosperous future.

2019 will be the 10 Year anniversary of Matariki celebrations in the Waikato.

Winter is coming and the rise of the Matariki constellation signals a new year. With it new opportunities to build a much larger festival- a portfolio of events reaching a vast range of audiences, attracting visitors from across the region and outside of Hamilton. It will expose what the city must offer to a more diverse Waikato Audience and build on the city reputation as a destination of note and a 'great place to live'!

There are seven key signature events that currently run during the festival period. (Refer to attachment A and B)

The Matariki festival is the right event to focus on for achieving the Te Ohu Whakaita vision for key Māori events to be accessed and valued by all people, while also delivering on Hamilton City Councils Economic Agenda.

Strategic and Policy alignment

- The Matariki festival delivers on the Hamilton City Council Economic Development Agenda priorities 1, Develop Hamilton's Value proposition, 6 Working with business and,7 Events and business tourism.
- The strategic growth of this event also aligns with the regions Māori Economic Action Plan, to raise the economic performance of Māori living in this rohe/area.
- It delivers on outcomes of the Hamilton Arts Agenda- Te Rautaki Toi o Kirikiriroa and responds to the Toi Māori Report (2018)

New Focus

As an economic hub traditionally based on agriculture, the region has yet to acknowledge the growing economic and cultural contribution Māori culture brings to the region. While Tainui iwi gathers investment momentum, national and international interest and participation in the Kiingitanga has grown exponentially. A young, agile, dynamic and growing diverse Waikato population also seek the integrity and identity that Māori culture presents.

- **Business Plan for the event.** This should include the following: Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes

Introduction

NZEIR report 2017- The Māori Economy of Tāmaki Makaurau, discusses the high potential of the cultural sector, and the value of a visible Māori identity in Auckland to the tourism industry. Using data from Statistics New Zealand, they calculate how much tourists currently spend on Māori tourism in Auckland. (refer Attachment C)

This information should be seen in alignment to what the Waikato can offer, to also realise the potential of the Māori economy in our region. There are 83,000 Māori living in the Waikato.

Matariki is a uniquely Māori celebration that can anchor and grow our indigenous identity, while achieving wider social, cultural and economic outcomes. After committing significant funding for Matariki, Wellington Mayor Justin Lester recently said, “the winter months in New Zealand tend to be quiet and that presents an opportunity to celebrate an event that is relevant to New Zealand”

Hamilton is fortunate in that it attracts over 100,000 people in early winter to the Field days (13-16 June) and the Matariki Winter Festival kicking off just as this closes provides the opportunity to entice visitors to stay for a week or two longer.

Investing in Matariki is a no-brainer.

Strategic Objectives for Matariki ki Waikato are social, cultural, environmental and economic

- expansion opportunity- significant number of anticipated participants and proven future growth potential. (refer to attachment A- Matariki sponsorship report 2017 Auckland Council, and attachment B, Communications & Engagement Overview 2015)
- add to the city’s value proposition,
- expose cultural distinctiveness for Hamilton nationally and internationally. Tainui iwi have already culturally placed us on the international map with other indigenous cultures and our Asia Pacific neighbours. The Kiingitanga also has a very unique role within Aotearoa.
- extended utilisation of city facilities and assets e.g. Hamilton Gardens, Waikato Museum, Meteor, Claudelands Events Centre, City Libraries, and grow the potential of attracting key national and international acts etc,
- generate overnight visitation throughout the festival. Māori led events including Kiingitanga celebrations e.g. Koroneihana, Regatta, Kiingitanga anniversary attracts thousands into the region. The 160th earlier this month presented headline acts: Annie Crummer, The Koi Boys, Three Houses down, Maisy Rika, Ria Hall and Rob Ruha among others in a night large concert that resulted in accelerated bed nights,
- growing interest in and showcasing the strength and vitality Nga Toi Māori and its unique value. This includes visual arts, oratory and performing arts, digital and screen arts,
- growing interest and awareness in the contemporary relevance of mātauranga Māori, as the depth and richness of the culture provides positive alternative models for sustainability, horticulture and agricultural practice, and the city’s growth,
- make Maori cultural events accessible to everyone, and grow unity in a diversifying community.

Potential

While new interest and capability of delivery for individual organisations providing events for Matariki has grown, the current recidivist funding model, has meant that the festival programme has been largely shaped by the success of those organisations to attract their own funding.

This means the same 'robust' organisations delivering events, feature year to year as they can withstand the impact of no external funding and still deliver something, while new participants come and go. A level of stability is required for the signature events so that they can deliver to their current potential and grow, while also fostering associated new events. This would effectively double the scale and impact of the festival

Receiving the HCC Event Sponsorship fund administered by H3 would enable Te Ohu Whakaita to take a strategic approach to growing the festival and achieving the objectives stated as outlined in the Business Plan.

Goal One: The Matariki ki Waikato festival offers a wide range of events that attracts a nationally significant and diverse audience, making it the most 'inclusive' and highly participatory region wide event for Waikato.

Objective one: Secure funding to enable the umbrella organisation Te Ohu Whakaita and its operational arm 'The Matariki working group' to support and foster the continuation and growth of the seven key signature events: Karanga o te Tau Hou at Hamilton Gardens, Matariki in the city, Matariki manutukutuku kite day, Whiti supporting emerging talent, Wintec Matariki, Kai Challenge, Matariki in the Museum and Twin Rivers Matariki. (refer attachment B programme)

Objective Two

The umbrella organisation Te Ohu Whakaita and its operational arm 'The Matariki Working Group' will mark ten years of Matariki celebrations in the Waikato by the addition, support and fostering of new events to fulfil both the Te Ohu Whakaita vision, and address principles presented in The Role of Council in Economic Growth. Suggested additions are:

Matariki showcase at Claudelands Events Centre with headline acts- (could cluster many of the following ideas within this event

1. Matariki business summit- growing the Māori economy in the Waikato, sustainable business = economic success
2. Grow participation of marae -based participation, including hapu led events across the region
3. Work alongside Tainui Tourism to deliver a 'river based' event portfolio, starting at Parapara gardens and ending at Turangawaewae (e.g River portage history, Waka ride, waka ama, workshop etc)
4. Develop a heritage event with the inclusion of HCC Parks & Reserves, Cemeteries, Planning, Museum and libraries, and the Kings Office to reflect on the regions history e.g, Pa, urupa and key sites of significance tour,
5. Collaborative art project with Schools for Garden Place- Installed and inspired by the interpretation of the sites previous function by mana whenua- Open with food market with local suppliers.
6. Indigenous Music symposium led by Taonga Puoro experts
7. Outdoor winter movie event- 'Drive In' at The Hamilton Gardens and Hopu Hopu-
8. Instagram photo competition attached to a key signature event

9. Oratory traditions, Waiata, Kapa haka, poi, pūrakau introduction/ learning opportunity
10. Raranga and Korowai demonstration
11. Regional parks tree planting
12. Planting by the Moon- The Maramataka and Rongoā Māori - traditional uses of plants symposium attached to Fielddays, and profiling Matariki Winter Festival in Hamilton
13. Ki o Rahi Tournament
14. International symposium on celestial knowledge, e.g. navigation, planting weather, cosmology and mythology
15. Matariki Fashion show,
16. Animation showcase
17. Regional Toi exhibition, tuakana-teina model (established artists beside emerging practitioners)

Goal Two: The reviewing and measurement of the Matariki ki Waikato Winter festival outlines it's social, cultural and economic impact, and enables Hamilton City Council and Te Ohu Whakaita to positively report on these outcomes.

Objectives

Te Ohu Whakaita will work with its festival delivery organisations, the Hamilton City Council and other government agencies to improve the range and quality of economic statistics collected about Matariki and its contribution to growing the Waikato Māori economy.

Action. An annual report will be generated to track progress over time,

Actions for Te Ohu Whakaita to progress its wider vision:

“Matariki and key Māori events in the Waikato are accessed and valued by all people”.

- Review Matariki festival operation and its impact in Tamaki Makaurau for Waikato learnings,
- Grow stronger relationships between Trust and members of the Working Group,
- Foster new membership in the Matariki ki Waikato working group
- Connect with Tainui in Tamaki Makaurau to collaborate on events and leverage off Matariki events in Tamaki Makaurau (facilitating the sharing of audience and participants)
- Connect with Fielddays to leverage off event and build profile of Matariki and value of matauranga Māori.
- Work with Hamilton City Council to build relationships with ‘sister city’ or other city relationships held by council to attend and/or participate in the Matariki festival.
- Build on current participation from ethnic communities who also acknowledge the cultural significance the arrival of Matariki star cluster
- Grow inclusivity of all cultures.

Projected budget Summary Ten Year Anniversary- Matariki Winter Festival 2019

Please note: Detailed budgets from delivery agents are necessary for inclusion in the programme. Individual event delivery organisations will have to have outlined further sources of income, sponsorship or support in kind in these proposals. Previous years budgets from individual events are available in attachment on request.

Item	Running expenses (Debit)	Less Credits Income or value support in kind	Total
Administration cost			
Administrator/Coordinator	\$20,000		
Marketing Promotion	\$20,000		
Graphic Design	\$5,000		
Printing	\$3,000		
Media Coverage-	\$2,000		
			\$50,000.00
Signature Events			
Karanga Tau Hou & Para kuihi	\$5500.00	\$1000.00	
Matariki in the city	\$12450.00	\$2550.00	
Matariki Manutukutuku-Kites	\$3380.00	\$1000.00	
Whiti- emerging stars	\$3500.00	\$1000.00	
M Kai Challenge	\$5000.00	\$5000.00	
Matariki in Museum	\$3000.00	\$4000.00	
Twin Rivers Matariki	\$10000.00	\$5000.00	
WINTEC Matariki	\$5000.00	\$4000.00	
TOTAL	\$52830.00	\$23,550.00	\$29,280.00
NEW participants seeding fund	\$20,000.00		\$20,000.00
TOTAL			\$99,280.00
Other partners TBC: TPK, Tainui, Creative Communities, Waikato District Council, Waipa		\$23,550.00	

Council, Te Wananga O Aotearoa			
Total Requested From the Hamilton City Council H3Fund			\$99,280.00

• **Organisational structure**
Te Ohu Whakaita Trustees/ Board members including Chair, Secretary, Treasurer

Te Ohu Whakaita-Matariki ki Waikato roopu- working group includes:

Michelle Paki- Acting Regional Manager, Te Puni Kokiri
 Kodi Hapi- Te Puni Kokiri Regional advisor Waikato
 Marilyn Yeoman - Friends of the Hamilton Gardens
 Virginia Geraham – Friends of the Hamilton Gardens
 Marleina Ruka-Friends of the Hamilton Gardens
 Anita Goodman-Friends of the Hamilton Gardens
 Lara Ruakere— Mareikura Creations
 Te Rangi Martell – Mareikura Creations
 Michael Moore - Te Rūnanga o Kirikiriroa
 Natasha Elkington - Te Rūnanga o Kirikiriroa
 Moana Puru - Te Runanga o Kirikiriroa
 Aaron Martin – Hamilton City Libraries
 Fiona Hancock– Hamilton City Libraries
 Sandra Sesto- Dekic- Te Whare Taonga o Waikato, public programmes
 Maree Mills- Te Whare Taonga o Waikato curator, tangata whenua
 Ann Hardy – Waikato University Screen and Media programme
 Korikori Hawkins – WINTEC
 Maria Huata – WINTEC
 Jane Stevens – Twin Rivers Arts Centre, Ngaruawahia
 June Rowland- Twin Rivers Arts Centre, Ngaruawahia
 Muna Wharawhara – Hamilton City Council-Maori relationships advisor
 Debbie Lascelles- Hamilton City Council
 Nicola Greenwell- Development Manager, Hamilton and Waikato Tourism
 Ani Nock –Hamilton City Council Community Advisor
 Sandra Larsen- HCC Funding Advisor Community Group
 Tracey Wood-Events Manager- Hamilton City Council

To be confirmed:
 Rauawaawa Kaumatua Trust, Joe Graham Te Wananga o Aotearoa, Waimihi Hotere – Tainui Waka Tourism, Craig Muntz – Aotearoa Experience Ltd, The Montanna Group

Appointed Festival administrator -TBC

Current project plan for Matariki Waikato Winter Festival Anniversary 2019		
Action /milestones	Infrastructure required	Timeframe
Secure advance funding to develop 10-year celebration of Matariki in Waikato	Funding matrix to Working Group Application to Major Events Sponsorship	End July 2018
Secure working group for 2019 Anniversary Winter Festival	Membership profile iwi, heritage, performing arts, visual screen and digital, culinary, design, education, tourism, business from Matariki Ki Waikato Ropu	August 2018
Call for participation and initiate massive interest in the 2019 festival	Disseminate participation template Use all existing venues to advertise the coming 2019 event and paanui for Participation by new organisations	September 2018
Appoint administrator	Begin work September 2018	August 2018
Review new participant applications and present draft programme to TOW Trust	Matariki Ki Waikato	
Assist confirmed new participants with external budget applications	Te Ohu Whakaita	September 2018
Confirm programme & sign off Comms strategy for programme	Te Ohu Whakaita. Matariki Ki Waikato	November 2018
Convene Cross-sector Communications team	Administrator, Matariki Ki Waikato and external participants	December 2018
Digital media platforms go live		April 2019
Assist participant groups on preparation of their event		May 2019
Build Volunteer base	Matariki Ki Waikato working group to source	May 2019
FESTIVAL DELIVERY – See programme- 16 June to End July		
Provide participant groups and organisations with a review template for their event	Matariki ki Waikato	June /July 2019
Summarise findings of the review template	Te Ohu Whakaita	August 2019
Publish report for sponsors and funders	Te Ohu Whakaita	August 2019
Make recommendations for following year festival	Te Ohu Whakaita	September 2019

Current Event Budget. This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Detailed budgets from delivery agents are necessary for inclusion in the programme, under the Te Ohu Whakaita Umbrella. Current summaries are based on previous year proposals. These are available in attachment on request. An example from Creative Waikato that received TPK funding this year, and the Proposal for Matariki in the City are attached examples -Attachment D

Marketing and Promotion Plan. This should include the following:

Target markets

- Residents in Hamilton City, visitors from Ngaruawahia, Raglan, Huntly, Matamata, Morrinsville, Te Awamutu, Pirongia, Cambridge, Paeroa, Te Aroha, Putaruru and South Waikato
- Overnight visitors from the wider Waikato Region, Bay of Plenty, Taupo, Taranaki, Hawkes Bay and Greater Auckland
- Field Days visitors staying on for Matariki
- Hamilton Gardens Arts Festival visitors
- Participants: Families, Youth groups, New immigrants, Ethnic groups, Retired people, Students,
- Specialist interest groups: sponsors, iwi Māori and Mataawaka, Historians, Astronomers, other Indigenous Cultures, artists and performers, academics, designers, students, alternative medicine, wholistic healing community etc

Marketing objectives

- Build region wide recognition that The Matariki Winter festival in Hamilton City is reason to rug up and go out and participate in our own dynamic cultural festival.
- Build region wide awareness of Matariki in the Waikato and positively show case Māori culture as an inherent part of the Hamilton City identity
- Participants and potential audience are aware **What is on, when and where** resulting in the achievement of targeted numbers visiting and staying in the city.
- Build on knowledge from previous Te Ohu Whakaita COMM's and Engagement reports
- Leverage off Hamilton Gardens Arts Festival visitation database

Marketing strategies including advertising/PR activity and timeline

- Refer to previous Te Ohu Whakaita Matariki ki Waikato COMM's and Engagement reports – example attachment E

<u>Social Media</u>	<u>Website-key dates</u>	<u>Facebook-key dates</u>	<u>Hei Kinaki-key dates</u>
	Uploaded events with hyperlinks to primary orgs	Activate with events, updates, check ins, videos reminders, post event pics,	Share hyperlink to Social media on orgs & sponsors platforms, contribute FB

	Sponsors and supporters page Live	stimulate discussion and boost shares. Live feed begins:	feed, news directory twitter feed & upload links to radio interviews
<u>Print</u>	<u>Banners</u>	<u>Posters & Flyers</u>	<u>Hei Kinaki</u>
	Hang Banners in public space work with HCC	Print 1K Posters, 5K flyers Distribute to Comms across all orgs	Distribute Hamilton and regional towns across Waikato
<u>News articles</u>	<u>Te Ngira</u>	<u>City News</u>	<u>Hei Kinaki</u>
	Story for release	Story for release	Press releases & story content
<u>Radio</u>	<u>Radio Tainui</u>	<u>Free FM & Others</u>	<u>Hei Kinaki</u>
	Morning Huni Rangatahi night show	Arts channel Breakfast shows	Working group members to do radio interviews

- Showcase delivery to sponsors from the Matariki Festival 2017 report from Tamaki Makaurau to show growth potential and attract new participants and sponsorship.

Who is responsible for the marketing and promotions plan?

- Te Ohu Whakaita in collaboration with the Matariki ki Waikato working group will appoint an organiser to oversee marketing and communication.
- Hamilton City Council staff help support to market the overall programme.
- Individual venues and event organisers are responsible for their own marketing and promotions plan as indicated by the 'proposal for programme inclusion' template.

Do they have experience in either events/marketing/PR? If so, what experience?

- Many organisations in the Matariki ki Waikato working group have specialist appointed events/marketing and public relationships personnel on staff and/or market their events already. For example, Dan Silverton- Partnerships and communications manager at Waikato Museum, Te Whare Taonga o Waikato.
- New participants to the Festival will be guided by the working group and leveraged by the overall Te Ohu Whakaita programme marketing for Matariki.

Itemised marketing and promotions plan budget

- This will be created by the appointed administrator who will work with the cross sector comms team- staying within the allocated budget itemised in budget summary (circa\$20,000)

Sponsorship Proposal Package. Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

- HCC already leverages the Festival through its venues and contributing facilities, Hamilton Gardens, Waikato Museum, City Libraries, Meteor Theatre and therefore achieves visibility through the branding of these organisations alongside Te Ohu Whakaita and Matariki Festival logo. Placement of Hamilton City logo would also appear across events delivered by the HCC venues, reminding visitors of both the Council family asset and the Festival investment.

<ul style="list-style-type: none"> • Placement of Hamilton City Council logo across all digital and printed platforms including Facebook page and other Social media, posters promotional material and collateral relating to the festival • Hamilton City will be acknowledged in news and press/media releases • 12 invitations to attend the Hamilton Gardens hosted breakfast to launch the festival. • An opportunity to address key civic and business and Māori leaders at the launch, alongside opportunity to network with Māori networks of audience and sponsors • Naming rights alignment with a major event within the festival. 			
Economic Impact and Profile. This should include the following:			
Please see NZIER report on Maori economy attached for wider impact and profile (Attachment C)			
Do you have any existing economic impact data (or a commissioned economic impact report) for this event? If yes, please attach latest data along with who collated this material.	YES	NO	X
<p>Attendance (please do not exaggerate)</p> <p>Winter Festival- Leveraging off the Fieldays visitors (100,000+) and encouraging them to stay extra days for the festival could see a massive economic impact to the city during ‘the slow tourist season’ There is also further opportunity to leverage off Hamilton Gardens visitor database.</p> <p>Current Figures suggest a conservatively an uptake of 5500 with potential to more than triple numbers as seen in the growth of Matariki in Auckland and trend for Māori events each year. Over 600 visitors attended one Matariki event at the Waikato Museum on one day, doubling on the prior year visitor numbers.</p> <p>The Matariki Festival 2017 Sponsors report from Auckland Council indicates this exponential growth – (Attachment F)</p>			
Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	20 organisations	5	
Spectators	15,000	3,500	
Trade	10		
Entry Fees			
Adult	Child	Older persons	Other
Accommodation – anticipated number of beds needed- tale % from anecdotal or previous			
We have no statistics available yet Please refer to Goal 2 of the Business Plan	Number of beds		Number of Nights
Hotels			
Motels			
Camping ground			
Schools			

Home hosted		
Will all accommodation be located in Hamilton? If not, where?		
Visiting audience will probably stay in Hamilton with some participating groups staying at local marae		
What is the anticipated average stay in Hamilton for participants?		
Section Three – Benefits to Hamilton City Council		
Please list your ideas (and tick appropriate examples below) of any benefits of sponsorship that could be offered to Hamilton City Council:		
Idea 1	Recognition of Hamilton City Council as a Major supporter and Festival Partner	
Idea 2	Hamilton City Council achieves some of its economic and social objectives through growing the Māori economy and realising new opportunities for Māori tourism	
Idea 2	Hamilton City Council appears to be developing stronger relationships with Mana Whenua and Mataawaka	
Idea 4	Hamilton City Council being seen to commit to its treaty partnership with Mana Whenua	
Idea 5	Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.	
Idea 6	Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).	
Idea 7	Hamilton City Council being acknowledged in the news and press/media releases(s).	
Section Four- Declaration and Privacy Act Authorisation		
<ul style="list-style-type: none"> • This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future. • We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved. • We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council. • We authorise Hamilton City Council to obtain further information as it may require when considering this application. • We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for. • We declare that the information provided in this application is true and correct. • We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into. 		

Please ensure you have:

1. Completed all information requested in this application form.
2. Attached all relevant documents.
3. Provided one black and white unbound copy of your application. Additional coloured material can be supplied.

Please forward your application before the closing date (14 May 2018) to:

Venues, Tourism and Major Events
Hamilton City Council

Item

Attachment 1

Attachment 1

Item



The Proposition
A Māori led Winter Cultural Festival to turn Hamilton off Peak to ON POINT!

