

Notice of Meeting:

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

Date: Tuesday 24 May 2022
Time: 9.30am
Meeting Room: Council Chamber and Audio Visual link
Venue: Municipal Building, Garden Place, Hamilton

Lance Vervoort
Chief Executive

Economic Development Committee

Komiti OOhanga Whakatupu

OPEN AGENDA

Membership

Chairperson Cr R Hamilton
Heamana

Deputy Chairperson Cr E Wilson
Heamana Tuarua

Members	Deputy Mayor G Taylor	Mayor P Southgate (Ex Officio)
	Cr M Gallagher	Cr M Donovan
	Cr R Pascoe	Maangai O Te Ua
	Cr M van Oosten	Maangai T P Thompson-Evans

Quorum: A majority of members (including vacancies)

Meeting Frequency: As required – no less than four times a year.

Amy Viggers
Mana Whakahaere
Governance

13 May 2022

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

Purpose

The Economic Development Committee is responsible for:

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

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

Terms of Reference:

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

The Committee is delegated the following powers to act:

- Approval of event sponsorship applications annually in accordance with the Event Sponsorship Policy.
- Approval of letters of expectation for each CCO, CCTO and CO.
- To provide feedback on draft statements of intent for each CCO, CCTO and CO.

The Committee is delegated the following recommendatory powers:

- Appointments to, and removals from, CCO, CCTO and CO boards
- Approval of proposed major transactions or constitutional adjustments of CCOs, CCTOs and COs.
- Approval or otherwise of any proposal to establish, wind-up or dispose of any holding in, a CCO, CCTO or CO.
- Approval of acquisition or sale or lease of properties owned by the Council, or owned by the Municipal Endowment Fund or the Domain Endowment Fund consistent with the Municipal Endowment Fund Investment Policy, for any endowment properties.
- The Committee may make recommendations to Council.
- The Committee may make recommendations to other Committees.

Recommendatory Oversight of Policies and Bylaws:

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

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1 Apologies – *Tono aroha*

2 Confirmation of Agenda – *Whakatau raarangi take*

The Committee to confirm the agenda.

3 Declaration of Interest – *Tauaakii whaipanga*

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

4 Public Forum – *Aatea koorero*

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

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

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

If you have any questions regarding Public Forum please contact Governance by telephoning 07 838 6727.

Council Report

Committee: Economic Development Committee

Date: 24 May 2022

Author: Tyler Gaukrodger

Authoriser: Michelle Hawthorne

Position: Governance Advisor

Position: Governance and Assurance Manager

Report Name: Confirmation of the Economic Development Committee Open Minutes of 1 March 2022

Report Status	<i>Open</i>
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Staff Recommendation - *Tuutohu-aa-kaimahi*

That the Economic Development Committee confirm the Open Minutes of the Economic Development Committee Meeting held on 1 March 2022 as a true and correct record.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Economic Development Committee Unconfirmed Open Minutes - 1 March 2022

Economic Development Committee

Komiti OOhanga Whakatupu

OPEN MINUTES

Minutes of a meeting of the Economic Development Committee held via Audio Visual link on Tuesday 1 March 2022 at 9.30am.

PRESENT

Chairperson	Cr R Hamilton
<i>Heamana</i>	
Deputy Chairperson	Cr E Wilson
<i>Heamana Tuarua</i>	
Members	Mayor P Southgate
	Deputy Mayor G Taylor
	Cr M Gallagher
	Cr R Pascoe
	Cr M van Oosten
	Cr M Donovan
	Maangai O Te Ua
	Maangai T P Thompson-Evans

In Attendance	Cr M Bunting
	Cr K Naidoo-Rauf
	Blair Bowcott – General Manager Growth
	Sean Murray – General Manager Venues, Tourism and Major Events
	David Bryant – General Manager People and Organisational Performance
	Greg Carstens – Growth, Funding and Analytics Unit Manager
	Tilly Murcott - Programme Manager
	Tracey Musty - Financial Controller
	Amy Trigg - Senior Policy Analyst
	Claire Foster - Property Officer
	Nicolas Wells - Strategic Property Manager
	Mike Bennett – Key Account Manager
	Mark Morgan - Waikato Regional Airport Limited
	Scott Kendall - Waikato Regional Airport Limited
	Nicola Greenwell - Hamilton and Waikato Tourism Limited
	Richard Leggett - Hamilton and Waikato Tourism Limited
	Vanessa Williams - Hamilton Central Business Association
	Mike Neale – Hamilton Central Business Association
	Tony Giles - Waikato Innovation Growth Limited and NZ Food Innovation (Waikato) Limited
	Kelvin French - Waikato Local Authority Shared Services

Governance Team	Amy Viggers – Governance Lead
	Carmen Fortin – Senior Governance Advisor
	Tyler Gaukrodger – Governance Advisor

Cr Hamilton opened the meeting with a karakia.