4.2 Event Portfolio

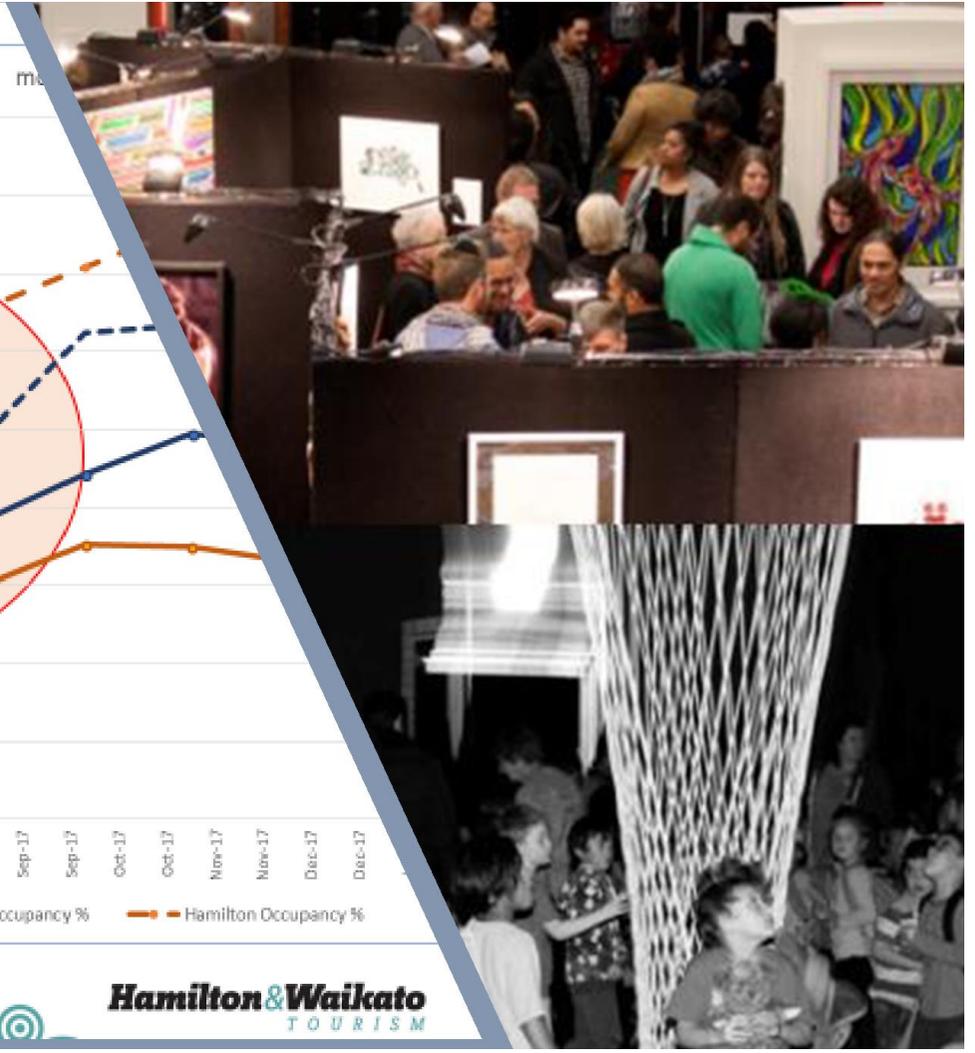
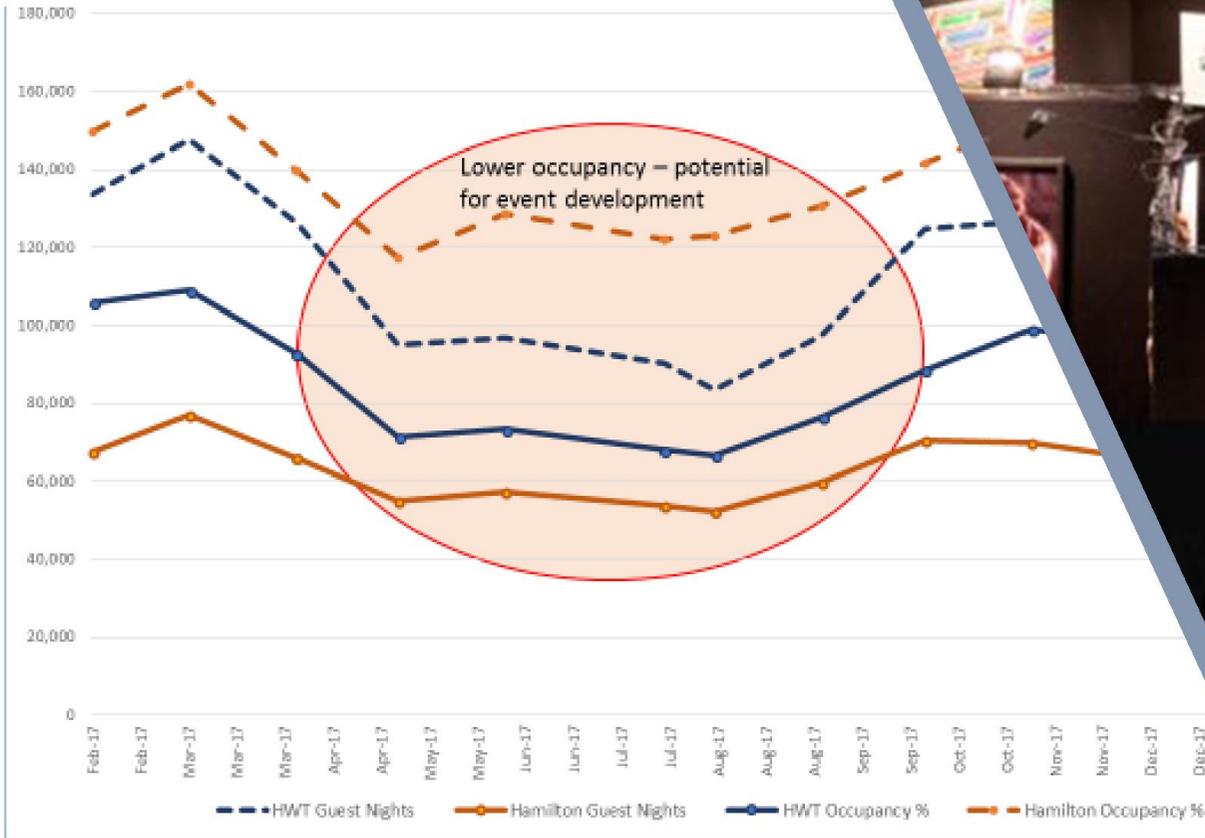
The seven councils that make up the Hamilton and Waikato region, along with the private sector, event partners, local industry and community groups contribute to a diverse portfolio of events annually, including:

Note: Not all 'local' and 'regional' events occurring in the Hamilton and Waikato region are referenced in the below calendar

January	February	March
<ul style="list-style-type: none"> International Cricket National Club Rowing Festival One Soundsplash Waka Ama Speed Work Events Champ (Hampton Downs) 	<ul style="list-style-type: none"> HSBC NZ Sevens 2018 – 2019 International Cricket Secondary Schools Rowing Championships Hamilton Garden Arts Festival Weetbix Kids Triathlon Kawhia Kai Festival 	<ul style="list-style-type: none"> International Cricket Balloons Over Waikato Huntly Half Marathon Maadi Cup Rowing THE Expo (every four years) Turangawaewae Regatta Waikato River Festival
April <ul style="list-style-type: none"> Chiefs (Super Rugby) Great NZ Muster Kihikahi International Horse Trial Waikato Show Women's Lifestyle Expo 	May <ul style="list-style-type: none"> Chiefs (Super Rugby) Magic (ANZ Premiership) The Great NZ Food Show 	June <ul style="list-style-type: none"> Chiefs (Super Rugby) Magic (ANZ Premiership) Fieldays
July <ul style="list-style-type: none"> Chiefs (Super Rugby) Magic (ANZ Premiership) 	August <ul style="list-style-type: none"> Rugby (Mitre 10 Cup) 	September <ul style="list-style-type: none"> Gallagher Great Race Rugby (Mitre 10 Cup) Craft & Quilt Fair NZ Motorhome, Caravan and Leisure Show
October <ul style="list-style-type: none"> Rugby (Mitre 10 Cup) Equidays Hampton Downs 500 Waikato A&P Show Waikato Home & Garden Show 	November <ul style="list-style-type: none"> Armistice in Cambridge International Cricket Cambridge Fireworks Round the Bridges 	December <ul style="list-style-type: none"> Pirongia Boxing Day races Knights cricket matches TeRapa Christmas at the Races Christmas Parade



Events Impact on Commercial Accommodation



Over a 100,000 people visit Fieldays,
which closes on the day of the Matariki launch at Hamilton Gardens

Matariki Festival will entice visitors to stay longer
increasing occupancy of commercial and private accommodation

Turning our down season into a
BIG UP!



Item

Attachment 1

Matariki, huarahi ki te orange tangata, Matariki, pathway to the well-being of man

Six weeks of Winter Festival to celebrate the Māori New Year

Delivering Te Ohu Whakaita's vision:

Delivering the HCC Economic Development Agenda Priorities

Delivering on policy:



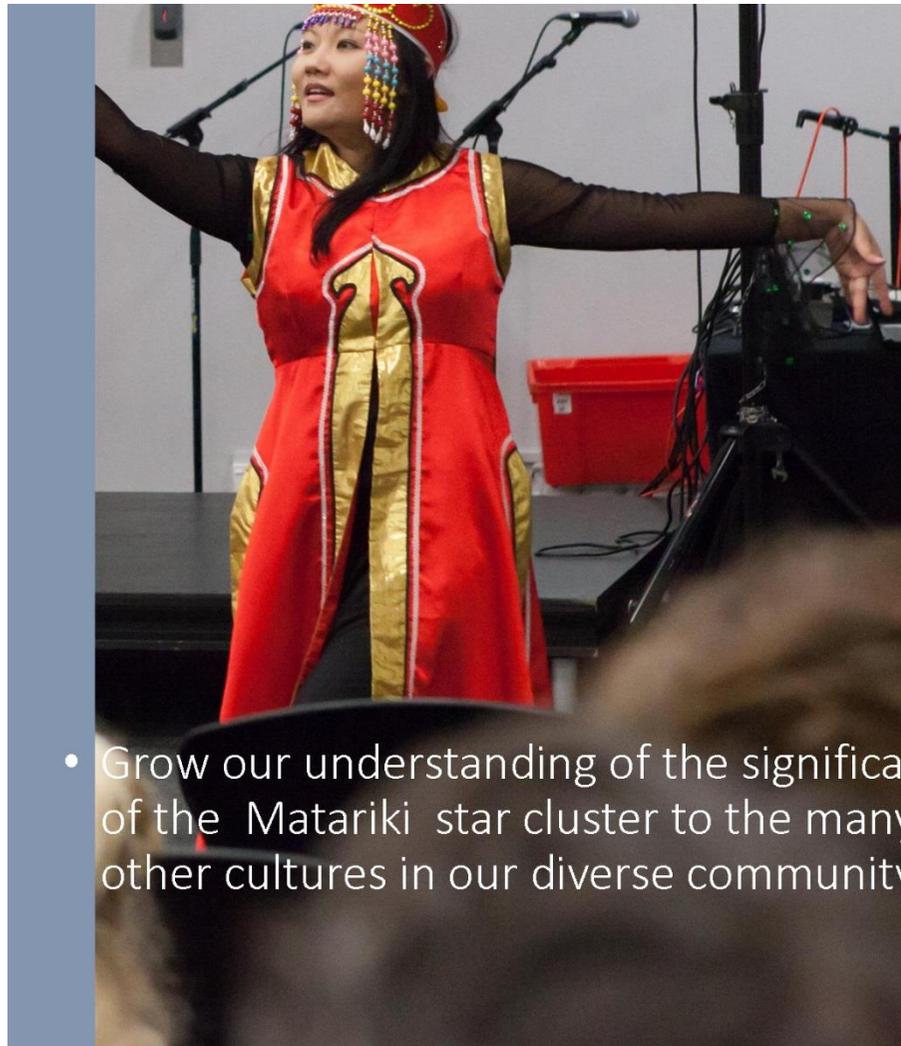
Matariki and key Māori events in the Waikato are accessed and valued by all

- Develop Hamilton's Value proposition
- Working with Business
- Events and business tourism

- Hamilton Arts Agenda
- Toi Māori Report

Attachment 1

Item



- Grow our understanding of the significance of the Matariki star cluster to the many other cultures in our diverse community



- Showcase the richness of our diverse cultural mix and promote an 'inclusive Hamilton'

Item

Attachment 1

Attachment 1

Item



Seven signature events

- Karanga o te Tau Hou

Launch event in Hamilton Gardens – Te Parapara

Dawn blessing ceremony followed by breakfast and presentations aimed at Civic, Business and Iwi leaders – *potential to attract international leaders*

- Matariki in the City

Whanau friendly event across the city

Extensive program includes over 20 stage acts, interactive workshops and demonstrations -*potential to double in scale at alternative venue*

- Manu Tukutuku Kite Flying Day

Family and visitor attraction at Hamilton Gardens, *potential to triple in scale*

- Whiti Performance Night

Platform for emerging artists alongside established performers, *potential to attract headline acts at alternative venue*



Seven signature events

Attachment 1

- **Matariki in the Museum**
Educational floor talks, public programme and exhibitions
Potential for 'Wish upon a star program' spread across six weeks delivering guest speakers, music, performance, arts and crafts
- **Matariki Kai Challenge**
Hospitality industry celebrates Matariki with restaurant, café and eatery challenge. Highlights local produce, creative flair with new menus and harvest of the season
Potential to attract national and international chefs, and culinary enthusiasts

Twin Rivers Ngaruawahia Matariki Celebration

Community art collaborations
Potential for star lantern parade launching an evening of arts, performance and music



Item

Potential new events to grow the festival

Matariki Showcase at Claudelands

- with International and national presenters, musicians and international symposium on celestial knowledge e.g- navigation, planting, weather, Indigenous music symposium lead by taonga puoro experts, Matariki Fashion Show, Matariki Māori Business Summit, Animation showcase

AWA-A River Based Event portfolio

- waka rides, waka workshops, waka ama , Tour of cultural sites of significance hosted by iwi and Council family such as parks and reserves, cemeteries, planning, libraries, museum

Hamilton Gardens building on its international destination for visitors

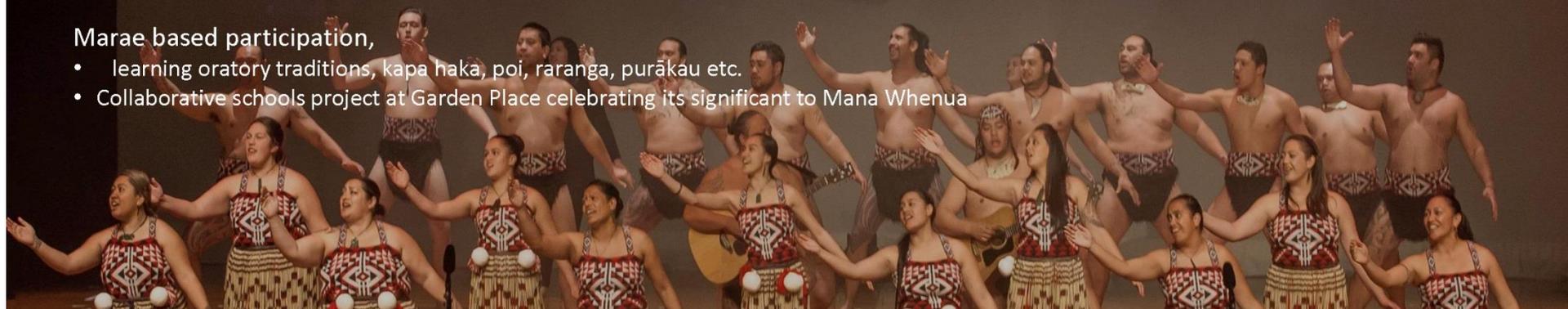
- Drive In movies at the Hamilton Gardens, International Ki o Rahi Tournament – traditional Māori game that is played internationally, Regional Toi exhibition tuakana teina (established & emerging artists exploring Matariki themes)

Matariki Festival profiled at the Fieldays

- Maramataka (moon planting) and rongoa presentations at Fieldays profiling Matariki
- Regional parks tree planting

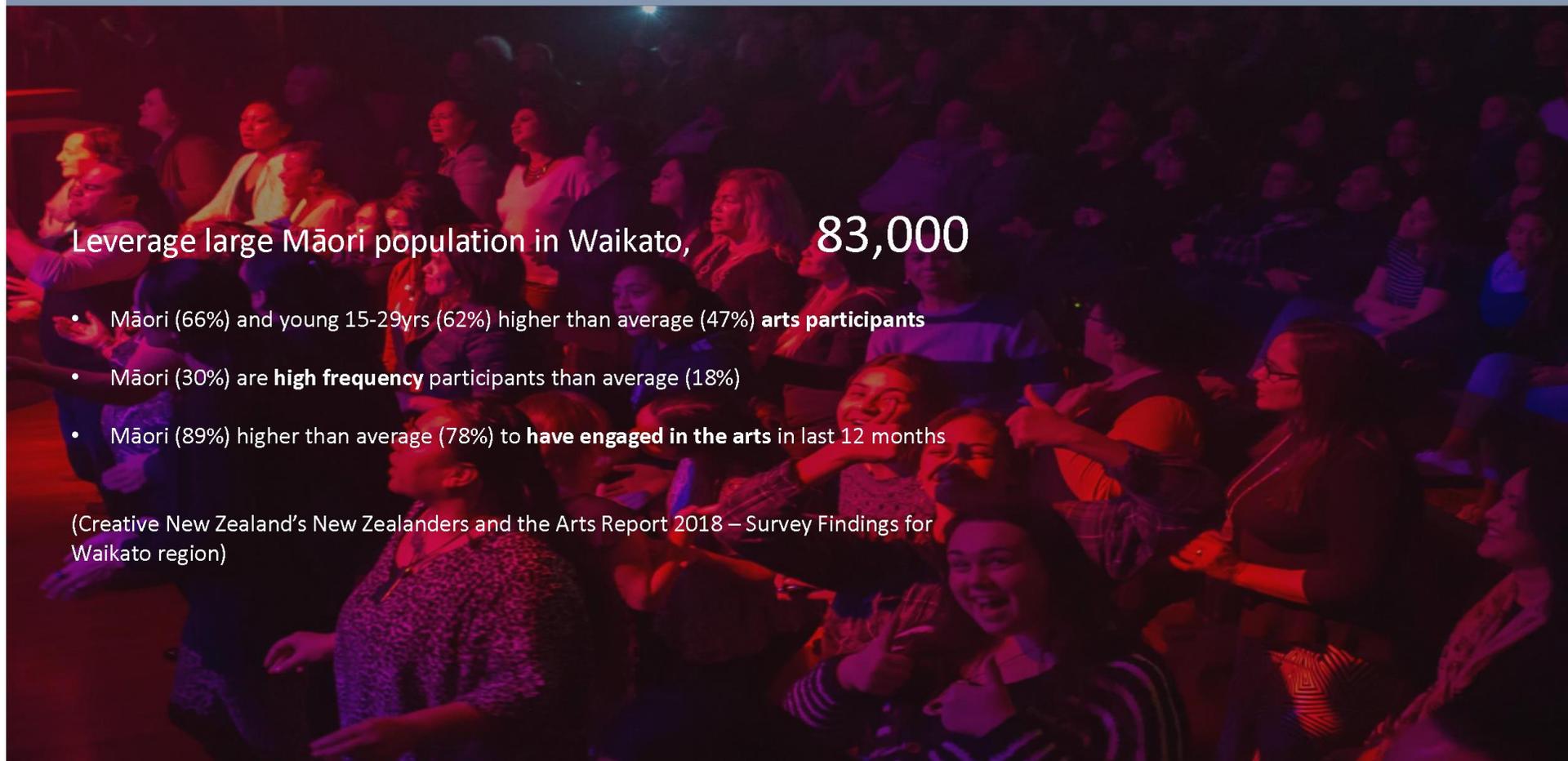
Marae based participation,

- learning oratory traditions, kapa haka, poi, raranga, purākau etc.
- Collaborative schools project at Garden Place celebrating its significant to Mana Whenua



Release the potential of the Māori economy

Attachment 1



Leverage large Māori population in Waikato, **83,000**

- Māori (66%) and young 15-29yrs (62%) higher than average (47%) **arts participants**
- Māori (30%) are **high frequency** participants than average (18%)
- Māori (89%) higher than average (78%) to **have engaged in the arts** in last 12 months

(Creative New Zealand’s New Zealanders and the Arts Report 2018 – Survey Findings for Waikato region)

Item

Engagement and potential uptake

- 9000 Matariki ki Waikato website hits
- 1000 Facebook followers
- Media coverage includes:

Stuff.co.nz, Hamilton News, Te Ngira, City News,
The Kumara Vine, Radio Tainui, Creative Waikato Enews



307,000 views of the
Matariki Auckland
website

79% said
they would
attend again
in Auckland

94% agreed
Auckland
Council should
support Matariki

In Auckland, events at
Matariki festival attracted
110,000 in 2017

Tikanga

Our Values:



This umbrella organisation is a Charitable Trust. Established in 2016 it is the legal entity providing strategic advice to the Matariki Ki Waikato working group.

- ***Te Paki O Matariki – Celebrating Kiingitanga***
Acknowledging Kiingitanga and its unique role within NZ society
- ***Tino Rangatiratanga – Māori led Matariki Festival***
Events that are led by Māori, and supported by Te Ohu Whakaita
- ***Whanaungatanga – Celebrating Communities***
Providing opportunities for all communities to connect, contribute and participate
- ***Kotahitanga – Inclusive of all peoples***
Sharing our world with others and enriching our communities

Matariki Ki Waikato Working Group

Representative of Waikato organisations who deliver festival events, the working group meet regularly to share resources, support each other and work together to promote and grow their events.

- Friends of Hamilton Gardens,
- Te Puni Kōkiri,
- Te Rūnanga o Kirikiriroa,
- Creative Waikato,
- Tertiary providers: Te Wananga o Aotearoa, University of Waikato, WINTEC,
- Hamilton Gardens
- Libraries
- Waikato Museum
- Mareikura Creations,
- Twin Rivers





This is a Māori led festival run by a Māori organisation that needs your help to make it what it could be for the region

In 2019 Te Ohu Whakaita will have been driving the delivery of Matariki in Hamilton for a decade.

We have the expertise and the experience

The 10 year anniversary event provides an opportunity for significant growth of the Festival

Lets build it together



Creative Waikato
Toi Waikato

0508 427 892
hello@creativewaikato.co.nz
creativewaikato.co.nz
131 Alexandra Street, Hamilton
PO Box 9304, Hamilton 3240

15 May 2018

To whom it may concern,

Creative Waikato staff have been working alongside and supporting Te Ohu Whakaita since 2013. Te Ohu Whakaita have since formed a trust, and coordinated a series of successful annual Matariki festivals, filling an important gap in the creative cultural landscape of Kirikiriroa.

The strength of Te Ohu Whakaita lies in their bringing together of many Matariki events and groups under one programme. This adds weight and presence to the Matariki celebrations in Kirikiriroa and the greater Waikato. They have also been successful in launching their own events such as *Matariki in the City*.

We see great potential in this trust to grow Matariki-ki-Waikato into much larger event. Awareness and participation of toi Maaori and Maaori culture in Waikato benefits us all.

The Hamilton City Council Arts Agenda has two goals for toi Maaori – that *Kirikiriroa is the centre for contemporary Maaori art*, and that *The cultural history of Kirikiriroa is visible and recognised*. The arts agenda also aims to; *Support projects that celebrate Waikato-Tainui history*, *Support projects and initiatives that grow Maaori art practices and arts audiences*, and *Support Maaori art festivals and events*. The Matariki-ki-Waikato festival is an ideal way for us to collectively start to achieve these goals and actions.

We support the trust in their application for funds. We would love to see toi Maaori and the expression of Maaori culture take a prominent place in Kirikiriroa.

Yours Sincerely,



Sarah Nathan
CEO
Creative Waikato

sarah@creativewaikato.co.nz
021 279 2338

Attachment B
 HCC Major Event Sponsorship Application — Matariki Winter Festival

Attachment 1

Item

Event and estimated date	Delivery organisation/s	Existing & predicted Numbers	Audience
KARANGA TAU HOU Parapara Gardens dawn blessing Matariki Parakuihi - Breakfast 16 June 2019	Friends of Hamilton Gardens	100	Local Government, Iwi and civic leaders, Regional business, Tertiary sector, Kura, Waikato Hospital, Migrants Centre etc
Manu Tukutuku Matariki Kite Day and building kites -24 June	Friends of Hamilton Gardens	500 1000	Local residents, Hamilton City, Ngaruawahia, Matamata, Morrinsville,, Te Awamutu, Paeroa, Te Aroha-Families, youth groups, New immigrants, ethnic groups,
Te Whiti- Open mic night Encouraging new talent to shine	Creative Waikato	120 300	audience including 100 performers with massive growth potential -Overnight visitors from the Waikato Region, Bay of Plenty, Taupo, Taranaki, Hawkes Bay and Greater Auckland
Matariki in the City Extensive Programme includes over 20 stage acts, interactive workshops and demonstrations ranging from free to ticketed events.	presentation by collaboration of community providers including City Libraries, Mareikura Productions, Meteor Theatre	2000 5000	Local residents, Hamilton City, Ngaruawahia, Raglan, Huntly, Matamata, Morrinsville,, Te Awamutu, Paeroa, Te Aroha-Families, youth groups, New immigrants, ethnic groups, Overnight visitors from the Waikato Region, Bay of Plenty, Taupo, Taranaki, Hawkes Bay and Greater Auckland and Field days visitors
Matariki in the Museum- Wish upon a star. Programme spread across month includes Whaea with Fire- Matariki story-telling, Kora sessions profiling Maori Creatives from across Aotearoa, Guest speakers, Music and Performance, Māori arts and crafts	Waikato Museum- Te Whare Taonga o Waikato, with Nga Aho and University of Waikato	1250 3000	Local residents, Hamilton City, Ngaruawahia, Raglan, Huntly, Matamata, Morrinsville,, Te Awamutu, Paeroa, Te Aroha-Families, youth groups, New immigrants, ethnic groups, Retired people, Students, Academics, Tertiary students, schools, Indigenous International guests, Astronomers, Designers Field days visitors
Matariki at WINTEC Matariki Breakfast, Launch of Te Waka Ikinoa on the river, the homeless meal 'Rangiriri historical tour, Pop up Shop	WINTEC	1000 2500	Students and potential students, Potential Sponsors, Māori Business, Iwi, leaders, council and government representatives, historians and researchers. Design and art enthusiasts

Matariki Food Challenge	Food Inc with participating Hamilton restaurants and hospitality outlets	300 500	Residents and visitors from region and other provinces as previously noted- food critics, hospitality, chefs and food enthusiasts
Ngaruawahia Matariki Outdoors Star Lantern Parade launching an evening of: arts performance & music	Twin Rivers Arts	200 500	Local residents, Hamilton City, Ngaruawahia, Huntly, Tuakau, Raglan, Pirongia, Te Kauwhata, South Auckland- Families, Youth, Retired people
TBC Matariki Market or Home Fires Concert ? Ticketed event	Te Runanga o Waikato / Tainui Tourism?	1280	
15	13	5,500 Current 12,000 <i>potential</i>	
Total Signature Events	Total Delivery Agencies	Pax	



Attachment C



The Māori Economy of Tāmaki Makaurau

Improving performance and measurement

NZIER report to the Independent Māori Statutory Authority
July 2017

About NZIER

NZIER is a specialist consulting firm that uses applied economic research and analysis to provide a wide range of strategic advice to clients in the public and private sectors, throughout New Zealand and Australia, and further afield.

NZIER is also known for its long-established Quarterly Survey of Business Opinion and Quarterly Predictions.

Our aim is to be the premier centre of applied economic research in New Zealand. We pride ourselves on our reputation for independence and delivering quality analysis in the right form, and at the right time, for our clients. We ensure quality through teamwork on individual projects, critical review at internal seminars, and by peer review at various stages through a project by a senior staff member otherwise not involved in the project.

Each year NZIER devotes resources to undertake and make freely available economic research and thinking aimed at promoting a better understanding of New Zealand's important economic challenges.

NZIER was established in 1958.

Authorship

This paper was prepared at NZIER by Killian Destremau, Christina Leung and Peter Wilson.

It was quality approved by Laurie Kubiak.

The assistance of Sarah Spring is gratefully acknowledged.



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Key points

The Auckland Māori economy is growing

The Auckland Māori economy continues to grow at a slightly faster rate than the rest of the Auckland economy.

The case for the *Māori Plan for Tāmaki Makaurau* is becoming clearer

The data in this report and the previous studies we have done for you continue to build the economic case for the *Māori Plan for Tāmaki Makaurau*.

Together, we have a good understanding of the current state of Auckland Māori. You have a vision for the future. Our reports on improving the lives of Auckland Māori have started to map out what needs to be done to achieve that desired future.¹ What we have not yet quantified is the benefits that will come from achieving that future state (the size of the prize).

We know where to look for data on the gains from improved educational outcomes and increased incomes. We are only starting to develop our understanding of the potential economic gains from using Māori cultural capital to its fullest advantage. In this report, we look at one aspect of this, tourism.

Tourism is a unique opportunity for Auckland Māori

Auckland is the international tourism gate-way of New Zealand.

An authentic Māori cultural experience is an absolute point of difference between New Zealand and the rest of the world.

International tourism already makes a considerable contribution to the economy of Auckland via spending which engages with Māori culture. We estimate that the Auckland economy is \$663 million a year larger than it would be if tourists did not undertake that spending.

Increasing the range of Māori cultural offerings in Auckland represents a unique growth opportunity for Auckland Māori.

As provider of infrastructure, the Council should be working to ensure that Tāmaki Makaurau's Māori heritage is made more prominent.

We suggest that the Board work with us to do two things:

- Develop a fully-costed programme, for inclusion into the next Council Long-term Plan, to boost the profile of Māori heritage of Auckland as a vital piece of infrastructure supporting growth in the Māori tourism and entertainment sectors.
- Develop a business case for a world-class Māori cultural and entertainment offering to be provided by Auckland Māori.

¹ NZIER 2016a and 2016b.

You only manage what you can measure

We have limited empirical knowledge about the economic and social progress of Māori in Auckland.

We have some data on the size of the Māori market economy in Auckland. But we know very little about the economic welfare of Auckland Māori across the five values of the *Māori Plan for Tāmaki Makaurau*. The Board's next priority is manaakitanga – improving the quality of life. Incorporating the latest well-being thinking into the Board's economic and social-progress work programmes has the potential to help Auckland Council to make better decisions (especially funding decisions).

The data that Statistics New Zealand collects at a regional level about production (GDP) does not allow us to get a real-time picture of what is happening in the Māori economy of Auckland. We need to bridge a lot of gaps in building our estimates, and we can only address a narrow range of issues.

We suggest that as part of your ongoing work programme on data, the Board work with the Council and central government to improve the range and quality of economic statistics collected about the Auckland Māori economy.

Contents

1. Introduction.....	1
1.1. What is the Māori economy?	1
1.2. What are we trying to grow?.....	2
1.3. Outline	3
2. Growing the Māori economy	4
2.1. The current state of the Auckland Māori economy	4
2.2. Looking into the future	6
2.3. Māori employees and Māori firms	9
2.4. Factors that contribute to Māori business success	10
2.5. Three time frames	12
2.6. General business strategies.....	13
2.7. Next steps	15
3. The value of a visible Māori identity to Auckland	16
3.1. Tourism’s impact on the economy	18
3.2. The current value of Māori cultural experiences	20
3.3. The potential for expansion.....	24
3.4. Success factors.....	26
3.5. The next steps.....	26
4. Alternative methodologies for calculating the Māori economy	27
4.1. Defining Māori for public policy	28
4.2. Population analysis of Māori ethnicity and descent	30
4.3. Conclusion	37
5. Improving the estimate of the size of the Māori economy	38
5.1. Censuses are renewed every five years.....	38
5.2. The fundamental constraint is the GDP statistics at the regional level.....	38
5.3. Improving the Māori GDP estimate.....	38
6. Conclusions.....	40
References	42

Appendices

Appendix A Thinking about growth	45
Appendix B Additional information on descent	51

Figures

Figure 1 Auckland Māori economy, GDP	5
Figure 2 Auckland Māori economy, GDP per capita	5
Figure 3 The structure of the Auckland economy is different to the rest of New Zealand	6
Figure 4 Māori work in different industries.....	7
Figure 5 Māori incomes are unevenly distributed across Auckland.....	8
Figure 6 Māori are under-represented in high income occupations.....	8
Figure 7 International tourism is New Zealand’s biggest export.....	16
Figure 8 International visitors stay in Auckland and Queenstown	18
Figure 9 Māori tourism is currently not located in Auckland	18
Figure 10 International visitor spending in Matamata-Piako	19
Figure 11 Trends in cultural tourism by international visitors.....	20
Figure 12 Tourists who experience Māori culture spend more	21
Figure 13 Spending by activity.....	22
Figure 14 Taiwanese, Chinese and German tourists like to go to a Māori tourism offering	23
Figure 15 Māori ethnicity and descent.....	30
Figure 16 Number of Māori by descent who do not self identify (ethnicity) by age.....	31
Figure 17 Share of Māori by ethnicity as a proportion of by descent by age.....	32
Figure 18 Distribution of Māori by number of ethnicities	33
Figure 19 Share of Māori by descent affiliated with at least one Iwi	34
Figure 20 Auckland Māori ethnicity and descent	35
Figure 21 New Zealand has high living standards.....	48
Figure 22 Māori descent population	51

Tables

Table 1 Summary Auckland Māori economy growth	4
Table 2 Making the most of current systems	14
Table 3 Doing well though life cycles.....	14
Table 4 When everything can change	15
Table 5 Most international visitors arrive in Auckland.....	17
Table 6 International tourists spend more in Auckland than any other destination	17
Table 7 Ethnicity and descent.....	31
Table 8 Ethnicity and descent by highest qualification	32
Table 9 Ethnicity and descent by occupation	33
Table 10 Māori by descent and number of Iwi affiliation	34
Table 11 Auckland share of Māori population by ethnicity and descent.....	35
Table 12 Auckland ethnicity and descent.....	36
Table 13 Māori by number of ethnicities by local board.....	36
Table 14 Auckland ethnicity and descent by local board	37
Table 15 What statistics would help improve the Māori GDP income estimate.....	39
Table 16 The dimensions of the Better Life Index.....	47
Table 17 Treasury’s Living Standards Framework	49
Table 18 New Zealand ethnicity and descent further breakdown	51
Table 19 Auckland Māori ethnicity and descent further breakdown.....	51
Table 20 Ethnicity breakdown by descent.....	52
Table 21 Descent breakdown by ethnicity	52
Table 22 Māori by number of ethnicities	52
Table 23 Ethnicity and descent, cumulative growth	52
Table 24 Ethnicity and descent, percentage growth	53
Table 25 Descent by Iwi area.....	53
Table 26 Descent by Iwi groupings	54
Table 27 Auckland ethnicity and descent growth by local board.....	55

1. Introduction

The Auckland Māori economy is growing.

We have provided the Independent Māori Statutory Board (the Board) with two reports that quantify the extent of that growth.²

In our February 2017 report to the Board, we said that the Auckland Māori economy grew from \$3.7 billion to \$4.2 billion between 2013 and 2015, or by 14%. Over the same period, the whole Auckland economy grew from \$78.1 billion to \$88.3 billion, or by 13%.

The Board has asked us to extend our analysis of the Auckland Māori economy in four ways:

- Providing additional commentary and recommendations on growing Auckland's Māori economy considering the Board's Māori Business Ecosystem Report 2016 and other recent reports on the Māori economy
- Quantifying the tourism value of a visible Māori identity in Auckland
- Considering whether using descent rather than ethnicity would make a material difference to our estimates
- Commenting on what statistical developments would increase the accuracy of our estimates.

1.1. What is the Māori economy?

While this report, and many others, speaks about "the Māori economy", what we are discussing is the aggregation of what is happening in many businesses, employing many people. Within Te Ao Māori, there is the added factor of businesses operating at the Iwi/hāpu level, which may be driven by long-term, social and environmental concerns, rather than pure commercial ones.

There are three separate elements to the Māori economy in Auckland:

- Businesses that are owned and operated by Māori that supply identifiably Māori goods and services – tourism and entertainment are examples
- Businesses that are owned and operated by Māori that supply other goods and services
- Māori people working for any employer.

Māori businesses can, in turn, be divided into two types: Māori authorities and other Māori-owned businesses.³ Māori authorities are entities, and their subsidiaries, that receive, manage or administer assets held in common ownership by Māori. Other Māori business are businesses that their owner identifies as a Māori business, are not a Māori authority and are not owned by another enterprise. Either of these types of business can use Māori cultural capital.

Most of this report is about the first two parts of the Māori economy. The third part is, however, the largest, in terms of numbers of people employed. Thus, the continued growth of the entire Auckland economy will be the largest determinant of the ongoing economic progress of the Māori people of Auckland.

² NZIER (2015) and NZIER (2017).

³ This is based on the classification system that Statistics New Zealand uses. See Statistics New Zealand (2016).

1.2. What are we trying to grow?

While improved economic performance – measured by the traditional yardstick of Gross Domestic Product – is an important element of improving the well-being of Māori – particularly in terms of employment opportunities – preserving natural resources, encouraging social cohesion and promoting cultural values are all key elements of providing a future scenario that will see Māori living standards maintained or improved.

This points towards considering Māori economic development through a quadruple-bottom-line lens. Such an approach recognises that true development progress must ideally deliver concurrent gains for the various types of Māori assets:

- (i) Economic assets
- (ii) Human and people assets
- (iii) Environmental assets
- (iv) Social and cultural assets.

Looking at Māori economic development in this way is consistent with the latest international and domestic literature on the factors that contribute to improved living standards (OECD 2011a; Treasury 2011). It also aligns with the views on Māori productivity contained in NZIER (2010, p3):

Productivity is most often referred to ... in relation to economic output or GDP. However, the concept of getting more from less can apply to any type of resource, be it simple to measure in dollar terms or not. Productivity can also be thought of in terms of what benefits society generates from its various resources. This is not only about people producing and selling things (i.e. incomes) but a much broader notion of living standards, which encompasses health, social, cultural, and environmental ideas.

Using a “well-being” framework adds richness to the conclusions that can be drawn from data. This is a developing field, but one we think there is considerable potential to improve outcomes for Māori, as it allows us to identify more of the things that matter to people.

The *Māori Plan for Tāmaki Makaurau* takes a Māori values approach. The values in the Plan are Whanaugatanga, Rangatiratanga, Manaakitanga, Wairuatanga and Kaitiakitanga.

The next value that the Board is promoting is Manaakitanga: improving the quality of life.

We recommend that the Board incorporate the latest in international thinking about well-being into its work on Manaakitanga. We have included as an Appendix our initial thoughts on this matter, which we would be happy to expand upon.

1.3. Outline

The first part of the report covers the issue of how to grow the Māori economy at a faster rate than the past. We draw on previous reporting that NZIER has done on this topic, our latest thinking and our most recent estimates of the size and composition of the Māori economy.

One area that we identify as being of high potential is the cultural sector. In the second part of this report, we investigate the value of a visible Māori identity in Auckland to the tourism industry. Using data from Statistics New Zealand, we can calculate how much tourists current spend on Māori tourism in Auckland. We use this estimate as background for a discussion of the potential for more uniquely Māori entertainment ventures.

Our previous estimates of the size of the Māori economy were based on self-reported ethnicity. In the third part of this report, we present the results of our analysis of what difference using ethnicity or descent makes to a range of economic statistics. This analysis naturally leads into our recommendations for further developments in the coverage of the Māori economy in New Zealand's official statistics that would allow us and others to develop more accurate estimates of Māori economic activity. While outside the Board's immediate role, we consider that the Board, as part of its ongoing work on data, can be an effective advocate for change.

2. Growing the Māori economy

Our recent estimates of the size and composition of the Māori economy continue the efforts of several researchers to better understand and quantify the contribution that Māori people make to the economy of Auckland and New Zealand.⁴

Our work has shown that the Māori economy in Tāmaki Makaurau is growing and growing slightly faster than the rest of the city.

2.1. The current state of the Auckland Māori economy

To put the remainder of this discussion into context, we briefly review our latest estimates of the size of the Māori economy in Auckland.

Table 1 summarises the growth of the Auckland Māori economy since 2013. The Māori economy grew 14% between 2013 and 2015, averaging a 7% annual growth rate using the production methodology (economy grew 7% between 2013 and 2015, averaging a 4% annual growth rate using the expenditure methodology). The GDP and GDP per capita growth rates have been similar.

Table 1 Summary Auckland Māori economy growth

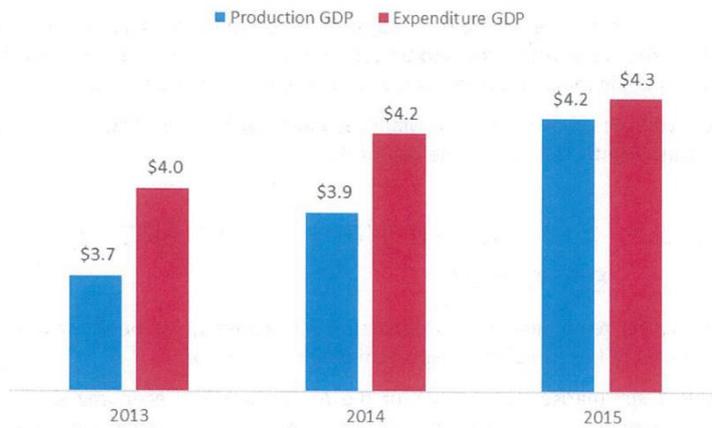
Measure	Measure	2013	2014	2015	2013-15 Growth
Production	GDP (\$m)	3,682	3,891	4,202	14%
	% annual growth		6%	8%	
	GDP/capita	21,683	22,917	24,744	14%
	% annual growth		6%	8%	
Expenditure	GDP (\$m)	3,971	4,152	4,267	7%
	% annual growth		5%	3%	
	GDP/capita	23,387	24,455	25,132	7%
	% annual growth		5%	3%	

Source: NZIER

⁴ See, for example, NZIER (2002, 2003, 2005a, 2005b, 2007, 2009a), NZIER and TPK (2007), TPK (2003), TPK and BERL (2011), and BERL (2008).

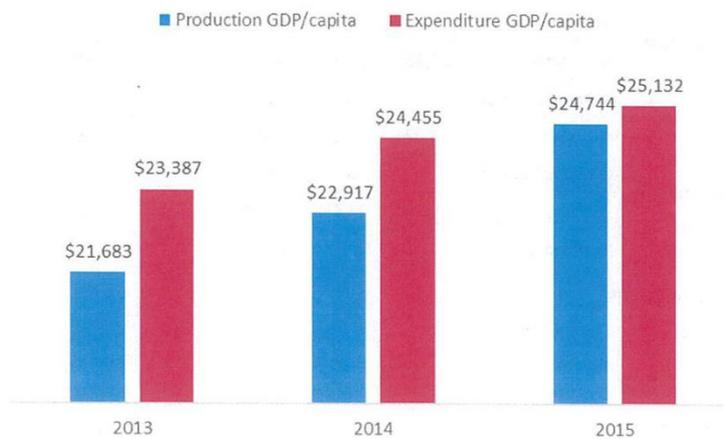
Figure 1 Auckland Māori economy, GDP

\$ billions



Source: NZIER

Figure 2 Auckland Māori economy, GDP per capita



Source: NZIER

2.2. Looking into the future

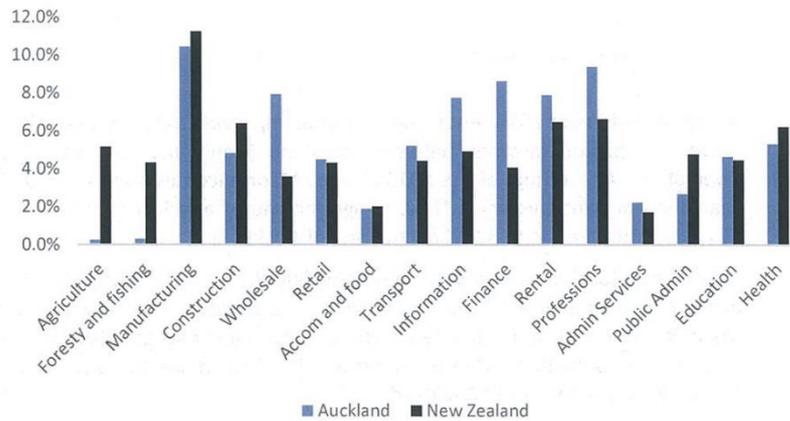
In the remainder of this section, we provide commentary on how to make the Māori economy grow even faster.

Key challenges to Māori economic growth nationally are well understood and relate to a relatively lower-skilled workforce and a high exposure to the global economy through its reliance on primary production, manufacturing and tourism.

In Auckland, there are additional issues. The structure of the economy is different, with far less production in the agricultural, forestry and fishing sectors, and a far greater concentration on services: see Figure 3.