1. Apologies – Tono aroha

Resolved: (Cr Hamilton/Cr Wilson)

That the apologies for absence from Cr Bunting, and apologies for partial attendance from Mayor Southgate, Cr Pascoe, Maangai Thompson-Evans and Te Ua were accepted.

2. Confirmation of Agenda – Whakatau raarangi take

Resolved: (Cr Hamilton/Cr Wilson)

That the agenda is confirmed.

3. Declarations of Interest – Tauaakii whaipanga

Deputy Mayor Taylor declared a perceived conflict in Item C2 (778 Heaphy Terrace and 2D Brooklyn Road - Sale of Land). He noted that he would not be participating in the discussion and vote.

Cr Donovan declared a perceived interest in Item C2 (778 Heaphy Terrace and 2D Brooklyn Road - Sale of Land). He noted that he was not conflicted and would take part in the discussion and vote on the matter.

4. Public Forum – Aatea korero

No members of the public wished to speak.

5. Confirmation of the Economic Development Committee Open Minutes of 23 November 2021

Resolved: (Cr Wilson/Cr van Oosten)

That the Economic Development Committee confirm the Open Minutes of the Economic Development Committee Meeting held on 23 November 2021 as a true and correct record.

6. Chair's Report

The Chair took the report as read, and noted that the report was an update and noted that information on the website update would be sent to Members. He responded to questions from Members concerning the Technology Education Working Group updates from the lockdown period.

Resolved: (Cr Hamilton/Cr Wilson)

That the Economic Development Committee receives the report.

7. Waikato Regional Airport Limited - Six-monthly Report to 31 December 2021

Scott Kendall and Mark Morgan (Waikato Regional Airport Limited) spoke to the six month review of the Waikato Regional Airport, including passenger traffic, terminal resilience project, Northern Precinct planning, Omicron disruption, hotel MIQ contract, organisation and people, aeronautical development, sustainability, future property development, and shareholder ownerships. They responded to questions from Members concerning development plan to expand functionality of the airport, masterplan timeline, Council workstream collaboration, future planning for hotel, resilience of covid workforce and project impact, and impact of global activities and fuel prices on projects.

Resolved: (Cr Wilson/Maangai Te Ua)

That the Economic Development Committee:

- a) receives the report; and
- b) approves the Waikato Regional Airport Limited Draft Statement of Intent 2022/23.

8. Hamilton and Waikato Tourism Limited - Six-monthly report to 31 December 2021

The General Manager Venues, Tourism and Major Events introduced the report, noting the close work with Hamilton and Waikato Tourism Limited due to the Covid impact, and benefit of having people on the ground, and benefit of the sector funding from Central Government rather than private investors.

He introduced Nicola Greenwell and Richard Leggat (Hamilton and Waikato Tourism Limited). They introduced the six month report, noting the impact of Covid on the last six months, key highlights and spending, Hamilton commercial accommodation and annual tourism electronic spend rates, local tourism and events activity and campaigns, board changes and delay in recruitment, and emotional support for sector. They responded to questions from Members concerning the national management plan, plan for Tasman campaign activity, cooperation with Food Waikato and Waikato Tourism, accommodation occupancy rate and beds for visitors, hotels' future planning and emergency housing, involvement in national advertisement campaigns, advantage of coming out of restrictions, feedback from new tourists, Te Huia opportunities, funding from other Councils, inclusion of Kiingitaanga and collaboration with Waikato-Tainui, and tourism spend projections.

Resolved: (Maangai Thompson-Evans/Mayor Southgate)
That the Economic Development Committee receives the report.

9. Hamilton Central Business Association - Six-monthly update

The Programme Manager introduced the report, noting the purpose of the report is to discuss the six-monthly update for the period of July – December 2021, and noted the impact of Covid-19 on activation and the cancellation of events in the city. She noted that the report does not discuss any decisions regarding unspent activation funds and that this unspent funding and the yearly activation plan would be reported to the May Economic Development Committee meeting.

Vanessa Williams and Mike Neale (Hamilton Central Business Association) spoke to the report, noting the impact of Omicron spread, new business in the Central Business District, November/December promotion of businesses, publicity within last six months, and CBD activation. They responded to questions from Members concerning impact of Covid on viability of businesses and numbers, possible support from Council, closing business rate, future planning, local MP business advocacy, social media promotion, relationship building with local businesses, and services within the central city.