Figure 3 The structure of the Auckland economy is different to the rest of New Zealand

Percentage of GDP from sectors, 2015

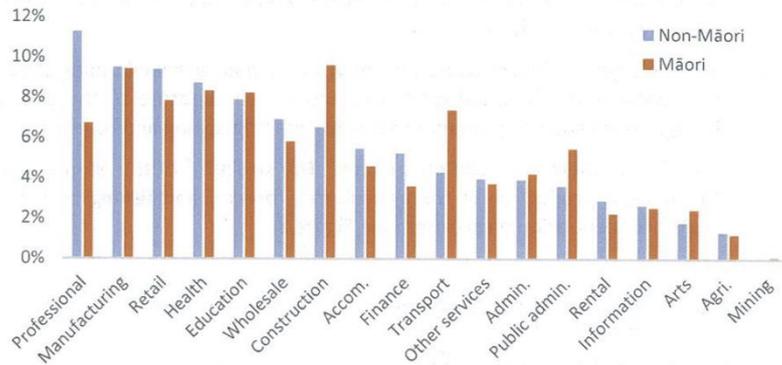


Source: Statistics New Zealand

Within Auckland, the industries in which Māori are employed are different from the rest of the population.

Figure 4 Māori work in different industries

Percentage of total workforce, 2013



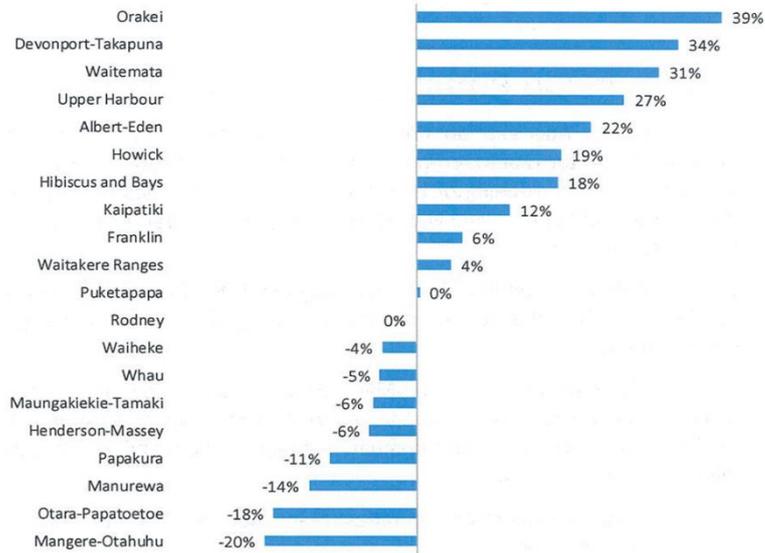
Source: Statistics New Zealand

As we set out in our 2016 report to the Board, *Improving the Lives of Auckland Māori*, there is a gap in incomes between Auckland Māori and the rest of the city’s population. At the time of the 2013 census, Māori incomes were around 20% lower than the Auckland average. The average income of a Māori person in Auckland is \$27,600, compared to \$33,000 for the rest of Auckland.

Across the Māori community, income is widely distributed. Figure 5 compares the average income of Māori living in each local board area with the average income for Māori in all of Auckland. The areas with low Māori incomes are also the areas with a large Māori population. That is, Māori disadvantage tends to be concentrated in a few areas: West and South Auckland.

Figure 5 Māori incomes are unevenly distributed across Auckland

Percentage difference in the average income of Māori living in each local board area, compared to the average income for Māori in Auckland as a whole, 2013

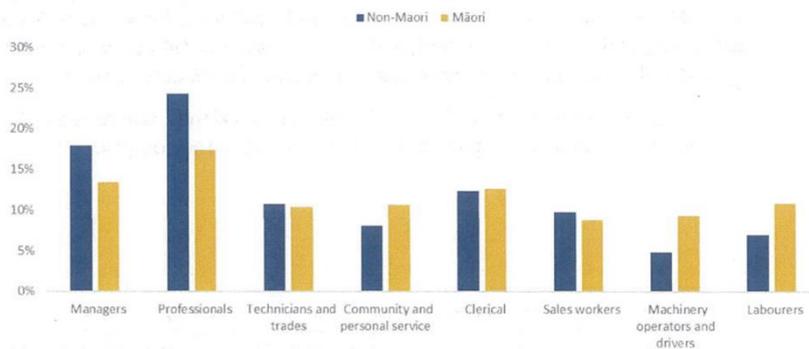


Source: Statistics New Zealand

The pattern of occupations in which the Māori and non-Māori populations in Auckland are employed is a significant driver of the observed difference in income. Statistics New Zealand publishes data on the number of people employed in eight broad occupational classes. Figure 6 shows the proportion of the Māori and non-Māori workers in Auckland that are employed in each class. Māori are under-represented in the higher-paying occupations of manager and professional, while making up a large proportion of manual trades.

Figure 6 Māori are under-represented in high income occupations

2013 Census



Source: Statistics New Zealand, NZIER

When combined with the different structure of the Auckland economy compared to the national average, this concentration is of even greater concern: Māori are not working in the important sectors of the Auckland economy.

2.3. Māori employees and Māori firms

Most Māori in Auckland do not work with a Māori-owned firm.⁵ Thus, while improving the returns of Māori-owned firms and their capacity to employ Māori staff will improve the well-being of both the owners and their staff, the growth of the general economy of Auckland will remain an important determinant of the quality of life for Māori.

Our two reports to the Board on improving the lives of Auckland Māori contained detailed analysis of the state of material well-being of Māori and our suggestions to improve them.⁶

The rest of this section focuses on Māori-owned business operating in Auckland. In doing so, we acknowledge that the *Māori Plan for Tāmaki Makaurau* includes a section on the economic development of Māori in Auckland, which sets out the following four outcomes:

- **Develop Vibrant Communities:** Māori have the skills to realise economic opportunities
- **Enhance Leadership & Participation:** Māori are active across all sectors of the economic community
- **Promote Distinctive Identity:** Māori businesses are uniquely identifiable, visible and prosperous
- **Ensure Sustainable Futures:** Māori businesses are improving and enhancing the quality of their people, asset and resource base

2.3.1. What makes economies grow?

Economic growth comes from specialisation and competition, and internationally this is increasingly happening in (growing) cities. For over 100 years, advanced economies have steadily shifted the focus of their economic activity to producing services, away from manufacturing goods and producing food. New Zealand is no exception, and we have seen both a steady increase in GDP per capita (with obvious cycles) and an increase in services as a proportion of both output and employment.

This is good news for the Māori people of Auckland, where services already contribute a greater share of output than in the rest of the country.

⁵ We reach this conclusion by extrapolating from Statistics New Zealand publications, as there are no published figures that show employment on a regional basis by ethnicity of both the employee and the employer. What we do know is that Auckland Māori-owned small businesses employ a total of about 900 employees and that Auckland-based Māori authorities employ a further 1,500 people. We do not know the ethnicity of these employees, but the combined total of 2,400 is well below the total number of Māori in Auckland who are employed, which is over 63,000.

⁶ NZIER (2016a) and (2016b).

Economic growth doesn't come from silver bullets, magic wands or wishful thinking. There are, however, a few key things that are vital prerequisites for growth. A non-exhaustive list would include:

- infrastructure (social as well as physical) is efficient, affordable and well-maintained
- everyone is reaching their true potential
- families, communities and the education system provide students with the cognitive and non-cognitive skills they need to succeed in a changing world
- society operates within the rule of law
- people have a high degree of security, trust each other and trust important social institutions, like the government, the police and markets
- risk is attached to reward.

New Zealand scores highly on all of these criteria and so economic forecasters, including NZIER and international organisations like the OECD and IMF, continue to predict strong growth in the New Zealand economy (although noting that the forecasts are unlikely to see New Zealand catch up with living the living standards of the rest of the developed world in the short term).

However, the Board's focus is on improving the relative position of Māori in Auckland. While doing this in an otherwise growing economy has some advantages, it also means that if Māori prospects do not increase at least at the same rate as the rest of the population, that relative position will worsen (that is, the task is to catch up and stay caught-up).

2.4. Factors that contribute to Māori business success

A number of studies discuss Māori business characteristics, the challenges that they face, and how they are being overcome⁷. These studies cover the different types of Māori businesses and organisations, both privately and collectively owned. The main conclusions of these studies are discussed below.

2.4.1. Types of Māori businesses or organisations

Since 1981 the number of Māori entrepreneurs in New Zealand has increased from less than 7,000 to over 21,000 in 2006.⁸ Despite this growth, they represented only 10 percent of the Māori workforce in 2008, while entrepreneurs accounted for 19 percent in the non-Māori workforce (TPK 2008b). Māori entrepreneurs have a higher rate of necessity entrepreneurship – they need to create a job for themselves (NZIER 2003). They also tend to have higher growth expectations and lower survival rates than non-Māori (NZIER and TPK 2007).

Collectively owned Māori organisations typically include Māori trusts, authorities and incorporations. These organisations include a range of structures and purposes, from commercial subsidiaries that manage treaty settlement assets to trusts or incorporations that established to manage and preserve customary assets for future generations.

⁷ NZIER (2003), NZIER and TPK (2007), FOMA (2006), TPK (2007b, 2008b, 2008c), and MAF (2011).

⁸ Private entrepreneurs are commonly defined as self-employed and employers.

The wide range of organisations include a wide range of ownership and governance structures. Some are subsidiaries with clear governance structures that enable them to meet specific commercial goals. In contrast, others have many owners and were not initially designed to operate as commercial bodies. Decisions in these organisations need to be made by all owners (FOMA 2006, NZIER and TPK 2007, MAF 2011). Thus, decisions in these bodies can be based on political influence instead of economic reasons.

2.4.2. Contributing factors to success

Māori organisations have often been viewed as not commercially driven. NZIER and TPK (2007) suggests that actually Māori businesses have similar financial goals to other organisations and understand the need for commercial returns well. It is just that success in Māori organisations is measured more broadly than just monetary gain. Māori organisations pursue a 'quadruple bottom line' where monetary objectives need to be met alongside social, environmental, and cultural objectives.

A characteristic discussed in the literature is that Māori organisations tend to be asset rich, but cash poor. Two common explanations for this are that to preserve assets for future generations, Māori organisations must be very long-term focussed. As a result, they are prepared to sacrifice short-term gains to provide for future generations. The second explanation is that because ownership cannot be sold or traded, it is difficult for Māori organisations to use these assets as collateral for finance (FOMA 2006, TPK 2007b, NZIER and TPK 2007).

Organisations with many owners can be slow to make decisions. These decisions may also be based on political rather than economic grounds. FOMA (2006) conducted several case studies and suggested that Māori organisations are aware of this and recognise the need to separate commercial and non-commercial activities. This separation is intended to simplify governance structures for commercial activities. As a result, several partnerships and joint ventures have developed. These ventures are a way to increase the performance of collectively owned and under-utilised assets.

Māori organisations emphasise developing long-term relationships. This is reflected by the long-term focus and increasing development of joint ventures. Long-term commercial relationships are deeper than one-off transactions. Developing these relationships encourages both parties to avoid short-term gains and to look for larger mutual benefit in the future.

Māori organisations are open to new opportunities and are looking to move beyond established assets. Within the last 20 years Māori businesses have diversified away from agriculture into a few other areas, including tourism, telecommunications, energy, distribution, and health (FOMA 2006). These organisations are also expanding throughout the supply chain in the traditional industries (NZIER and TPK 2007). While realising new opportunities, this diversification is also lowering Māori exposure to global slowdowns.

Māori enterprises that are not Māori authorities are a more diverse group of businesses (although we acknowledge that the knowledge base of this type of Māori business, especially at the regional level, is limited).

Some business supply goods and service that have a uniquely Māori aspect: tourism and entertainment are examples. Others are businesses that are owned and operated by Māori that supply general products. These are in more direct competition with other, non-Māori, firms.

Although again we are limited by data, we are reasonably certain that the number of Māori in Auckland who are employed by Māori-owned firms is low. There is no particular economic reason why this is an issue: we would normally expect people to gravitate to the sorts of employment for which they are suited by qualifications and experience and in which they have a general desire to be employed. That said, Māori businesses supplying goods and services with a distinctive Māori flavour are likely to place a premium on employing Māori people as a way of delivering an authentic product.

General Māori-owned business may have greater flexibility in how they are operated and managed, especially in the area of decision-making. Models where decisions are made by those with the greatest commercial stake in the firm (the owners) are likely to be more common. If this is the case, using the resources available to assist all firms to improve their performance will be cost-effective.

2.5. Three time frames

We propose to assess growing the Auckland Māori economy across three different time frames: short, medium and long.

In the short term, say zero to five years, many of the existing determinants of growth (like population, skills, institutions, access to capital) can be thought of fixed. The task is to make the most of existing opportunities. How can Māori, given their preferences, qualifications and other resources, pursue the lives they have reason to value? In the short-term, the past can be a good predictor of the future.

It is in the short term that features like the Māori business support ecosystem identified by Crowe Howarth in its June 2016 report to the Board and Auckland Tourism, Events and Economic Development will operate.

Over five to twenty years, more things become variable, but some are still rigid. For example, we are considering much the same people, but tracking them through their life course. The nature of the economy will be changing, as innovation across many different sectors has its effect, but the layout of Auckland (where the jobs are) will be slower to change. The past is likely to be less good at pointing to the future. The task here is to shape opportunities.

In the long term, we are considering future generations, potentially living in a very different world. Think back to 1987 – before the internet, before smart phones, when there were 850,000 visitors a year to New Zealand for all purposes, when Ronald Regan stood in Berlin and called on his newly appointed Soviet counterpart Mikhail Gorbachev to “tear down this wall” – then imagine what might happen thirty years in the future. Given that many things can change, we must be careful that we do not venture into the realm of speculation. But there are some laws of economics that we think will continue to apply.

2.6. General business strategies

While seemingly trivial, the first point to make is that for Māori business to succeed they need to address several universally applicable issues of business strategy. Business success is not easy, especially for new and small firms, regardless of who owns them and where they operate.

Successful businesses share similar characteristics:

- selling demanded products at keen prices⁹
- strong governance
- clear objectives/strategic planning
- employing the right staff
- investing in technology/new equipment
- managing their assets
- assessing the competition/new opportunities/acquisitions
- self-reviewing/continuous improvement.

Being on top of these drivers of business success is timeless, so we do not consider a need to distinguish greatly between short, medium or long-term actions.

2.6.1. But Māori firms can have additional aims

Māori firms seeking to achieve their economic aspirations appear to us to have a slightly different emphasis compared with non-Māori organisations. The ones we have identified are outlined below.¹⁰

- *Value set.* Being clear about what the organisation stands for – what’s negotiable or non-negotiable. All firms have values, but Māori firms will have values that are not identical to those that come out of a western model which does not always fit well with Māori organisations. Taking advice but translating it into your own culture is a related point. However, the Māori way of thinking/doing things is not well-articulated.
- *Use of consultants.* Where organisations currently lack capability, many aim to grow that capability in-house where it makes sense to do so. In the meantime, they use a range of specialist advisers in areas such as accountancy, law and investment management.
- *Joint ventures.* Joint ventures with other Iwi/Māori business organisations (to achieve scale), Crown Research Institutes (to adopt new technologies), or overseas companies (to move to higher value activities) are relevant to some organisations.
- *Relationship management.* Understanding the needs of their shareholders and stakeholders is a key action for many organisations. How do Māori business in Auckland relate to Iwi, Manua Whenua and Mataawaka?

These differences can be described as a “Māori way of doing business”.

⁹ We use “keen” rather than “low”, because firms selling a premium product can demand premium prices. Being the lowest-priced provider is important when you have a lot of competition. If you are leading the market on quality, then you can charge more than others.

¹⁰ This is based on our experience in other studies of conducting qualitative research with firms across a range of sectors, sizes, locations, etc.

They can also be a point of difference that allows Māori businesses to gain a competitive advantage: to be a source of cohesion, resilience and greater productivity in the business environment.

Short-term actions

Table 2 Making the most of current systems

	Providing distinctively Māori products	Providing general products
Businesses	See next section	Address issues of general business strategy. Access available assistance.
IMSB		Continue to identify areas where the Council and CCOs have a role in Māori business development. Continue to develop and articulate the Māori way of doing business in Auckland. Audit Council and CCOs programmes and budgets for effectiveness at enhancing Māori business development. Champion the development of a knowledge base on Māori-owned and operated businesses in Auckland. Investigate the use of well-being as a development framework (see Appendix A). Advocate change.
Council and CCOs		Ensure that appropriate resources are allocated to Māori business

Source: NZIER

Medium-term actions

Table 3 Doing well though life cycles

Businesses	Think about future employees: who are they, what skills will they need? Build networks into potential sources of new staff.
IMSB	Embed life-cycles thinking in Council and CCO decision-making. Monitor actions. Move to managing success, rather than catch-up.
Council and CCOs	Identify areas where national programmes need to be augmented to Auckland-specific issues.

Source: NZIER

Long-term actions

Table 4 When everything can change

Businesses	Embed long-term thinking into strategy development and execution.
IMSB	Look for opportunities for early interventions to avoid inter-general disadvantage. Start to think now about a post-settlement environment
Council and CCOs	Plan for supporting success.

Source: NZIER

2.7. Next steps

Our knowledge of the details of Māori business in Auckland is limited. We have some partial observations from official statistics that we can use to monitor high-level trends (for example, at the GDP level). In Section 5, we discuss what developments are needed in statistics covering the Māori economy.

The Board's economic development focus has been on increasing the number of Māori businesses operating in the high-tech and information services sectors. This is appropriate, as it will help to align Māori businesses in Auckland with the economy in the city, which is different in structure from that of the rest of New Zealand, especially areas with high Māori populations. In those areas, Māori economic development has been focused on resource-based industries, which are not part of the Auckland economy.

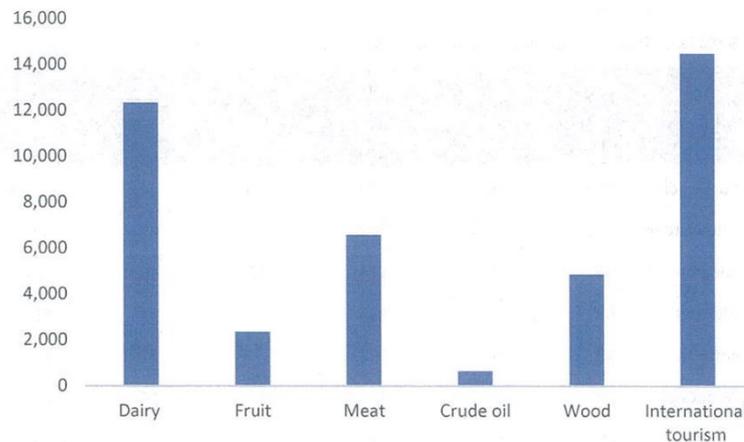
The tourism and entertainment sectors are a potential area of growth in the Auckland Māori economy, an area to which we now turn.

3. The value of a visible Māori identity to Auckland

Authentic, identifiably-Māori goods and services represent a unique opportunity for Māori businesses to grow the economy of Tāmaki Makaurau. Nowhere else in the world can people experience Māori culture in its traditional setting. And coming to experience all that New Zealand has to offer is in vogue. More reliable, cheaper and much more frequent long-haul air travel has opened the New Zealand tourism sector to where it now competes with the dairy sector to be the country's largest export earner.

Figure 7 International tourism is New Zealand's biggest export

\$ millions, 2016



Source: Statistics New Zealand

For the year ended March 2015 tourism achieved the following:

- 168,012 people were directly employed in tourism (6.9 percent of the total number of people employed in New Zealand)
- total tourism expenditure was \$29.8 billion
- international tourism expenditure of \$11.8 billion, and accounted 17.4 percent of New Zealand's total exports of goods and services
- domestic tourism expenditure was \$18.1 billion
- a direct contribution to GDP was \$10.6 billion, or 4.9 percent of GDP
- the indirect GDP of industries supporting tourism generated an additional \$7.9 billion for tourism, or 3.6 percent of GDP

And most international tourists arrive and depart via Auckland. But they don't just use Auckland International Airport as a stopping off point. Tourists stay in Auckland and spend a lot here, although their spending is concentrated in the retail and accommodation sub-sectors, rather than the arts and culture. This points to an opportunity.

Table 5 Most international visitors arrive in Auckland
2016.

	Auckland	Christchurch	Dunedin	Wellington	Queenstown
Business	220,512	26,080	480	34,624	6,384
Holiday	1,224,288	314,720	2,176	57,952	193,424
Visit friends or relatives	759,616	125,136	4,736	105,456	24,400
Total	2,494,768	500,688	8,096	217,696	239,200

Source: Statistics New Zealand

Table 6 International tourists spend more in Auckland than any other destination

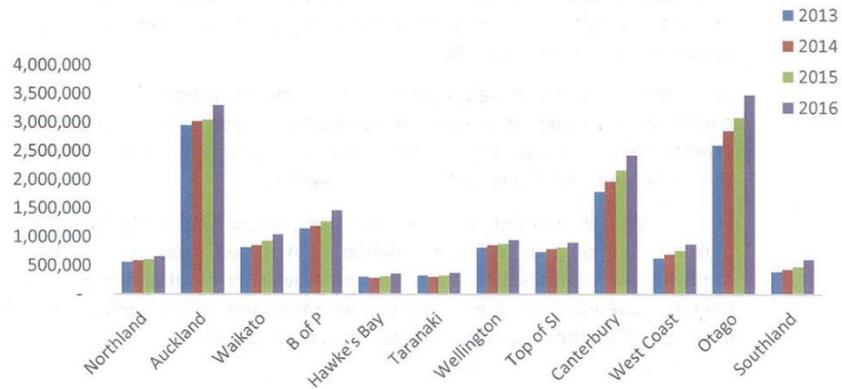
\$ million, 2016. Top ten destinations plus national total

	Accommodation	Cultural and recreation	Food and beverage	Transport	Other products	Retail	Total
Auckland	463	31	623	524	349	1,238	3,227
Queenstown	152	126	262	233	62	348	1,182
Christchurch	86	9	113	198	40	232	677
Wellington	93	7	136	46	31	165	476
Rotorua	43	58	49	1	72	72	295
West Coast	37	1	26	51	16	79	211
Northland	29	9	44	29	11	79	201
South Canterbury	43	1	29	12	9	70	164
Lake Taupō	32	28	30	14	3	40	146
Lake Wanaka	26	24	26	14	8	39	138
National Total	1,213	406	1,664	1,268	718	3,003	8,272

Source: Statistics New Zealand

Figure 8 International visitors stay in Auckland and Queenstown

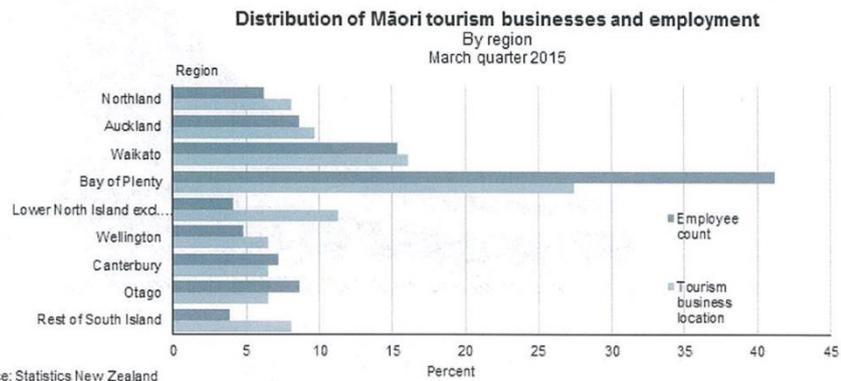
International visitors' guest nights, year ending December.



Source: Statistics New Zealand

While Auckland is a centre of tourism overall, it is not the centre of Māori tourism in New Zealand, in terms of either employment or the location of businesses, as can be seen in Figure 9.

Figure 9 Māori tourism is currently not located in Auckland



Source: Statistics New Zealand

Source: Statistics New Zealand

3.1. Tourism's impact on the economy

International visitors in particular, assist with growing the economy and job creation because of the pure additionality of their spending – all of their spending in New Zealand would not have occurred otherwise.

In contrast, spending by domestic tourists is simply a transfer between regions and/or between alternative types of spending, at least on a national level. An increase in domestic tourists' spending in Auckland will benefit Auckland, but will be the result of a choice to not spend in other areas. There is no net gain to New Zealand.

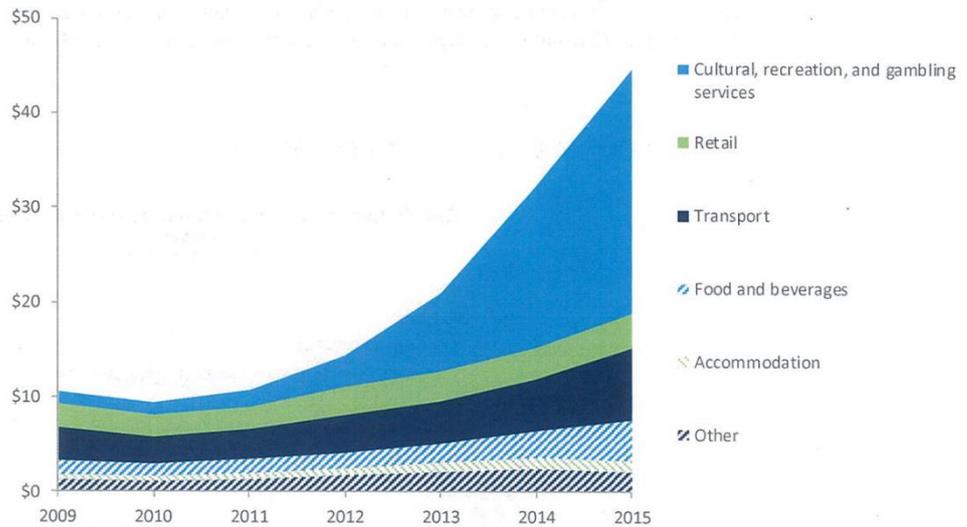
Therefore, an attraction that boosts domestic tourism spending, directly and indirectly, will benefit Auckland. But boosting international tourism spending will contribute to the growth of the Auckland and New Zealand economy and the number of jobs available. There is an additional non-market set of benefits for social cohesion and national identity.

We know that the development of new tourist attractions can make a major contribution to increased tourism expenditure. For example, Figure 1 shows the dramatic effect on visitor spending in Matamata after the release of the three Lord of the Rings films and the revitalisation of Hobbiton.

In 2009, total international tourism spending in the Matamata-Piako District was \$9 million. Spending on cultural activities contributed around \$1 million. By 2015, following the revitalisation and series of movies, cultural activities contributed \$26 million. Spending in other sectors also increased by \$10 million to \$19 million, demonstrating the flow-on effects of cultural initiatives.

Figure 10 International visitor spending in Matamata-Piako

Millions

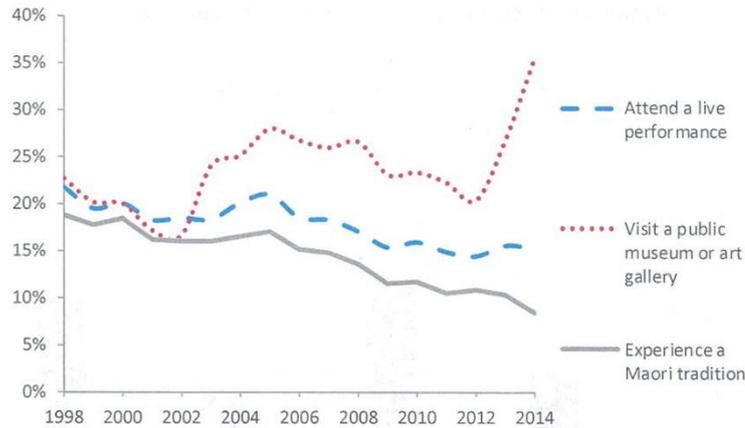


Source: MBIE regional tourism expenditure estimates

International visitors who visit cultural attractions tend to spend more during their time in New Zealand. For example, for the 2015 calendar year each international visitor who visited a cultural tourism attraction in Auckland delivered an average spending premium of around \$1,700 compared to a visitor that did not visit a cultural attraction in Auckland.

Figure 11 Trends in cultural tourism by international visitors

Percentage of international visitors to New Zealand



Source: Statistics New Zealand International Visitor Survey

The downward trend in the percentage of international visitors experiencing a Māori tradition reflects the absolute number of people having this experience remaining largely static, while total tourist numbers have increased.

3.2. The current value of Māori cultural experiences

We estimate the international tourism value of a visible Māori identity in Auckland to be \$663 million (in current value) per year. This is based on the international visitor survey for the year to December 2016.

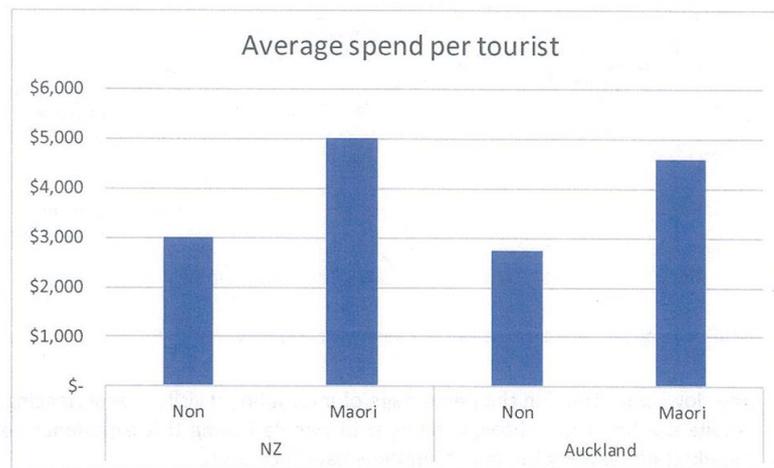
To be clear, this value does not represent the value of *direct spending* on Māori cultural tourism by international visitors. Rather, it is an estimate of the extra value from tourists who visit some form of Māori cultural tourism, relative to tourists who do not. This suggests that encouraging more tourists to experience Māori cultural tourism should in turn lead to a greater amount of spending by tourists while they are in New Zealand.

The International Visitors Survey, which surveys international visitors coming into New Zealand, shows that tourists who visit some form of Māori cultural tourism tend to stay longer and spend more in New Zealand than those who do not visit some form of Māori cultural tourism. On average, a tourist who experiences Māori cultural tourism while in New Zealand spent just over \$2,000 more than a tourist who did not experience Māori cultural tourism.

We infer the extra spend for international visitors coming to Auckland by the proportion of days these tourists are in Auckland during their trip. This approach means that we assume tourist spending patterns are the same regardless of whether they are in Auckland or the rest of New Zealand. We estimate that on average, an Auckland tourist who experiences Māori cultural tourism spent around \$1,800 more than a tourist who did not experience Māori cultural tourism.

We multiply this extra spend per tourist by our estimate of the number of Auckland tourists who experienced Māori cultural tourism to obtain our estimate of the total value of extra tourism spending across all Auckland tourists who experienced Māori cultural tourism. We estimate this to be \$663 million per year.

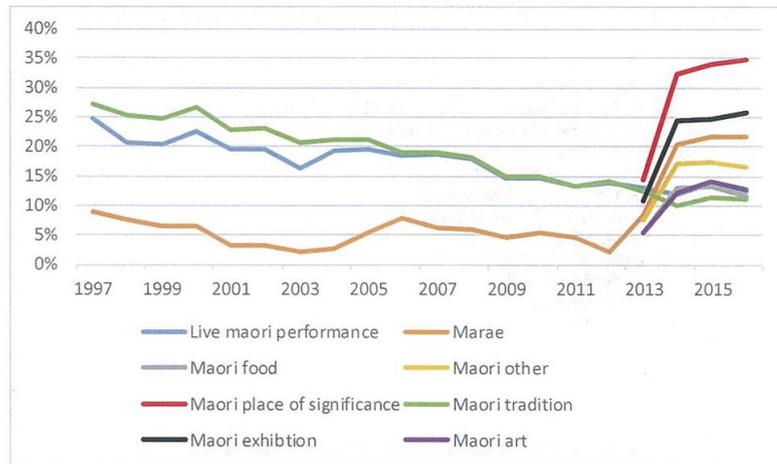
Figure 12 Tourists who experience Māori culture spend more



Source: NZIER

The proportion of international visitors attending a Māori tourism offering has increased since 1997, although a change in classifications makes the trend of each Māori tourism activity hard to discern.

Figure 13 Spending by activity

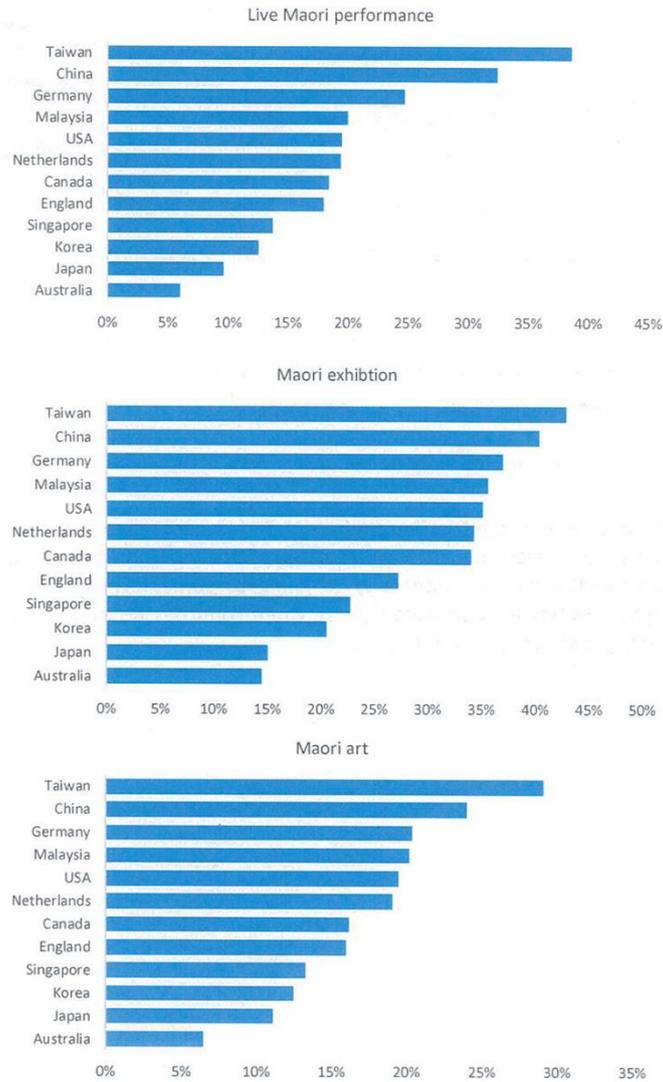


Source: Statistics New Zealand and NZIER

Tourists from different countries have different preferences when it comes to visiting various types of attractions in New Zealand. Visitors from Taiwan, China and Germany have the highest propensity to going to some form of Māori cultural offering when visiting New Zealand. These three countries also represent areas of considerable growth in tourist numbers.

Figure 14 Taiwanese, Chinese and German tourists like to go to a Māori tourism offering

Proportion of tourists from each country that attend a Māori cultural offering



Source: NZIER

These tourists also tend to spend more in New Zealand on each visit on average (although there are differences between individual countries).

3.3. The potential for expansion

We now turn to the issue of whether and how the value of the Māori identity in Auckland might grow.

This section is pitched at a high level of generality and is speculative in nature. Any opportunities will need to be subject to rigorous testing of a business case, to test their commercial viability. We therefore focus on the issues and risks that would need to be included in that testing. In doing so, we note that the entertainment and tourist sectors are notoriously high-risk, with commercial failure frequent.

ATEED has already identified Auckland's Māori heritage and culture as an opportunity:

Authentic cultural experiences – Auckland has a rich and unique culture shaped by Māori, European, Pacific and Asian influences. There is an opportunity to celebrate and showcase these cultures through the development of authentic culture-based visitor experiences in Auckland. The popularity of destinations like Rotorua demonstrates the high levels of demand for cultural experiences, particularly among international visitors. More than 1.8 million international visitors passed through Auckland in 2012; hence there is sufficient demand to support several high quality cultural experiences in Auckland. Development of cultural experiences will require consultation with the appropriate ethnic groups in Auckland, and private sector investment.¹¹

ATEED has also set supporting the development of authentic Māori cultural product and capability in Auckland as a short-term priority. Its current Statement of Intent includes "Work with partners to facilitate the development of a significant Māori cultural centre and attractions in Auckland" as a key project.

3.3.1. Supporting infrastructure is missing

While Auckland is home to 25% of the Māori population of New Zealand, Tāmaki Makaurau's Māori heritage is not prominently on display. There is little bilingual signage, Te Reo place names are not much used and connections to pre-European settlement are frequently not made. For example, the website <http://www.aucklandtourism.co.nz/> does not showcase Auckland as a Māori city.

We consider that lifting the prominence of Tāmaki Makaurau's Māori heritage is a prerequisite for increasing the contributions that tourism and culture can make to the Māori economy of Auckland.

¹¹ Auckland Visitor Plan 2021, May 2014, p. 42.

3.3.2. Navigating commercial and community objectives

Given levels of disadvantage currently experienced by many Māori in Auckland, business developments are often proposed as having a combination of commercial and community development aspects, for example, providing employment opportunities for Māori.

There will always be a risk of the community and commercial activities becoming out of balance. It is crucial that community aims are not lost sight of in pursuing commercial gains. Likewise, the demand for community activities must not exceed the availability of funds from commercial activities or other sources. The ownership and governance structures will be critical in managing and mitigating this balance between commercial and community objectives.

3.3.3. Stakeholder commitment

There will be a range of stakeholders in any proposal to use uniquely identifiable Māori assets – including cultural assets – for commercial and community gain. And there will be a range of views. For example, some stakeholders may feel that Māori cultural experiences should operate primarily in a community space and be funded by non-commercial means such as grants, while other stakeholders want them to be financially independent and self-funded through commercial means.

A key element of business planning should be a careful consideration of the differing stakeholder views and how these could impact on the implementation.

The role of the Auckland Council, ATEED, Regional Facilities Auckland and Panuku will be particularly important to the next stage due to their role in economic development, tourism, and urban renewal. They also control facilities and land that could be used for creating a physical presence the future.

There needs to be a decision on how best to consult with Mana Whenua and Iwi Māori in the formative and critical stages.

3.3.4. Developing and maintaining authenticity

Developing and maintaining cultural authenticity is an important issue for stakeholders. Some may see that an excessive focus on commercial attraction could erode cultural authenticity. Stakeholders want to avoid a situation where any offering is perceived by the community as a place where tourists come to observe a diluted and commercialised version of Māori culture. Part of this is the issue of the role of place in authentic cultural experiences. What are the respective roles of Mana Whenua and Mataawaka in Auckland? One observation from the Pākehā world we would make is that it is the place of origin of the cultural experience, not the place of performance, that matters: the Bolshoi Ballet doesn't stop being authentically Russian when it tours.

Developing and maintaining cultural authenticity may be a challenge. So, it is crucial that it is prioritised and managed on many levels. Authenticity should be a key consideration in the development of any proposal.

Through the very act of expression, artists themselves will have a say in authenticity and cultural integrity. Engaging these practitioners in the planning and programming of any offerings will be vital.

3.3.5. Raising revenue is risky

The most important risk to the feasibility of any venture is the realisation and sustainability of the estimated revenue streams. This is a not a unique risk. All commercial operations must compete and manage their revenue potential.

3.3.6. Establishing a point of difference

Establishing a point of difference and understanding the market niches that should be targeted to achieve success is crucial in any commercial or cultural offering. How any new ventures are perceived by incumbent providers will be important. At the same time, competition is often the spur for innovation and existing providers do not necessarily have a privileged right to this market.

3.4. Success factors

We have identified the following success factors for any new offerings:

- delivery on the primary objectives for advancement of Māori people
- commercial discipline to thrive in a competitive tourism market
- preservation of cultural authenticity
- education of youth to support social cohesion and national identity
- community and commercial partnerships to leverage physical, human and cultural assets
- opportunities for upscaling and supporting business partners and suppliers
- an ownership form that incentivises the commercial discipline, while preserving the cultural imperative.

3.5. The next steps

There is clearly potential for new, high-quality, authentic Māori cultural offerings in Auckland to grow the Māori economy.

Realising that potential will, however, not be easy, given the risks that we have identified. The list of success factors is long and achieving them is not going to be simple.

Our analysis has necessarily been at a very high level. The next steps would be to identify in more detail:

- what supporting infrastructure the council should be providing to showcase Auckland's Māori heritage
- what the offerings might be, including issues of format, location, timing
- the potential demand
- how, and by whom, that demand might be satisfied.

4. Alternative methodologies for calculating the Māori economy

In our two reports to the Board on the size of the Māori economy, we used data from the 2013 Census that was based on self-reported ethnicity.

The 2013 Census asked the following question:

Which ethnic group do you belong to?

It then gives a range of options to tick (New Zealand European, Māori, Samoan, Cook Island Māori, Tongan, Niuean, Chinese, Indian) as well as allowing respondents to specify another ethnicity.¹²

Under the heading “Why do you want to know about my ethnic group or groups?”, the guide to the Census states:

Ethnicity statistics count the number of people identifying with different ethnic groups in New Zealand. Understanding where these groups are and how they change over time helps government, businesses and community organisations to plan policies and services in areas such as health and education. People also use this information to learn more about their communities. An ethnic group is made up of people who have some or all of the following:

- *a shared culture, such as traditions or ways of doing things, customs, beliefs or language*
- *a common ancestry or history*
- *a similar geographic, tribal or clan origin.*

Examples of ethnic groups are: Māori, Samoan, Chinese New Zealander, Kiribati, Greek, Afrikaner, Eritrean, Kurd, Iraqi, Assyrian and Malay.

Further information on how Statistics New Zealand measure ethnicity is contained on their website.¹³

A further Census question asks:

Are you descended from a Māori (that is, did you have a Māori birth parent, grandparent or great-grandparent, etc)?

If the answer is yes, then respondents are asked whether they know the name of their Iwi and its Rohe.

¹² Respondents can select multiple ethnicities, but are not encouraged to. The instruction under the question is “Mark the space or spaces which apply to you”, so there can be a falsely perceived limitation. The question on health, for example specifically states “Mark as many spaces as you need to answer this question”.

¹³ See http://www.stats.govt.nz/browse_for_stats/population/census_counts/review-measurement-of-ethnicity.aspx.

In 2013:

- 598,605 people identified with the Māori ethnic group
- 668,724 people were of Māori descent.

The Board has asked us to advise it on whether using descent as opposed to ethnicity would make a material difference to our estimates of the Auckland Māori economy. This section contains our analysis of the issue.

4.1. Defining Māori for public policy

The question of who is Māori has been the subject of considerable debate (Butcher 2003, Callister 2003, Chapple 2000, Durie 2001, Gould 2000, Kukutai 2003, Pool 2001, Pool 1991).

At the heart of the problem of defining ethnic group membership is the lack of definitive criteria.

In this case, just what is it that makes a person Māori? Is it a preponderance of Māori ancestors – something akin to the notion of being a “full blood”? Is it knowledge of cultural practices and engagement in Māori networks? Is it having a Māori ancestor, no matter how far back? Or, is being Māori merely a state of mind?

Clearly any criteria invoked are not objective, but are products of the motivations and cultural assumptions of those doing the classifying. However, given its importance for policy, the task of formulating a definition is both worthwhile and necessary (Kukutai 2004).

Kukutai (2017) distinguishes three distinct criteria which can and do overlap significantly across the Māori population:

- Biological – akin to the notion of descent or ancestry
- Cultural – akin to the notion of ethnicity. This is self-identified (and therefore does not require descent) and typically focuses on measures of cultural identity or ethnic group attachment
- Tribal affiliation – predicated on hapū or Iwi affiliation and is closely related to the descent criteria (although some Māori who identify through descent cannot trace it back to a particular Iwi or hapū).

4.1.1. Biological, ancestry or descent

Māori descent is a biological concept (Statistics New Zealand, 2017).

Descent is largely used for statutory and legal purposes. For example:

- most statutes use ancestry criteria. The Te Ture Whenua Maori Act 1993 defines Māori as “a person of the Māori race and includes a descendant of any such person”
- descent is required to enrol in a Māori electorate and to vote for Māori seats candidates in parliament
- descent is required to lodge a claim with the Waitangi tribunal (Kukutai 2004).

4.1.2. Culture or ethnicity

The concept of ethnicity differs from that of descent, having a social and cultural base, as opposed to a biological base (Statistics New Zealand 2017).

There have been various attempts to measure Māori identity.

Ritchie (1963) proposed a “degree of Māoriness” scale which uses ten items including “blood” (three quarters Māori or more), marae visits, living in a Pā (Māori village) and the ability to name their traditional canoe.