Resolved: (Deputy Mayor Taylor/Cr van Oosten)
That the Economic Development Committee receives the HCBA six-monthly report to 31 December 2021.

The meeting was adjourned from 11.41am to 11.55am.

Mayor Southgate left the meeting during the adjournment.

10. Waikato Innovation Growth Ltd, NZ Food Innovation (Waikato) Ltd - Half Year Report 31 December 2021 and Statement of Intent 2022/23

The Key Account Manager introduced the report noting the strategic review preparation will help inform the Council's strategic review and introduced Tony Giles (Waikato Innovation Growth Limited and NZ Food Innovation (Waikato) Limited). They noted the draft statement of intent states that as per past years, Food Innovation Waikato Foods aims to run a financially sustainable small scale dryer, breaking even at the 240 day per-year production mark, and continue run the management contract for the melody dryer. He further noted the current operation, the factors affecting the performance, and updates on the customers in the sector.

Resolved: (Cr Hamilton/Cr Wilson)

That the Economic Development Committee:

- a) receives the report; and
- b) approves the Waikato Innovation Group Ltd and Group of Companies draft Statement of Intent 2022/23.

Mayor Paula re-joined the meeting (12.03pm) at the conclusion of the above item. She was not present when the item was voted on.

11. Waikato Local Authority Shared Services/ Co-Lab - Half Year Report 31 December 2021 and Statement of Intent 2022/23

The Financial Controller introduced the report, noting the change of name from Waikato Local Authority Shared Services to Co-Lab and introduced Kelvin French (Waikato Local Authority Shared Services). They took the report as read, noting the statement of intent for the company, acknowledged the staff who had assisted in projects, upcoming projects, support for Council improvements, the change of vision to include the benefit added to Councils. They responded to questions from Members concerning efficiency of working with Council and staff limitations, Water Reform discussions, providing services for further Councils, and next steps for progress.

Resolved: (Cr Wilson/Cr Pascoe)

That the Economic Development Committee:

- a) receives the report; and
- b) approves the Co-Lab draft Statement of Intent 2022/23.

Mayor Southgate left the meeting (12.23pm) at the conclusion of the above item. She was present when the item was voted on.

12. WLASS/Co-Lab - additional shareholder and replacement HCC director on Co-Lab Board – Recommendation to the Council

The General Manager People & Organisational Performance took the report as read.

Resolved: (Cr Hamilton/Cr Wilson)

That the Economic Development Committee:

- a) receives the report;
- b) recommends that the Council approves that Western Bay of Plenty District Council (WBOP) becomes a shareholder of Co-Lab on the following basis:
 - i. WBOP is issued with one (1) ordinary share in the company, for a consideration of \$1,000, noting that the share will remain uncalled;
 - ii. WBOP signs a deed acceding to the Shareholders Agreement dated 5 October 2005;
 - iii. the constitution of the company is amended to reflect that WBOP will, together with Thames-Coromandel, Hauraki and Matamata-Piako District Councils, be entitled to appoint one representative to the company's Board;
 - iv. WBOP will contribute at the rate of 100% (as opposed to the 50% the other BOPLASS shareholding councils do, ie Rotorua and Taupo) to Company Management and Support costs, the Opportunity Development Fund and any other requests for funding in line with the formula previously agreed between the current shareholders; and
 - v. WBOP will contribute a proportionate share to the "value" of opportunities currently under development; and

vi. if the required 75% approval of the resolution details in paragraph 2. b) i. to v. above is received, authorise the Co-Lab Board and Chief Executive to:

- a. approach WBOP to establish whether they are willing to accept the offer on this basis; and
- b. if so, take the necessary actions to achieve the outcomes noted above; and
- c) recommends that the Council approves the transition of the Hamilton City Council-appointed director of Co-Lab from David Bryant, General Manager People & Organisational Performance to Lance Vervoort, Chief Executive Officer, by 31 March 2022.

13. Civic Financial Services Limited - Statement of Intent 31 December 2022

The Financial Controller took the report as read, noting that the purpose of the report was to provide a six-monthly update and to approve the statement of intent for Civic Financial Services.

Resolved: (Maangai Te Ua/Maangai Thompson-Evans)

That the Economic Development Committee:

- a) receives the report; and
- b) approves the Civic Financial Services Limited Statement of Intent 31 December 2022.

14. International Relations Update

The Senior Policy Analyst introduced the report, noting that the purpose of the report was to provide a quarterly update on the International Relations and Sister Cities workstreams. She highlighted the key points within the report, including the engagement and strategic reports being completed by an international relationships company, the citizen exchange meetings with Saitama, Japan, and an opportunity for the Mayor to speak to an international relationship conference in Wuxi, China.