Metge’s schema of “Māoritanga” (1964) is another scale which consists of twelve items including loyalty to Māori, generosity, a deliberate “happy-go-lucky” attitude to money, and a “refusal to worry” over the future or plan too far ahead as measures of Māori identity.

Reitz and Sklar (1997) use language use, religious affiliation and network ties as measures of ethnic attachment.

More recently Cunningham et al. (2002), as well as Stevenson (2004), proposed a single measure of Māori cultural identity as a weighted aggregate of seven cultural indicators including language, involvement with the extended family, knowledge of ancestry, and self-identification. Kukutai (2004) explains:

The rationale for the weighting is based on a subjective assessment of the contribution of each to a “unique Māori identity”. It presupposes that there is something culturally unique about Māori, and that this can be approximated through proxy indicators that can be prioritised, quantified and aggregated.

Most of the items proposed by different researchers are not collected through Census. Because these different measures of identity rely on information costly to compile on a regular basis for the entire population, none of them have gained particular traction and Statistics New Zealand’s collected data through Censuses call for a simpler approach.

Statutory definitions rely on descent while official statistics use ethnic self-identification and are commonly used for socio-economic and policy purposes (Kukutai 2004). Interestingly, Kukutai (2017) argues that

Any definition of Māori ought to include both ancestry and ethnicity. Persons of Māori descent who do not identify as Māori should not be counted as Māori for most general policy and legal purposes.

That is not however the current use of the definition of Māori for policy purposes, ethnicity alone being the most common definition.

4.1.3. Tribal affiliation

Finally, authors such as Broughton (1993) and Karetu (1990) propose that Māori identity depends foremost on tribal affiliation i.e. identity that is predicated on hapū and Iwi affiliation. We note, however, that tribal affiliation is a species of descent (properly kinship).

Kukutai (2004) explains that many tribes now have their own member rolls and only those who are registered members qualify for benefits such as marae-based housing or tertiary scholarships.

Māori descent counts form the basis of Iwi statistics (Statistics New Zealand 2017a). Tribal affiliation can be regarded as a sub-criterion to descent rather than a distinct criterion in and of itself. The difference is that in 2013, 20% of Māori who answered yes to the descent question did not know or don't report their tribal affiliation.

Statistics New Zealand explain that Māori are counted only in two ways in the New Zealand Census of Population and Dwellings, through ethnicity and descent (Statistics New Zealand 2017a).

4.2. Population analysis of Māori ethnicity and descent

4.2.1. New Zealand

More Māori identify themselves as Māori through descent than through ethnicity but the majority (84% in 2013) identify as both.

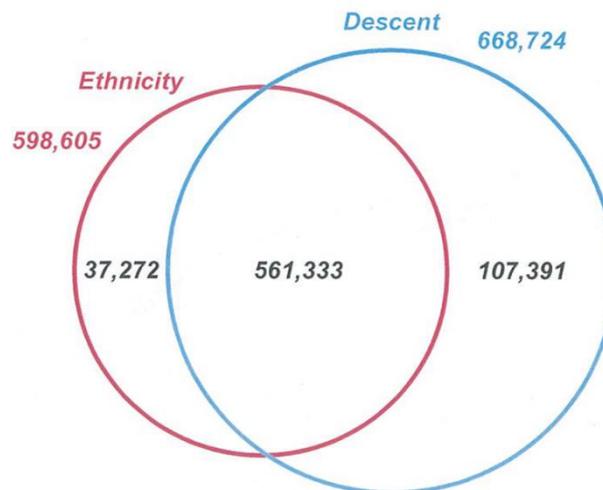
In 2013:

- 598,605 people identified with the Māori ethnic group
- 668,724 people were of Māori descent.

A significant number (107,391) are Māori by descent but do not self-identify (ethnically) as Māori. A smaller proportion (37,272) identified with the Māori ethnic group but did not report Māori descent.

Figure 15 Māori ethnicity and descent

2013



Source: Statistics New Zealand

The number of Māori who self-identify as Māori (ethnicity) relative to the Māori descent population fluctuates over time (both populations are growing). Kukutai (2004) explains that self-identification can change over a someone's life, which would explain the widening and shortening gap between the two populations.

More recently the gap has been closing steadily since 2001, i.e. the number of Māori who identify with the Māori ethnic group is growing faster than the number of Māori by descent. The increase has been particularly strong between 2006 and 2013 with the gap closing to 70,119, the lowest since 1996. The reasons for this has yet to be investigated to our knowledge.

Table 7 Ethnicity and descent

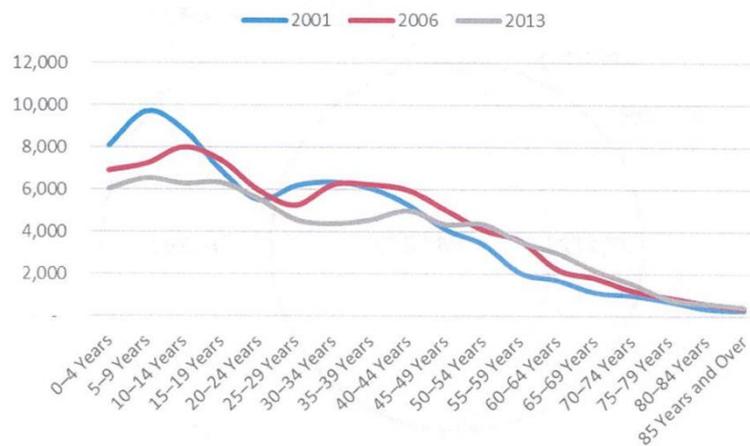
Year	Ethnicity	Descent	Difference	Ethnicity as a percentage of descent
1991	434,847	511,278	76,431	85%
1996	523,371	579,714	56,343	90%
2001	526,281	604,110	77,829	87%
2006	565,329	643,977	78,648	88%
2013	598,605	668,724	70,119	90%

Source: Statistics New Zealand

Between 2001 and 2013 the number of Māori by descent but not by ethnicity has fallen for younger Māori but has increased for older age groups (as a result of ageing).

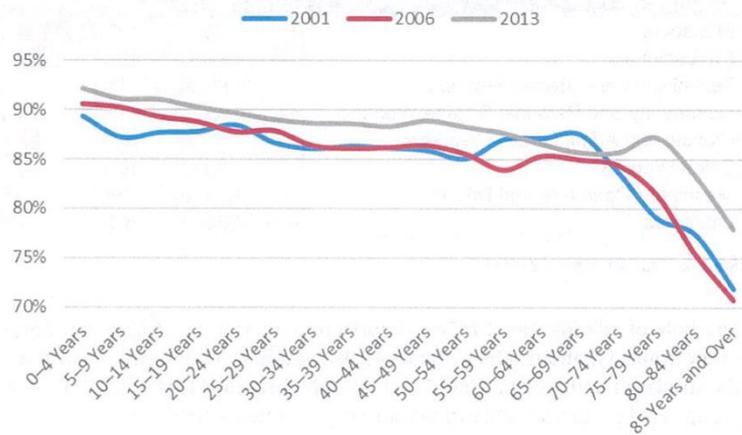
An increasing number of Māori new-born identify both as Māori through ethnicity and descent (strictly speaking, parents have filled the census responses).

Figure 16 Number of Māori by descent who do not self identify (ethnicity) by age



Source: Statistics New Zealand

Figure 17 Share of Māori by ethnicity as a proportion of by descent by age



Source: Statistics New Zealand

Māori who identify as Māori by descent but not by ethnicity typically belong to higher socio-economic groups with higher qualifications.

Table 8 Ethnicity and descent by highest qualification

2013

Highest qualification	Ethnicity	Descent	Difference
No qualification	40%	33%	7.3%
Level 1 Certificate	17%	16%	1.4%
Level 2 Certificate	12%	11%	0.1%
Level 3 Certificate	9%	10%	-0.2%
Level 4 Certificate	8%	8%	0.5%
Level 5 or Level 6 Diploma	6%	6%	-0.3%
Bachelor's Degree and Level 7 Qualifications	5%	7%	-1.2%
Post-Graduate and Honours Degrees	1%	1%	-0.1%
Master's Degree	1%	1%	-0.2%
Doctorate Degree	0%	0%	-0.1%

Source: Statistics New Zealand

This is also reflected in the proportion of occupation by ethnicity and by descent, with Māori by descent only being more represented in Managerial and Professional occupations.

Table 9 Ethnicity and descent by occupation

2013

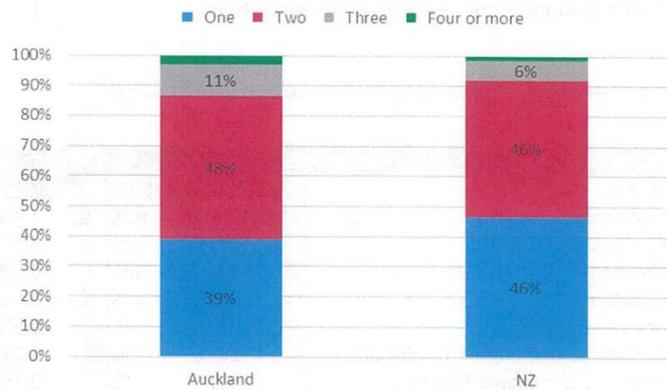
Occupation	Ethnicity	Descent	Difference
Managers	14%	16%	-1.5%
Professionals	19%	19%	-0.8%
Technicians and Trades Workers	11%	11%	0.0%
Community and Personal Service Workers	11%	11%	0.6%
Clerical and Administrative Workers	14%	14%	-0.4%
Sales Workers	9%	10%	-0.4%
Machinery Operators and Drivers	10%	9%	1.3%
Labourers	12%	10%	1.1%

Source: Statistics New Zealand

The bulk of self-identified Māori report one (i.e. Māori) ethnicity or Māori and one other ethnicity, about 90% for both Auckland and New Zealand. Thirty-nine percent (in Auckland) and 46% (in New Zealand) of Māori only identify with the Māori ethnic group. Half of Auckland Māori self-identify with two ethnicities.

Figure 18 Distribution of Māori by number of ethnicities

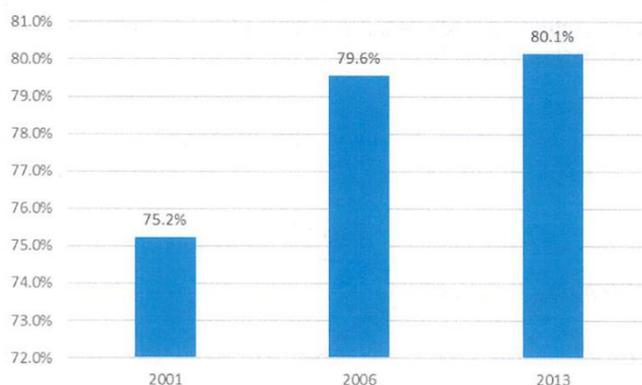
2013



Source: Statistics New Zealand

The proportion of Māori by descent with an affiliation to an Iwi is also rising steadily after fluctuating significantly in the past. The number of Waikato Iwi responses increased 50% between 1996 and 2001 (Kukutai 2004). Eighty percent of Māori by descent have an affiliation to an Iwi in 2013, up from 75% in 2001.

Figure 19 Share of Māori by descent affiliated with at least one Iwi



Source: Statistics New Zealand

Half of the Māori population by descent link their ancestry back to one Iwi, a fifth with two Iwis and another 10% with up to five Iwis. Twenty percent could not specify to which Iwi they can trace back their ancestry.

Table 10 Māori by descent and number of Iwi affiliation

2013

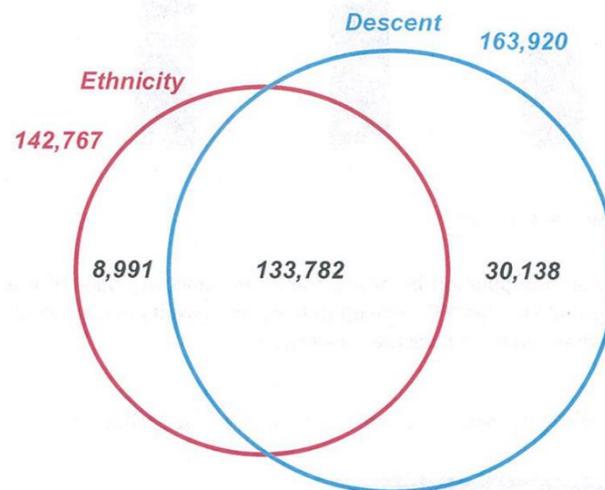
Number of Iwi specified	Population	%
One Iwi	332,808	50%
Two Iwi	132,291	20%
Three Iwi	44,136	7%
Four Iwi	17,664	3%
Five Iwi	9,042	1%
Not elsewhere included	132,780	20%
Total people	668,724	100%

Source: Statistics New Zealand

4.2.2. Auckland

The structure of the Auckland's Māori population between ethnicity and descent is similar to that of New Zealand's.

Figure 20 Auckland Māori ethnicity and descent
2013



Source: Statistics New Zealand

By ethnicity or by descent, the Auckland Māori population is about a quarter of the Māori population of New Zealand.

Table 11 Auckland share of Māori population by ethnicity and descent

Classification	Region	2001	2006	2013
Ethnicity	Auckland	127,704	137,304	142,767
	NZ	526,281	565,326	598,605
	%	24%	24%	24%
Descent	Auckland	149,193	159,828	163,920
	NZ	604,110	643,980	668,724
	%	25%	25%	25%

Source: Statistics New Zealand

There is a slight difference between the proportion of Auckland's Māori who self-identify by ethnicity but not by descent (87%), compared to the figure in New Zealand's (90%).

Table 12 Auckland ethnicity and descent

Year	Ethnicity	Descent	Difference	Ethnicity as a percentage of descent
2001	127,704	149,193	21,489	86%
2006	137,304	159,828	22,524	86%
2013	142,767	163,920	21,153	87%

Source: Statistics New Zealand

More Māori identify as Māori alone (ethnically) in Auckland's lower socio-economic local boards.

Table 13 Māori by number of ethnicities by local board

2013

Local Board	One	Two	Three	Four or more
Rodney	29%	61%	8%	2%
Hibiscus and Bays	23%	66%	10%	2%
Upper Harbour	25%	64%	9%	3%
Kaipatiki	32%	55%	10%	3%
Devonport-Takapuna	27%	61%	9%	3%
Henderson-Massey	39%	46%	11%	4%
Waitakere Ranges	27%	57%	13%	3%
Great Barrier	30%	58%	6%	8%
Waiheke	33%	55%	10%	3%
Waitemata	28%	59%	11%	3%
Whau	34%	48%	14%	4%
Albert-Eden	28%	57%	11%	3%
Puketapapa	31%	52%	13%	4%
Orakei	28%	60%	10%	2%
Maungakiekie-Tamaki	41%	44%	12%	3%
Howick	27%	58%	13%	3%
Mangere-Otahuhu	51%	35%	11%	4%
Otara-Papatoetoe	47%	36%	12%	4%
Manurewa	52%	36%	9%	3%
Papakura	51%	40%	8%	2%
Franklin	39%	52%	7%	2%

Source: Statistics New Zealand

More Māori identify only by descent, not ethnicity, in Auckland's higher socio-economic local boards.

Table 14 Auckland ethnicity and descent by local board

2013 % is ethnicity as a percentage of descent

Local Boards	Ethnicity	Descent	Difference	%
Rodney	5,082	6,438	1,356	79%
Hibiscus and Bays	5,004	7,041	2,037	71%
Upper Harbour	2,610	3,609	999	72%
Kaipatiki	6,615	8,106	1,491	82%
Devonport-Takapuna	2,847	3,888	1,041	73%
Henderson-Massey	16,008	17,487	1,479	92%
Waitakere Ranges	5,001	6,021	1,020	83%
Great Barrier	150	168	18	89%
Waiheke	891	1,038	147	86%
Waitemata	4,374	5,694	1,320	77%
Whau	6,387	7,146	759	89%
Albert-Eden	6,108	7,797	1,689	78%
Puketapapa	2,853	3,372	519	85%
Orakei	3,600	5,166	1,566	70%
Maungakiekie-Tamaki	8,505	9,261	756	92%
Howick	6,324	8,235	1,911	77%
Mangere-Otahuhu	10,335	10,521	186	98%
Otara-Papatoetoe	10,791	11,139	348	97%
Manurewa	19,131	19,314	183	99%
Papakura	11,976	12,462	486	96%
Franklin	8,175	10,014	1,839	82%
Total	142,767	163,920	21,153	87%

Source: Statistics New Zealand

4.3. Conclusion

The proportion of the population that reports that they are of Māori descent is larger than that self-identifying as being ethnically Māori, although this difference is falling over time.

While there are some differences in economic outcomes depending on whether descent or ethnicity is used as the classification, these differences are not material enough to affect our conclusions on the size of the Auckland Māori economy.

5. Improving the estimate of the size of the Māori economy

We estimated the Auckland GDP measures following the same methodology as those in previous reports commissioned by Te Puni Kōkiri. The estimates are based on partial data and require assumptions and approximations. As such, the data should be considered indicative.

This section summarises where more detailed statistics would allow us to develop a more robust methodology to estimate the size of the Māori economy, particularly at the regional level, such as for Auckland.

5.1. Censuses are renewed every five years

Some but not all the statistics used to estimate the size of the Māori economy are based on Census data. It is the only source of ethnicity-based data for important statistics like income per person and employment by different type of employment.

There is no remedy to this constraint other than to acknowledge that as the censuses become more outdated the precision of the estimate reduces. But we believe it is a noteworthy limitation, not a significant issue.

5.2. The fundamental constraint is the GDP statistics at the regional level

The fundamental constraint on the estimate's precision is the level of detail (level of aggregation) available for GDP by industry by region. Statistics New Zealand provides GDP by industry by region at a fairly high level of aggregation, which limits the precision of the estimate of Māori economy GDP for Auckland.

5.3. Improving the Māori GDP estimate

New Zealand's Gross Domestic Product (GDP) can be measured in three ways:

- Production or value added
- Income earned by labour and capital
- Expenditure on goods and services (net of exports and imports).

Statistics New Zealand (SNZ) measures production and income jointly, so in this report we will look at only two measures, income and expenditure.

We summarise the potential improvements to the Māori GDP estimate for the income and expenditure measure respectively.

5.3.1. Improving the Māori GDP Income estimate

The statistics that would help improve the quality of the GDP income measure of the size of the Māori economy are summarised in the following table.

Table 15 What statistics would help improve the Māori GDP income estimate

Potential statistics	How we currently estimate it
Number of Māori enterprises by industry by region	Currently estimated using information on the number of Māori enterprises by industry in New Zealand and adjusting it for the structure of the Auckland economy relative to that of Auckland's
Number of Māori employees by industry by region	Currently estimated using information on the number of Māori employees by industry in New Zealand and adjusting it for the structure of the Auckland economy relative to that of Auckland's
Productivity of Māori employees and self-employed relative to New Zealand and Auckland average	Currently it is assumed that GDP per employee and self-employed is constant across ethnicities

Source: NZIER

Tatauranga Umanga Māori provides a range of statistics on Māori authorities, a subset of Māori businesses that contribute to our country's economy. Furthermore, it does not provide a breakdown of the information on Māori authorities by region and by industry, only one or the other.

Finally, Māori authorities are only a subset of Māori businesses. Statistics New Zealand defines Māori enterprises as enterprises that meet one of more of these conditions:

- it is an enterprise (business) with a collectively managed asset that uses current Inland Revenue eligibility criteria to be a Māori authority (whether or not it elects to be a Māori authority for tax purposes)
- it is a commercial business that supports the Māori authority's business and social activities, and sustains or builds a Māori authority's asset base
- it is a business that is 50 percent or more owned by Māori authorities.

Tatauranga Umanga Māori 2016: Statistics on Māori businesses does provide information on Māori enterprises but it is limited to Small and Medium Enterprises (SMEs) and lacks the detail explained above.

6. Conclusions

The Auckland Māori economy is growing slightly faster than the Auckland economy as a whole.

Understanding the size of the prize

The economic case for the *Māori Plan for Tāmaki Makaurau* is becoming clear through our work.

Together, we have a good understanding of the current state of Auckland Māori. The *Māori Plan* sets out a vision of a successful future for Auckland's Māori.

Our reports have started to map out what needs to be done to achieve that desired future.¹⁴ What we have not yet quantified is the benefits that will come from achieving that future state (the size of the prize).

We know where to look for some data on the gains from improved educational outcomes and increased incomes. We are only starting to understand the potential economic gains from using Māori cultural capital to its fullest advantage. In this report, we look at one aspect of this, tourism.

To develop a robust and defensible view of the potential gains to all of Auckland from the *Māori Plan* will require better data – which we have also discussed in the report – and refinement of analytical techniques to use that data.

Tourism and culture are areas of great potential

Tourism is now New Zealand's largest export earner and Auckland is the centre of the tourism business. Most tourists arrive and depart through Auckland and spend time and money while here. However, the Māori cultural sector is only a small part of the Auckland Māori economy.

We see considerable potential to expand this part of the economy. Authentic (to both consumers and providers), commercially viable cultural offerings would increase both material well-being (jobs and incomes), as well as reinforcing Auckland's role as the premier tourist destination in New Zealand: that is, not just a place to go shopping at the end of a holiday.

Auckland's Māori heritage is not on prominent display. This is a missing piece of infrastructure needed to support the growth of Māori tourism and entertainment.

As next steps, we suggest that we work with the Board to do two things:

- Develop a fully-costed programme, for inclusion into the next Council Long-term Plan, to boost the profile of Māori heritage of Auckland as a vital piece of infrastructure supporting growth in the Māori tourism and entertainment sectors.
- Develop a business case for a world-class Māori cultural and entertainment offering to be provided by Auckland Māori.

¹⁴ NZIER 2016a and 2016b.

Continue to improve data on the Auckland Māori economy

Regardless of the direction in which Māori economic development takes in Auckland, there will be an ongoing need to develop better data that can support analysis and action: humans have a bias for only managing what can be measured. We suggest that as part of its ongoing work programme on data, the Board work with the Council and central government to improve the range and quality of economic statistics collected about the Auckland Māori economy.

Using a well-being framework

There is an international trend towards conceptualising and measuring well-being using more than economic production (GDP). This fits in well with the Māori values of the *Māori Plan for Tāmaki Makaurau*. The Board's next priority is manaakitanga – improving the quality of life. Incorporating the latest developments from international thinking about well-being into the Board's work will add a richness to the conclusions that can be drawn from data.

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Appendix A Thinking about growth

This appendix contains our views about the issue of how to think about improving the economic and social position of Māori: what framework should we use? Should it see economic and social progress in purely financial terms, as measured by GDP, or should it look more widely? These are important and difficult questions, but fortunately ones that have been subject to considerable work internationally upon which we can draw.

A.1 What is GDP?

Gross domestic product, or GDP, is now used extensively, in popular discourse, by governments and by professional economists as a measure of social and economic progress.

It is perhaps ironic therefore that the first ever official estimate of the national income of the United States, published in 1934, contained as explicit warning that it was not a measure of welfare:

The welfare of a nation can, therefore, scarcely be inferred from a measurement of national income as defined above.¹⁵

The idea behind GDP is to measure in a single number and with no double counting all output or production carried out by all enterprises, government and non-profit institutions and households in an economy during a given period.

GDP is conceptualised and measured in terms of the flows of payments that accompany all market-based economic activity, including purchases by consumers (which also equal revenue of merchants), wages received by workers (which can also be counted as wages paid by firms) and the value that each stage of the production process entails (the difference between the cost of inputs and the price received for outputs).

In 2008, French president Nicolas Sarkozy appointed a commission which was tasked with identifying the limits of GDP as a measure of economic performance and social progress. The Stiglitz, Sen, Fitoussi Commission (named after its three principals¹⁶) published its report and detailed commissioned studies in 2009.¹⁷

While the Commissioners were clear that GDP is not an appropriate measure of either economic performance or social progress, they did not recommend a single index that could replace GDP. Rather, they recommended that governments use a range of measures when assessing performance and policy.

¹⁵ US Department of Commerce (1934), p. 7.

¹⁶ Joseph Stiglitz, a Nobel Prize winning economist and frequent critique of neoliberal economic policy; Amartya Sen, also a Nobel winner and as we will see below a contributor of major thinking on the issues of ethics and economics; and Jean-Paul Fitoussi, a French economist who is currently a Professor of Economics at the Institut d'études politiques de Paris. At the time the Commission was appointed, he served as President of the Observatoire Français des Conjonctures Economiques, an institute of the Fondation nationale des sciences politiques (Sciences Po), dedicated to economic research and forecasting.

¹⁷ The English language versions of the Commission's published report and background materials can be found on the website of the French National Institute of Statistics and Economic Studies at: <https://www.insee.fr/en/information/2662494>.

In part as a response to the Commission's report, but in some cases as a response to the sorts of concerns that led to the Commission being established, several international and national agencies have developed more comprehensive measures. Two that are particularly relevant to Auckland Māori are the OECD's the OECD Better Life Initiative and the New Zealand Treasury's Living Standards Framework.

A.2 The OECD Better Life Initiative

To mark its fiftieth anniversary, the OECD launched the Better Life Initiative, aimed at increasing understanding of what drives well-being of people and nations and what needs to be done to achieve greater progress for all. To accompany the launch of the initiative, it published *How's Life*,¹⁸ which contained a synthesis of a decade's work on better ways to measure progress, accompanied by a detailed compendium of indicators.¹⁹ Subsequently, the OECD has published periodic updates of progress²⁰ as well as hosting an interactive website: <http://www.oecdbetterlifeindex.org/>.

The key to the *How's Life* approach is the idea that well-being is multi-dimensional:

*Well-being is multidimensional, covering aspects of life ranging from civic engagement to housing, from household income to work-life balance, and from skills to health status. A thorough assessment of whether life is getting better requires a wide range of metrics, captured on a human scale, and able to reflect the diverse experiences of people.*²¹

The framework behind the OECD's approach is based on three pillars:

- Material living conditions
- Quality of life
- Sustainability.

This approach draws on that proposed by the Stiglitz, Sen, Fitoussi Commission.

In terms of scope, the OECD focuses on households and individuals, rather than using aggregate measures; is concerned with well-being *outcomes*, not inputs (costs) or outputs (production) – for example, health status, not health spending or the number of operations) – and looks at the distribution of outcomes across individuals.

Within the three pillars, the OECD considers eleven separate dimensions, which also follow closely the recommendations of the Commission. For each dimension, it then collects data on between one and four indicators.

¹⁸ OECD (2011a).

¹⁹ OECD (2011b).

²⁰ OECD (2013a) and OECD (2015a).

²¹ OECD (2015).

Table 16 The dimensions of the Better Life Index

Dimension	Indicators
Housing	Dwellings without basic facilities Housing expenditure Rooms per person
Income	Household net adjusted disposable income Household net financial wealth
Jobs	Labour market insecurity Employment rate Long-term unemployment rate Personal earnings
Community	Quality of support network
Education	Educational attainment Student skills Years in education
Environment	Air pollution Water quality
Civic engagement	Stakeholder engagement for developing regulations Voter turnout
Health	Life expectancy Self-reported health
Life Satisfaction	Life satisfaction
Safety	Feeling safe walking alone at night Homicide rate
Work-Life Balance	Employees working very long hours Time devoted to leisure and personal care

Source: OECD

As the OECD observed in 2015, New Zealand has one of the highest living standards in the OECD, and New Zealand was above the OECD average in all but one of the eleven domains of the Better Life Index.²²

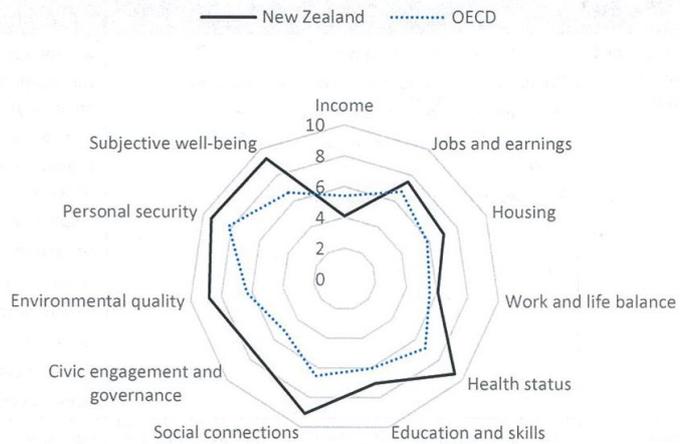
There is no specific indigenous dimension in the Better Life Index: it focuses on the whole population. That said, the OECD's reporting on well-being in New Zealand²³ does include considerable analysis of the distribution of well-being and the factors that determine well-being across different parts of society. The Māori population, however, is not specifically included and this is one possibility to consider.

Another important issue in relation to well-being in New Zealand is where to place the Treaty of Waitangi.

²² OECD (2015b).

²³ See: <http://www.oecdbetterlifeindex.org/countries/new-zealand/>

Figure 21 New Zealand has high living standards



Source: OECD

A.3 Treasury 'Living Standards Framework'

Treasury (2011) has developed a 'Living Standards Framework' that takes into account:

- Income/GDP is just one determinant of living standards
- Freedom, security and skills development are also vital for living standards
- Living standards vary across different groups in society, and the distribution of changes in standards is important for policy makers
- Policy changes can have both short term and long term impacts on living standards, and these inter-temporal aspects need to be carefully considered.

Capturing these various aspects of economic development requires an approach that considers how policy changes affect a wide range of measures. Treasury presents a 'stocks and flows' framework that is summarised in Table 17 below.

Table 17 Treasury's Living Standards Framework

Stock	Why important for living standards	Indicators
Financial and physical capital	<ul style="list-style-type: none"> Generates economic income Provides for consumption of goods and services Determines future production possibilities Creates infrastructure to move goods and services to market Provides housing for population 	<ul style="list-style-type: none"> Income per capita Gini coefficient (measure of inequality) Consumption Proportion of population living in poverty Employment Long term unemployment Unpaid work Leisure time vs. hours worked Net wealth of households Government transfers Fiscal position of government
Human capital	<ul style="list-style-type: none"> Skills underpin economic potential of individuals and the wider economy Motivation and self-discipline determines educational outcomes Higher skills support better choices and lower levels of crime Allows for inter-generational transfer of knowledge and embodied cultural capital Health levels impact on productive capacity and quality of life 	<ul style="list-style-type: none"> Educational attainment (e.g. PISA scores) Life expectancy Obesity
Social capital	<ul style="list-style-type: none"> Determines ability of population to work together for the common good Public institutions protect the rights of individuals and support a well-functioning society and economy Property rights are enforced by strong institutions Contributes to population feeling safe from harm Cultural factors establish a sense of identity and belonging 	<ul style="list-style-type: none"> Level of trust Perceived corruption Crime levels
Natural capital	<ul style="list-style-type: none"> Provides a source of income (agriculture, forestry, fishing tourism) Delivers immediate amenity values for population Contributes to cultural identity and Treaty of Waitangi objectives Biodiversity supports ecosystems that deliver economic production opportunities 	<ul style="list-style-type: none"> Nitrogen levels in waterways Water use Greenhouse gas emissions

Source: NZIER based on Treasury 2011

Treasury also stresses the importance of self-assessed subjective measures of well-being when considering how living standards have changed over time. A recent example of this type of assessment for Māori is Te Puni Kōkiri (2011).

This framework seems to us to be highly relevant for thinking about Māori economic development. It emphasises the importance to living standards of non-economic factors such as social, environmental and cultural improvements – all of which are essential when considering future outcomes for Māori.

This is not to say that the Treasury framework is the only one available or necessarily the best approach.²⁴ It may well be that Treasury's framework needs to be modified somewhat to better emphasise the importance that Māori stakeholders place on maintaining the stock of Māori cultural capital, or on environmental stewardship.

A.4 Areas for discussion

Areas that we suggest the Board consider in relation to well-being:

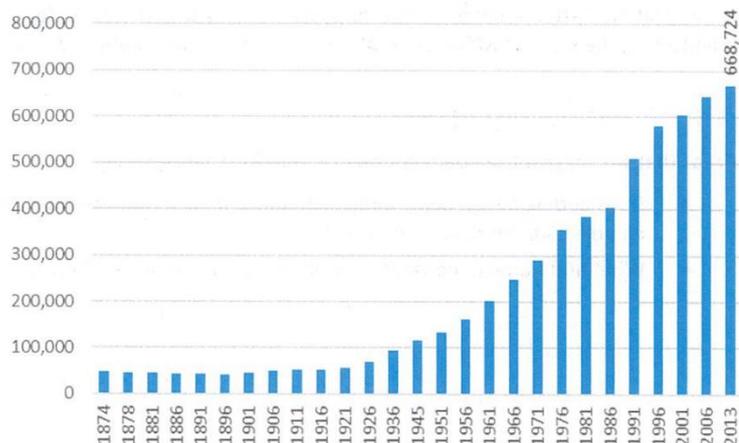
- Does adding a well-being dimension make it easier for the Board to achieve its objectives and carry out its role?
- What additional dimensions of well-being are important to Māori in Auckland?

²⁴ For example, the Ministry of Social Development has for many years published its "Social Report" which presents a framework of indicators of social outcomes for New Zealanders. See <http://socialreport.msd.govt.nz/>. Some of these indicators could be used to examine social capital instead of the measures that Treasury presents.

Appendix B Additional information on descent

Figure 22 Māori descent population

For the Māori descent census usually resident population count



Source: Statistics New Zealand

Table 18 New Zealand ethnicity and descent further breakdown 2013

	Māori ethnicity	No Māori ethnicity	Total
Māori descent	561,333	107,391	668,724
No Māori descent, don't know or elsewhere included	37,272	3,061,272	3,065,487
Total	598,605	3,643,443	4,242,048

Source: Statistics New Zealand

Table 19 Auckland Māori ethnicity and descent further breakdown 2013

	Māori ethnicity	No Māori ethnicity	Total
Māori descent	133,782	30,138	163,920
No Māori descent, don't know or elsewhere included	8,991	1,242,639	1,251,630
Total	142,767	1,272,783	1,415,550

Source: Statistics New Zealand

Table 20 Ethnicity breakdown by descent

2013

	Māori ethnicity	%
Māori descent	561,333	94%
No Māori descent, don't know or elsewhere included	37,272	6%
Total	598,605	100%

Source: Statistics New Zealand

Table 21 Descent breakdown by ethnicity

2013

	Māori descent	%
Māori ethnicity	561,333	84%
No Māori ethnicity	107,391	16%
Total	668,724	100%

Source: Statistics New Zealand

Table 22 Māori by number of ethnicities

2013

Number of ethnicity	NZ	Auckland
One	278,196	55,737
Two	273,189	67,842
Three	38,076	15,012
Four or more	9,138	4,179
Total	598,605	142,767

Source: Statistics New Zealand

Table 23 Ethnicity and descent, cumulative growth

New Zealand

Cumulative growth	Ethnicity	Descent	Difference
1991-1996	88,524	68,436	-20,088
1991-2001	91,434	92,832	1,398
1991-2006	130,482	132,699	2,217
1991-2013	163,758	157,446	-6,312

Source: Statistics New Zealand

Table 24 Ethnicity and descent, percentage growth

New Zealand

Period	Ethnicity	Descent	Difference
1991-1996	20%	13%	-7%
1996-2001	1%	4%	4%
2001-2006	7%	7%	-1%
2006-2013	6%	4%	-2%
CAGR (1991-2013)	1.5%	1.2%	-0.2%

Source: Statistics New Zealand

Table 25 Descent by Iwi area

2013

Iwi 'area'	Number	%
Te Tai Tokerau/Tāmaki-makaurau (Northland/Auckland) Region	194,427	20%
Hauraki (Coromandel) Region	16,035	2%
Waikato/Te Rohe Pōtae (Waikato/King Country) Region	92,415	9%
Te Arawa/Taupō (Rotorua/Taupō) Region	68,109	7%
Tauranga Moana/Mātaatua (Bay of Plenty) Region	106,371	11%
Te Tai Rāwhiti (East Coast) Region	84,741	9%
Te Matau-a-Māui/Wairarapa (Hawke's Bay/Wairarapa) Region	72,510	7%
Taranaki (Taranaki) Region	43,020	4%
Whanganui/Rangitīkei (Wanganui/Rangitīkei) Region	16,575	2%
Manawatū/Horowhenua/Te Whanganui-a-Tara (Manawatū/Horowhenua/Wellington) Region	29,106	3%
Te Waipounamu/Wharekauri (South Island/Chatham Islands) Region	71,142	7%
Other Iwi not named, but waka or Iwi confederation known	32,610	3%
Iwi Named but Region Unspecified	13,428	1%
Hapū affiliated to more than one Iwi	5,175	1%
Don't know	110,928	11%
Not elsewhere included	21,852	2%

Source: Statistics New Zealand

Table 26 Descent by Iwi groupings

2013

Iwi groupings	Number
Te Hiku	14,562
Hauraki	14,313
Ngāi Tahu Whānui	55,986
Ngāti Kahungunu	61,626
Ngāti Raukawa	29,442
Ngāti Tama	2,148
Te Arawa	43,374
Te Atiawa	23,091
Tūranganui a Kiwa	11,082
Waikato-Tainui	55,998
Ngāti Toarangātira	5,580
Rangitāne	5,784
Other	370,065
Total people affiliated with at least one Iwi	535,941
Ngā Hotahota o te Whaitau	110,928
Total people stated	646,869
Not elsewhere included	21,852
Total people	668,724

Source: Statistics New Zealand

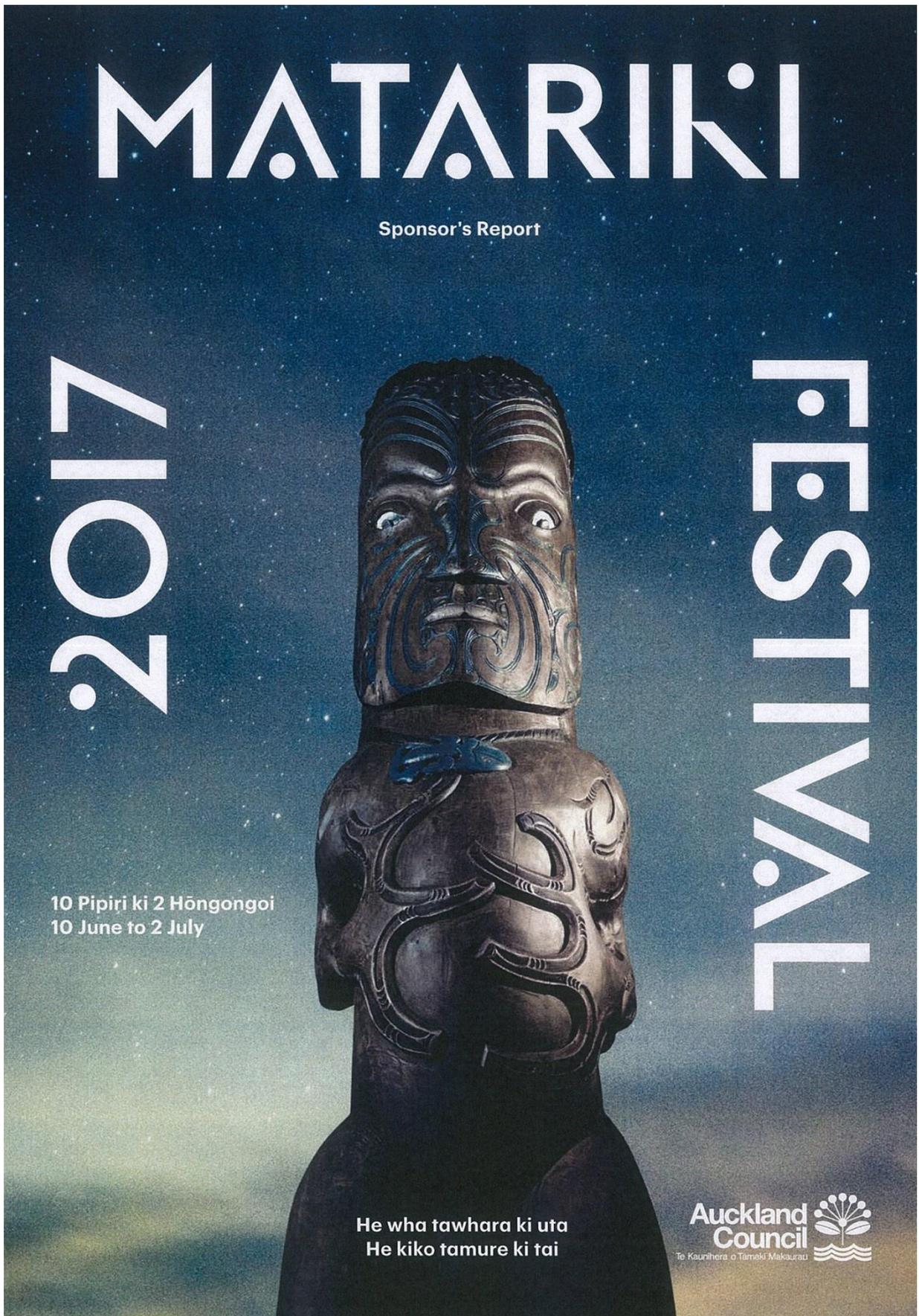
Table 27 Auckland ethnicity and descent growth by local board
2001-2013

Local Boards	Ethnicity	Descent	Relative growth
Rodney	963	1,128	0.85
Hibiscus and Bays	1,365	1,500	0.91
Upper Harbour	585	750	0.78
Kaipatiki	81	-30	2.70
Devonport-Takapuna	216	210	1.03
Henderson-Massey	2,592	2,280	1.14
Waitakere Ranges	927	684	1.36
Great Barrier	-54	-72	0.75
Waiheke	87	3	29.00
Waitemata	1,155	1,467	0.79
Whau	165	30	5.50
Albert-Eden	642	735	0.87
Puketapapa	42	-105	0.40
Orakei	726	984	0.74
Maungakiekie-Tamaki	-183	-279	0.66
Howick	1,839	1,884	0.98
Mangere-Otahuhu	-897	-786	1.14
Otara-Papatoetoe	-1,659	-1,821	0.91
Manurewa	1,623	1,119	1.45
Papakura	2,751	2,520	1.09
Franklin	2,100	2,532	0.83
Total	15,066	14,733	1.02

Source: Statistics New Zealand

Attachment 1

Item



CELEBRATE
THE
MĀORI
NEW YEAR
IN
AUCKLAND

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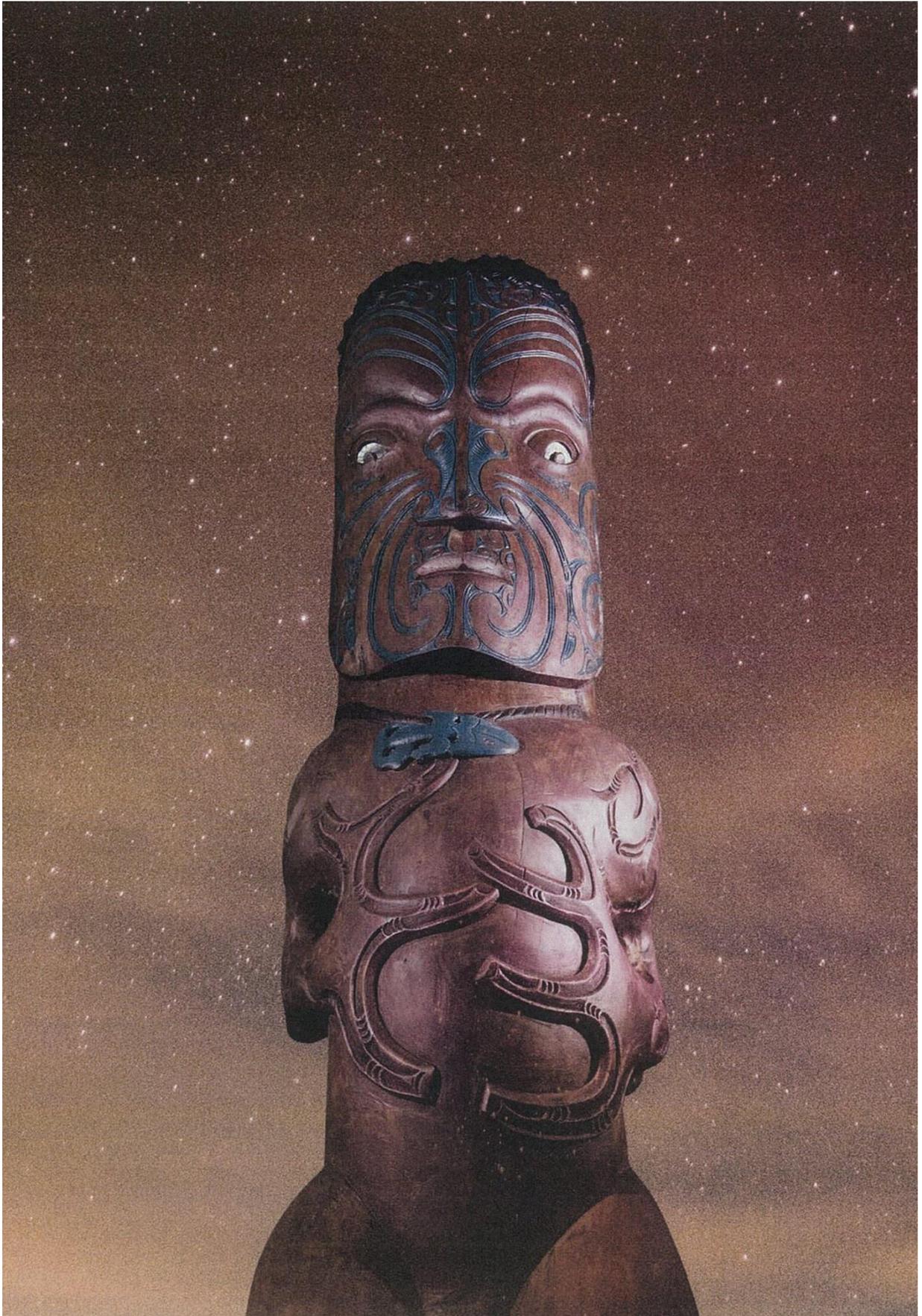
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Attachment 1

Matariki Festival heralds the Māori New Year in Tāmaki Makaurau. Auckland's premier winter festival provides a window into Te Ao Māori through stories, entertainment, discussions, performance, food and art.