She responded to questions from Members concerning the conference in Wuxi, Eastern Bridge opportunities to speak to Council, focus of different city relationships, relationships between international schools, and diplomatic study tours.

Resolved: (Cr Hamilton/Cr Gallagher)

That the Economic Development Committee receives the report.

Item 17 (Licence to Occupy - Spark New Zealand - FMG Waikato Stadium – Recommendation to the Council) and Item 18 (Municipal Endowment Fund - Quarterly Report - Q2 2021/22 FY) was taken following item 14 (International Relations Update) due to staff availability.

17. Licence to Occupy - Spark New Zealand - FMG Waikato Stadium – Recommendation to the Council

The Strategic Property Manager introduced the report, noting the request for a licence to occupy by Spark New Zealand at FMG Waikato Stadium and that although the request is for a new licence, the equipment has been installed for approximately 10 years and has been covered by a licence which has now expired.

Resolved: (Cr Wilson/Maangai Thompson-Evans)

That the Economic Development Committee:

- a) receives the report; and
- b) recommends that the Council approves a new licence for Spark New Zealand for existing telecommunications equipment and antennae located at FMG Waikato Stadium, subject to the following terms and conditions:

- i. Term – 10 years, commencing 1 June 2022;
- ii. Rental – Market value to be determined closer to commencement; and
- iii. Rent Reviews – 3 yearly CPI.

18. Municipal Endowment Fund - Quarterly Report - Q2 2021/22 FY

The Strategic Property Manager introduced the report, noting that it was a standing quarterly report and explained how the Municipal Endowment Reserve has been invested, and that the progress of the investments will be reported in the next quarterly report. He responded to questions from Members concerning the possibility for short-term negative returns, ethical investment policies, and foreign investment in Russian organisations.

Resolved: (Cr van Oosten/Deputy Mayor Taylor)
That the Economic Development Committee receives the report.

15. Event Sponsorship Activity - Policy Review and Fund Update - Recommendation to the Council

The General Manager Venues, Tourism and Major Events spoke to the report, noting that the original intent was to provide an update to the policy and to discuss some small changes requested within the policy. He further noted that the report provides an update on the funding for the current financial year and that many events have had to be cancelled or modified, which has caused an underfund to the sponsorship fund. He responded to questions from Members concerning community lens on the fund, Community Committee involvement, He Pou Manawa Ora considerations, underspend amount, total fund budget, Hamilton Central Business Association underspend, potential activities and promotions, and other organisational involvement.

Resolved: (Cr Wilson/Maangai Thompson-Evans)
That the Economic Development Committee:

- a) receives the report; and
- b) recommends that the Council approves the draft Event Sponsorship Policy (as set out in **Attachment 1** of the staff report).

Resolved: (Cr Wilson/Maangai Thompson-Evans)
That The Economic Development Committee:

- a) recommends that the Council approves that any underspend of the 2021/22 Event Sponsorship fund be redirected to “events” re-launch activity targeting CBD activation in partnership with the Hamilton Central Business Association when Governments COVID-19 alert framework moves to Orange and/or Green status in either the current 2021/22 financial year or within the 2022/23 financial year; and
- b) requests staff report back to the next Economic Development Committee with a plan and proposal.

Cr Pascoe left the meeting (12.55am) during the above item. He was not present when the item was voted on.

The meeting was adjourned from 1.14pm to 2.04pm.

*Mayor Southgate and Deputy Mayor Taylor left the meeting during the above adjournment.
Maangai Te Ua retired from the meeting during the above adjournment.*

16. H3 Group - Quarter 2 Activity Report 1 October to 31 December 2021

The General Manager Venues, Tourism and Major Events introduced the report noting the reduced events activity at the various venues, the focus on recovery efforts, forward planning events, future conference and sports bookings, and the impact of Covid restrictions. He responded

to questions from Members concerning competing facilities in other cities, funding implications of competing facilities, depreciation and budget impact, re-valuation of assets and increase in assets, aging of assets impact, staff turnover and replacement.

Resolved: (Cr Hamilton/Cr Wilson)

That the Economic Development Committee receives the report.

Cr Pascoe re-joined the meeting (2.07pm) during the above item. He was present when the item was voted on.

Deputy Mayor Taylor re-joined the meeting (2.22pm) following the above item. He was not present when the item was voted on.

19. General Manager's Report – Recommendation to the Council

The General Manager Growth introduced the report noting that staff would be speaking to the different areas within the report.