Item

The festival aims to create an environment where communities can come together to reflect on and celebrate our unique Māori culture as it relates to the season of Matariki.

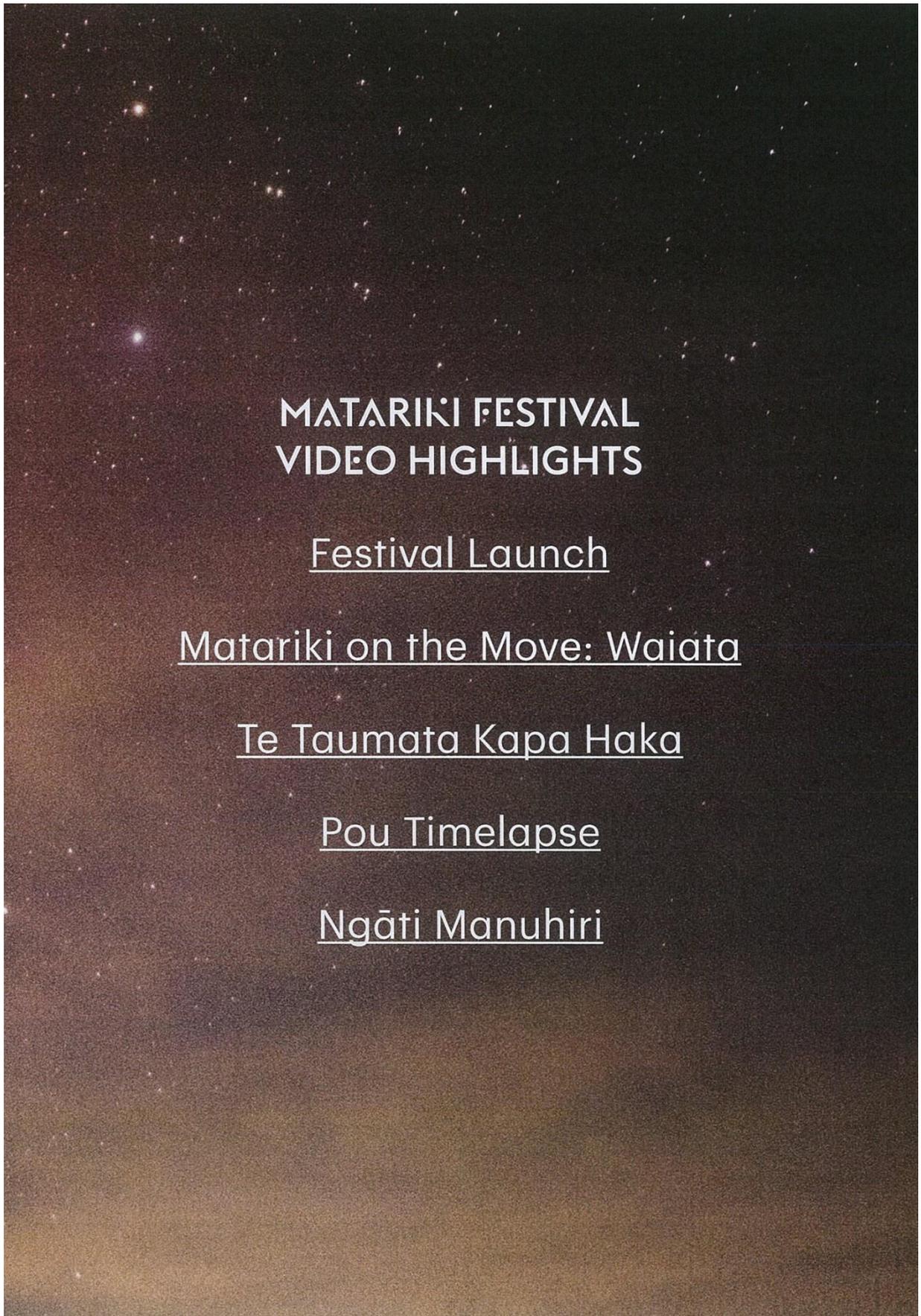


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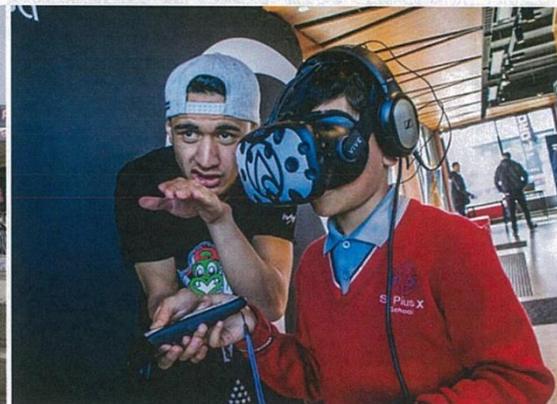
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Item





151 individual events were offered to the public and, of these, 84% had free entry

Events in the festival programme attracted 110,000 attendees

MATARIKI FESTIVAL 2017 OVERVIEW



In 2017, as a continuation of our commitment to partner with mana whenua, Auckland Council was proud to work with Ngāti Manuhiri as the host iwi of the festival and provide Aucklanders with the opportunity to discover the rich history and stories our mana whenua iwi have to offer.

The creative identity of the festival features the iconic tāonga of the host iwi - meaning the pou whenua Manuhiri was this year's hero image. Displayed proudly across Tāmaki Makaurau, Manuhiri and the Matariki Festival imagery drew much attention resulting in a widely popular and well-attended festival.

2017 saw 151 individual events in the festival programme, with 464 event sessions and activations. Five events were festival "pou" (or key) events, curated and delivered by Auckland Council in partnership with mana whenua and our whānau of sponsors:

Matariki Dawn Karakia

Manu Aute Kite Day

Matariki on the Move: Kōrero, Ngahau and Waiata

Te Korakora on Federal

Te Taumata Kapa Haka

12 unique events were directly supported by local boards in Manurewa, Ōrākei, Papakura, Puketāpapa and Waitākere Ranges.

The three-week long programme included events across eight categories:

Hapori / Community

Kiriata / Film

Kōrero / Lecture

Mahi Toi / Visual Arts

Taiao / Nature

Wānanga / Workshop

Whakangahau / Performance

Whare Tapere / Theatre

Highlights

- The local board areas with the highest number of individual events were Waitemata (30), Manurewa (17) and Waitākere Ranges (12)
- The events with the highest number of attendees were in the categories Hapori/Community (59,595) and Mahi Toi/Visual Arts (30,642)
- There were 111 individual events presented by the Auckland Council family (including Auckland Libraries, Council Controlled Organisations and Regional Facilities Auckland) and 40 events organised by community groups and individuals
- This was the second year of the new identity for Matariki Festival. The identity once again achieved strong cut-through in the market place
- The festival was launched with a ceremonial iwi handover at the Auckland Town Hall, with outdoor projections conveying Ngāti Manuhiri stories and imagery in an authentic and visually engaging way
- Auckland was activated in celebration of the festival with 13 buildings around the city "lighting up" in Matariki orange. This included the Sky Tower, Auckland Museum and the Viaduct Harbour boulevard
- Manu Aute Kite Day was expanded to three locations this year, Ōrākei, Manurewa and Puketāpapa, and attracted more than 5,000 participants and attendees
- Te Taumata Kapa Haka was launched as a new format for the kapa haka pou event, and was extremely well attended with more than 300 participants and 6,500 attendees

OUR VISION

To position Matariki
as the premier
winter festival in
Tāmaki Makaurau

79%

agree Matariki Festival
provides a good opportunity
to experience and celebrate
Māori culture**

52%

agree Matariki Festival
is a highlight of winter
in Auckland**



10

Item

Attachment 1

ACHIEVEMENTS

61%

People said "Matariki has more meaning to me now"

The purpose of Auckland Council's communications activity was to raise awareness of the festival, showcase the five key events, excite existing audiences and inspire others to attend.

Promotional activity highlights

- On social media, Matariki Festival reached an average of 48,729 people per day (up 80% on 2016). Of these, on average, 1,582 engaged with content relating to Matariki Festival every day. This was up 147% on 2016
- Videos promoting the festival performed exceptionally highly, reaching an average of 8,700 people each day. This was up 300% on 2016
- Matariki Festival featured on the front page of the printed OurAuckland magazine, June edition, which was distributed to 549,000 homes across Auckland. The issue also included one full page dedicated to the festival's key events
- 20,000 A5 festival programmes were printed and distributed Auckland-wide to retail shops, cafes, council service centres, libraries, arts facilities, community event organisers, partners and festival events
- The festival was also included in the OurAuckland weekly eNewsletter, which has more than 28,000 subscribers
- A dedicated bus back advertisement, featuring the Matariki constellation, travelled routes across Auckland exposing the festival to approximately 350,000 Aucklanders
- Matariki Festival was promoted with large roadside hoardings and AO street posters in high foot traffic areas
- Colour advertisements featured in suburban papers across Auckland
- Radio advertising, adlibs, promotional trailers and competitions were profiled on Mai FM and More FM
- Eventfinda listing proved very successful, particularly for Matariki on the Move: Waiata in Pakiri (29,732 page views) and New Lynn (27,315 page views)
- The Matariki Festival website received more than 50,000 visitors, an increase of 8% on 2016
- Website page views grew 39% to approximately 307,000 in 2017 (from approximately 222,000 in 2016)

Statistics*

A survey of festival attendees rated a high 77% total overall satisfaction of Matariki Festival 2017

79% of those surveyed said they are likely to attend again

46% said they heard about Matariki Festival from friends or family [word of mouth], 30% cited Facebook and 17% festival website

94% agree Auckland Council should support events like Matariki Festival

87% agree events like Matariki Festival make Auckland a great place to live

84% said they had attended a Matariki Festival event for the first time in 2017. This is up on 80% in 2016, indicating the festival is attracting new people

The festival attracted people of different ethnicities including Māori [33%], NZ European [41%], Pacific [8%] and Asian [9%]. 25% of respondents identified with 'other'

61% said "Matariki has more meaning to me now"

39% said Matariki "has improved my knowledge of Ngāti Manuhiri"

52% agree Matariki Festival is a highlight of winter in Auckland**

79% agree Matariki Festival provides a good opportunity to experience and celebrate Māori culture**

* Colmar Brunton Events Evaluation survey 2017
** Nexus Overall Events Monitor research 2017

SOCIAL MEDIA

Facebook was used to engage an active community, encourage user-generated content and to keep the target audience informed about upcoming events.

Facebook average daily reach: **48,729** (up 80% on 2016)

Facebook average daily engagement: **1,582** (up 147% on 2016)

Total Facebook page likes at end of festival: **8,974**

(In 2016 social media was reported from 2 June to 24 July. The 2017 period was reported from 1 June to 15 July.)

2017 social media highlights

Facebook average daily video views up 332%

163% increase in Facebook average daily organic reach

86% increase in Eventfinda list views

(In comparison to Matariki Festival 2016)

48,729

Average daily reach of
Matariki social media



PUBLICITY

134,643

People viewed the Matariki launch video



Matariki Festival 2017 continued to receive solid support from media, with 30 stories in print and 12 on television and radio in the lead-up to, and throughout the festival.

Media coverage achieved

Newshub

NZ Herald

Stuff.co.nz

Weekend Herald

Herald on Sunday

Paperboy

Viva

TVNZ 1

Māori Television

Prime News

Papakura Courier

Concrete Playground

Urban List

Radio Waatea

95bFM

More FM

Mai FM

The Breeze

The Edge

WTV

The Café

531PI

And many more

OurAuckland, Auckland Council's print magazine, website and weekly eNewsletter also prominently featured the festival, including:

- on the cover of the June print edition, which was delivered to over 500,000 households in the Auckland region
- an article in the same issue dedicated to Matariki Festival events
- a feature in the OurAuckland weekly eNewsletter which is delivered to approx. 28,500 subscribers with an open rate of 40% and a click through rate of over 30%
- online articles and event listings.

WEBSITE

www.matarikifestival.org.nz

307,000

Page views on the Matariki website

The website was refreshed with 2017 content and went live on 13 May.

Website highlights

More than 50,000 total site visits

More than 307,000 total page views

The number of total page views increased by 39% on 2016

The website's bounce rate was 1.6%, an 88% reduction on 2016

Facebook remains the main source of referral traffic and was responsible for 30% of all traffic to the site. Google remains the main source of non-referral traffic

The website continued to lead with te reo Māori (with English translations following) for all key information such as dates, section and page headings

(In 2016 the website statistics were reported between 2 June and 2 August 2016. The 2017 period was reported from 1 May to 27 July.)



ADVERTISING



350,000

Viewing opportunities through bus
back media placement

Paid advertising included social media, radio, outdoor and print

Radio

- Six 15 second radio commercials aired on Auckland's top channels: Mai FM, More FM, The Breeze, Edge, Newstalk ZB and Coast, as well as niche station Radio Waatea

Outdoor

- One bus back advertisement featuring the Matariki constellation travelled the central Auckland route, between the CBD and Northcote, Henderson, Ōtāhuhu, Panmure and eastern suburbs. This provided approximately 350,000 opportunities to view the advertisement
- To reach suburban and rural audiences, 16 x supersize (2.4m x 1.2m) landscape billboards were installed in and around event locations
- AO max street posters were installed in key traffic areas, including on Dominion Rd and Customs St, with a collective traffic count of approximately 81,000 to 1.6m per day

Print

- Ten colour advertisements were placed in suburban newspapers across Auckland

OUR OBJECTIVE

To present, promote and nurture Mātauranga Māori to diverse audiences



16

MATARIKI FESTIVAL AUDIENCE

79%

Likely to attend again

94%

Agreed that Auckland
Council should support
events like this

68% female, 31% male

41% NZ European, 33% Māori, 9% Asian, 8% Pacific and 25% other

54% attended with family, 17% with friends and 17% with a spouse or partner

77% reported overall satisfaction

82% would recommend Matariki Festival to others

79% are likely to attend again

Where did our audience find out about Matariki Festival?

Word of mouth	46%
Facebook	30%
Matariki Festival website	17%
OurAuckland magazine	12%
OurAuckland website	8%
An outdoor poster, billboard or bus back	6%

Why did they attend?

To celebrate Matariki with the community	44%
To see the entertainment	42%
For fun / a day out	39%
To spend time with friends / family	39%
To experience art and culture	32%

Should these types of events be supported?

Auckland Council should support events like this	94%
Events like this make the Auckland region a great place to live	87%
These events bring people together in the local community	86%
These events appeal to a wide range of people	83%

Reference: Colmar Brunton Events Evaluation survey 2017

OUR OBJECTIVE

To collaborate with
mana whenua and
mataawaka



Ngāti Manuhiri was the iwi manaaki for Matariki Festival 2017.

The hosting relationship included:

- The Manuhiri pouwhenua being presented as the hero image and identity of Matariki Festival 2017
- Ngāti Manuhiri hosting the Matariki Dawn Karakia at Tāwharanui Regional Park, which sits within Ngāti Manuhiri tribal boundaries. Activities at the event included tree planting, the release of kokopū into the bay, weaving, storytelling and music, all with a Ngāti Manuhiri focus. The event highlighted the iwi's commitment to the preservation of the land and natural resources of the area
- The work of the late Peter Gossage, an artist with strong ties to Ngāti Manuhiri, projected on the Auckland Town Hall at the ceremonial iwi handover. The projection continued as part of the festival
- Ngāti Manuhiri musicians Kotuku included in several events in the Matariki Festival programme
- Matariki on the Move: Waiata presented in Pakiri, a stronghold and papakainga of Ngāti Manuhiri descendants
- Development and support of Ngāti Manuhiri stories through the creation and inclusion of videos and stories on the Matariki Festival website

Auckland Council also worked in partnership with Ngāti Whātua to present the Manu Aute Kite Day at Ōrākei Marae on 11 June.



OUR OBJECTIVE

To connect with
Auckland Council's
network of
strategic partners

Partnerships

Auckland Art Gallery – Toi o Tāmaki

Auckland Botanic Gardens

Auckland Design Office

Auckland Libraries

Auckland Live

Auckland Regional Parks

Auckland War Memorial Museum

Manurewa Local Board

Ōrākei Local Board

Panuku Development Auckland

Papakura Local Board

Puketāpapa Local Board

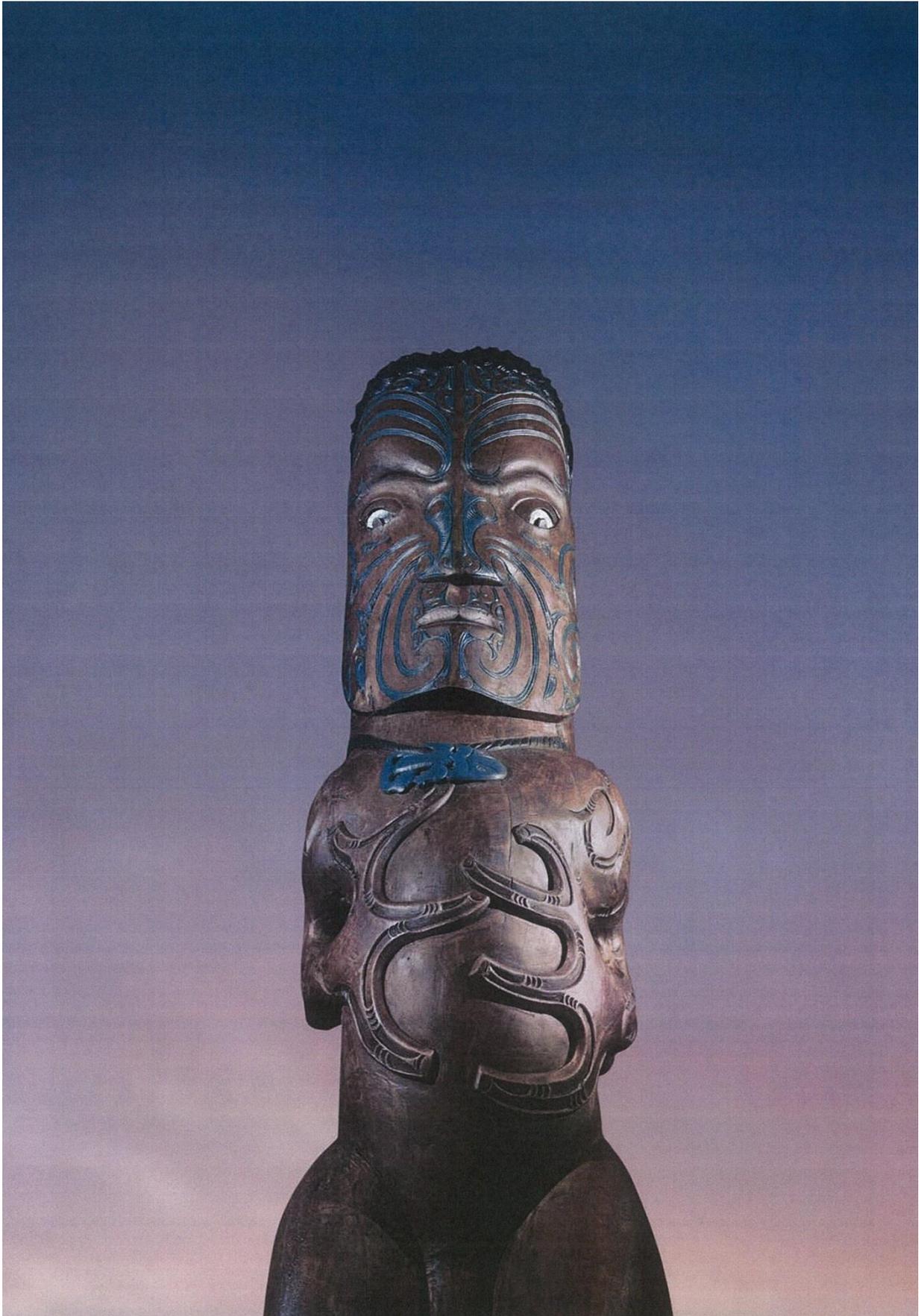
Stardome Observatory and Planetarium

Waitākere Ranges Local Board

64,948 people attended 111 events presented by the Auckland Council family.

The festival programming team works consistently year on year to strengthen the relationship with content providers and increase the programming options.





Item

Attachment 1

NGĀ MIHI THANK YOU

Auckland Council and Ngāti Manuhiri would like to thank their whānau of sponsors and supporters, without which this programme of events would not be possible.

Manuhiri, 2005.

By Vern Rosieur (Ngāti Manuhiri/Ngāti Wai),
Hone Heke (Ngāti Wai/Māori),
Harry Waikaire (Ngāti Wehi Wehi),
Tāwharanui Regional Park.

Festival delivered by



Festival Host



Principal Partner



Supporting Partner



Media Partner



Supporters





Item

Attachment 1