The Key Account Manager spoke to the diplomatic school tour, noting the tour had been rescheduled multiple times and was currently scheduled for early June. He spoke to sector specific working groups, bringing more businesses into Hamilton, and amendments to the Economic Development website. The Growth, Funding and Analytics Unit Manager further noted three distinct areas on the website to be amended, including economic development, economic insights, and growth analytics.

The Strategic Property Manager spoke to the Victoria on the River buildings discussions held with developers, venues and hospitality venues attendance, and outlined the staff recommendation that rent relief be reviewed for hospitality venues.

Staff responded to questions from Members concerning website interaction with Elected Members, view of Municipal Endowment Fund, and rent relief consistency with other building owners.

Resolved: (Cr Wilson/Cr Pascoe)

That the Economic Development Committee:

- a) receives the report;
- b) recommends that the Council approves \$138,000 to provide 50% rent relief for eligible Council tenants in the hospitality sector during the Covid Protection Framework effective from 3 December 2021 to 3 June 2022, in accordance with the following criteria:
 - i. tenants need to occupy Council-owned premises and operate in the hospitality sector;
 - ii. provide proof of financial hardship and a reduction of more than 50% normal revenue for the period;
 - iii. provide proof of any Government subsidies applied for and received; and
 - iv. provide proof of any relief funding received from other sources.

Mayor Southgate re-joined the meeting (2.34pm) during the above item. She was present when the item was voted on.

20. Resolution to Exclude the Public

Resolved: (Cr Wilson/Deputy Taylor)

Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

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

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

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Confirmation of the Economic Development Committee Public Excluded Minutes of 23 November 2021) Good reason to withhold information exists under Section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)
C2. 778 Heaphy Terrace and 2D Brooklyn Road - Sale of Land)	

C3. General Manager's Report

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

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

The meeting moved into a Public Excluded session at 2.46pm.

The meeting was declared closed at 3.40pm.

Council Report

Item 6

Committee: Economic Development Committee

Date: 24 May 2022

Author: Tyler Gaukrodger

Authoriser: Michelle Hawthorne

Position: Governance Advisor

Position: Governance and Assurance Manager

Report Name: Chair's Report

Report Status	Open
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Recommendation - *Tuutohu*

That the Economic Development Committee receives the report.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Chair's Report



Chair's Report

The economic development committee as I see it serves two main purposes. One is of course to receive reports and to keep accountability relating to economic activity such as its CCO's, Airport, Waikato Innovation Group, HCBA etc and the other is to promote or incite economic activity. The latter is constrained by not duplicating the work of fully fledged EDA's like Te Waka or Hamilton Waikato Tourism or business advocacy groups like the Chamber of Commerce but to carve out its own niche with a modest budget that is purposeful, proactive, unique and distinct to HCC. To that end I am pleased that this committee is now starting to find its pace moving from a jog to a canter. We have started a quarterly comms piece and are hoping to launch an economic stakeholder forum with the first around September (similar to the successful and insightful Developer Stakeholder forums). We have mentioned the following previously but here is an updated snapshot for your line of sight.

- **New Website**
 - A refreshed Council-wide website, including updated economic development content, will be active in the coming months. Note the emphasis on highlighting 4 key sectors. [Website can be found here.](#)
 - Economic development staff are finalising informative case studies with a number of businesses, sharing the story behind why they chose to invest in Hamilton.
- **The Cultivate Trust**
 - Our partnership with tech sector CE's is continuing to draw member businesses from across the tech and innovation landscape in Hamilton and the Waikato
 - Digital content designed to showcase Hamilton as a tech hub is going through final edits and will be part of a targeted social media strategy over a three month period
 - A primary goal is to direct young tech talent from across New Zealand to visit a customised landing page connecting them to available tech sector jobs and industry networking events in Hamilton, or to learn more about the city.
- **Business Engagement**
 - With the easing of COVID-19 restrictions, in-person outreach to Hamilton businesses has picked up activity
 - Council's Business Relationship Advisor, Kate Harris, is leading efforts to engage and connect with a wide range of Hamilton employers, particularly in the tech, manufacturing, logistics and agritech sectors and building a live and active database of key contacts
 - Staff are in the early stages of planning an economic development forum to meet with key businesses and share ideas for growing Hamilton's economy.
- **Municipal Endowment Fund and Property Development**
 - A lot still sitting in confidential but this will start to be released to the public arena. Some very exciting projects in the pipeline

Recommendation

That the Economic Development Committee receives the report.

Ngaa Mihi,
Ryan Hamilton
Chair Economic Development Committee

Council Report

Item 7

Committee: Economic Development Committee

Date: 24 May 2022

Author: Tracey Musty

Authoriser: David Bryant

Position: Financial Controller

Position: General Manager People and Organisational Performance

Report Name: Civic Financial Services Limited - Annual Report 31 December 2021

Report Status	<i>Open</i>
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Purpose - *Take*

1. To inform the Economic Development Committee of the Civic Financial Services Limited Annual Report to 31 December 2021.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. Civic Financial Services Limited (Civic) have 72 local authority shareholder members as well as TrustPower (holding 1.22%).
4. Local Government Superannuation Trustee Limited, Local Government Mutual Funds Trustee Limited, and SuperEasy Limited are wholly owned subsidiaries of the Company, which are all incorporated in New Zealand.
5. Deloitte carried out an audit on the consolidated financial statements of the Group in accordance with the Auditor-General's Auditing Standards. This was completed on 11 March 2022. An unqualified opinion was expressed.
6. Civic is due to hold an Annual General Meeting in June 2022 where the Annual Report and Financial Statements for the year ending 31 December 2021 will be presented to the members.
7. During the year two Directors resigned and two Directors were appointed, one after year end, in accordance with Civic's Constitution.
8. Staff consider the matters in this report to have low significance and the recommendations comply with the Council's legal requirements.

Discussion - *Matapaki*

9. Civic achieved a before-tax profit of \$502,167 in 2021. This compares favourably to the forecasted before-tax surplus of \$349,120 as set out in the 2021 Statement of Intent.
10. The favourable movement in profit to budget is a result of receiving higher than anticipated administration fees, combined with reduced marketing and operating expenses.

11. There were no material events subsequent to 31 December 2021 that require adjustment to or disclosure in the financial statements.
12. Civic had no capital commitments at balance date.

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

13. Staff confirm that the recommendation to receive the 31 December 2021 Annual Report complies with the Council's legal and policy requirements.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

14. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
15. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report.
16. The recommendations set out in this report are consistent with that purpose.
17. There are no social, environmental or cultural wellbeing considerations specific to this report.

Economic

18. Economic wellbeing is defined as the capacity of the economy to generate employment and wealth necessary for present and future financial security. A corporate goal of Civic is: "To investigate and facilitate, as appropriate, new products and markets in superannuation and risk-financing and such other markets that it believes could prove beneficial to its shareholders and the local government sector."

Risks - *Tuuraru*

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

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

Significance

20. Having considered the Significance and Engagement Policy, staff have assessed that the matters in this report have a low level of significance.

Engagement

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


Attachments - *Ngaa taapirihanga*

Attachment 1 - Civic Financial Services Limited - Annual Report 2021



ANNUAL REPORT 2021

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ANNUAL REPORT AND STATEMENT OF ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2021

Your Directors have pleasure in submitting the 61st Annual Report of the affairs of the Company (formerly New Zealand Local Government Insurance Corporation Ltd trading as Civic Assurance) for the year ended 31 December 2021, which is to be presented at the Annual General Meeting of Members in June 2022.

Directors operate under a Charter which outlines the specific role and responsibilities of the Board. Each Director must be assessed as being fit and proper in accordance with Civic's Fit and Proper Policy and at least two Directors must be independent, being neither a member or an employee of a local authority. The Directors are all subject to Civic's Code of Ethics. The Board has a Risk and Audit Committee which is governed by its own Charter and is responsible for maintaining the Board's risk management processes and policies, including ensuring compliance with regulatory and legal standards.

1. PERFORMANCE

Civic's before-tax profit in 2021 was \$502,167.

This compares favourably to the forecasted before-tax surplus of \$349,120 as set out in the 2021 Statement of Intent.

This increased profit is due to receiving higher than anticipated administration fees combined with reduced marketing and operating expenses.

2. OPERATIONS

Administration Services

Fees in 2021 from providing services to LAPP, Riskpool and the SuperEasy and SuperEasy KiwiSaver Superannuation Schemes were \$3,100,598 (2020: \$2,973,440).

Investment Revenue

Income from investments was \$116,935 (2020: \$141,233).

Sponsorship and Support for the Sector

Civic continues as a sponsor of Taituarā – Local Government Professionals Aotearoa (previously known as SOLGM – Society of Local Government Managers) events both at a regional and national level.

3. ASSOCIATED ENTITIES

Local Government Superannuation Trustee Limited

Local Government Superannuation Trustee Limited (LGST) is a 100% subsidiary of Civic and is the trustee to the SuperEasy and SuperEasy KiwiSaver Superannuation

Schemes. Both Schemes are administered by Civic and are registered with the FMA (Financial Markets Authority). Director appointments to LGST are made by LGNZ (two), Civic (one), CTU (one), Taituarā (one) and one, who must be a Licensed Independent Trustee, by the LGST Board.

The Schemes feature low member charges and simple administration for councils. The Schemes offer an 'Automatic Fund', in which each member's risk exposure is gradually and automatically switched from growth assets to income assets as the member gets older. The SuperEasy website is www.supereasy.co.nz.

The Schemes have a combined membership of over 11,000, with funds under management as at December 2021 of \$530 million (December 2020 \$470 million). Of the councils that have a preferred provider for KiwiSaver, 69 out of 73 (94%) have appointed Civic. The investments of the funds are managed by Harbour Asset Management Limited and ANZ New Zealand Investments Limited.

LAPP Disaster Fund

LAPP is a charitable trust that was set up by LGNZ and Civic in 1993 to assist with the reinstatement of lost or damaged local government underground infrastructure. LAPP's membership is 23. It could be said that LAPP is New Zealand's original LASS (Local Authority Shared Services). LAPP's website is: www.lappfund.co.nz.

LAPP is currently managing Marlborough District Council's claim that resulted from the severe flood damage that hit the Marlborough region in July 2021. At the time of writing it is unknown how much this claim will be, but it will be well within LAPP's ability to pay, providing the benefit of full cover for all of the flood damaged assets registered with LAPP.

Civic is the administration and fund manager for LAPP.

DIRECTORS' REPORT

Riskpool/Civic Liability Pool (CLP)

Riskpool provides public liability and professional indemnity cover for councils and has done so since 1997. Riskpool is a mutual liability fund governed by a trust deed and can call on its member councils for financial support. CLP is similar to Riskpool but has no facility for calls.

However with reducing council support for Riskpool, it became increasingly difficult to offer competitively priced cover and risk management services. Consequently Riskpool/CLP decided to cease providing cover from 1 July 2017 and is now in run-off mode.

Local Government Mutual Funds Trustee Limited (LGMFT) is the trustee of Riskpool and CLP. Civic is the Fund Manager and Scheme Manager for Riskpool and Administration Manager for CLP.

Civic has entered into two arm's length, secured loan facility agreements on commercial terms with Local Government Mutual Funds Trustee Limited to enable Riskpool to manage its cashflows.

Riskpool members were advised in October 2018 that Riskpool would need to make an interim call before a final call would be made when Riskpool is wound up. The interim call was for \$6 million, payable on 1 July 2019.

It is expected that the final call from Riskpool, which is likely in 2025 or 2026, will be for a lesser amount.

4. DIRECTORS

As at 31 December 2021 there were four directors: J.B. Melville, J.E. Miller, B.J. Morrison, and C.R. Stevenson. A.J. Marryatt retired as a director with effect from 2 December 2021; A.T. Gray retired as a director with effect from 3 December 2021.

Director attendances at Board meetings held in 2021:

Tony Gray	6 / 6
Tony Marryatt	2 / 5
John Melville	6 / 6
Jo Miller	6 / 6
Basil Morrison	6 / 6
Craig Stevenson	1 / 1

Craig Stevenson was appointed a Director on 3 December 2021.

Nicola Mills was appointed a Director after year end, on 14 January 2022.

The Chairmen of each of the Board and the Risk and Audit Committee are elected at the first meeting held after each year's AGM.

Section 139 of the Companies Act 1993

All Civic directors are directors of LGMFT except Basil Morrison who resigned from LGMFT in March 2019 to ensure that one Civic director was independent of LGMFT. Subsequently two secured loan facility agreements have been entered into between Civic and LGMFT whereby Civic loans LGMFT up to \$2,250,000 under each of two separate loans.

There are no other notices required under section 139 of the Companies Act 1993 except for Directors' remuneration. Changes to the Directors' fee pool are approved by shareholders at an AGM. The Board determines the allocation per Director based on the duties of the individual Director. The Director fees for subsidiary companies are set by the Civic Board.

For the year ended 31 December 2021, Directors' remuneration was:

Tony Gray	\$18,030
Tony Marryatt	\$22,261
John Melville	\$27,749
Jo Miller	\$15,803
Basil Morrison	\$15,803
Craig Stevenson	\$1,255
	\$100,901

In addition, the following Directors received fees in relation to their directorships of Riskpool or LGST:

Tony Gray	(Riskpool)	\$7,678
Tony Marryatt	(Riskpool)	\$11,742
John Melville	(Riskpool)	\$12,533
Jo Miller	(Riskpool)	\$8,310
Basil Morrison	(LGST)	\$13,411
Craig Stevenson	(Riskpool)	\$655
		\$54,329

DIRECTORS' REPORT

Interests Register

Directors' interests are tabled at the beginning of each Board meeting. Directorship and other disclosures as at 31 December 2021 were:

J.B. Melville	Trustee of Civic Property Pool; Director of Local Government Mutual Funds Trustee Ltd; a party to an agreement for finance with the LGMFT.
J. E. Miller	Trustee of Civic Property Pool; Director of Local Government Mutual Funds Trustee Ltd; a party to an agreement for finance the LGMFT; Member of SuperEasy KiwiSaver Superannuation Scheme; Chief Executive of Hutt City Council; Vice President of Taituarā Executive Council; Board Member Hutt Valley Chamber of Commerce.
B.J. Morrison	Chairman of Local Government Superannuation Trustee Ltd; Basil J Morrison & Associates Ltd; Member of SuperEasy KiwiSaver Superannuation Scheme; Trustee of Civic Property Pool; Trustee of the Martha Trust; Trustee of Hauraki Railtrail Charitable Trust; Waitangi Tribunal Member; Independent Hearings Commissioner for Auckland Council; Honorary Consul for Uganda; Thames-Coromandel District Council Hearings Panel; Waikato Regional Council Hearings Commissioner; NZ Freshwater Commissioner; Accredited Commissioner – RMA.
C.R. Stevenson	Trustee of Civic Property Pool; Director of Local Government Mutual Funds Trustee Ltd; a party to an agreement for finance with the LGMFT; Member of Local Government Superannuation Scheme and SuperEasy KiwiSaver Superannuation Scheme; Chief Executive of New Plymouth District Council; Trustee of Ratanui Trust.

The Company provides Directors and officers with, and pays the premiums for, Directors' and Officers' liability insurance to the full extent allowed for in accordance with the requirements of the Companies Act 1993. The renewal of the Company's Directors' and Officers' liability insurance was entered in the Interests Register pursuant to sections 162 and 163 of the Companies Act 1993. This insurance does not cover liabilities arising from criminal actions or deliberate and reckless acts or omissions by the Directors. The cover includes indemnity of costs and expenses incurred in defending an action that falls within the scope of the indemnity.

Use of Information

Directors, individually or collectively, may obtain independent professional advice relating to any matters concerning the Company's business or in relation to the discharge of the Director's responsibilities. Subject to approval of the Chairman the Company will reimburse the Director(s) some or all of the reasonable costs of the advice. During the reporting period, no Director has sought leave to obtain such advice.

Loans to Directors

No loans or advances have been made to Directors, their spouses or dependants, or to related parties during the year.

5. EMPLOYEE REMUNERATION

Detailed below is the number of employees who received remuneration in their capacity as employees of \$100,000 or more during the year ended 31 December 2021.

Remuneration	Number of Employees
\$160,000 – \$170,000	1
\$200,000 – \$210,000	1

The above remunerations include Company contributions to employees' superannuation (KiwiSaver and other), medical insurances and discretionary bonus payments.

DIRECTORS' REPORT

6. AUDIT AND RISK MANAGEMENT

Pursuant to Section 15 of the Public Audit Act 2001 the Company's auditor is the Auditor General who has appointed Hamish Anton using the staff and resources of Deloitte Limited to carry out the audit on his behalf.

The Risk and Audit Committee comprises the full Board. Tony Gray is the Chairman of this committee. The Committee met five times in 2021: the Auditor attended two of those meetings and at one of those meetings proceedings took place without management present.

7. DONATIONS

No donations have been made during the year by any Company in the Group (2020: \$0).

8. STAFF

Recognising the stress that Covid has created within the office and in the lives of the staff, the Directors would sincerely thank the staff – Ian Brown, Charlie Howe, Glenn Watkin, Sylvia Jackson, Chathuri Mendis, Jen McGahan, Lisa Norris, Tim Sole and Sue Tong – for their work and support during the year.



John Melville **Chairman**
March 2022

DIRECTORS

John B. Melville (Chairman)
Johanna E. Miller
Nicola K. Mills
Basil J. Morrison CNZM JP
Craig R. Stevenson

EXECUTIVE OFFICERS

Chief Executive : Charlie Howe
Chief Financial Officer : Glenn Watkin

COMPANY REGISTRATION NO: 13271

AUDITORS

The Auditor General, who has appointed Hamish Anton, Deloitte Limited to carry out the audit on his behalf

BANKERS

ANZ Banking Group (New Zealand) Limited
Bank of New Zealand

LEGAL ADVISERS

Dentons Kensington Swan

REGISTERED OFFICE

Level 7, Civic Assurance House, 116 Lambton Quay, Wellington 6011

POSTAL ADDRESS

Civic Financial Services Ltd, PO Box 5521, Wellington 6140

OTHER CONTACT DETAILS

Telephone (04) 978 1250
Facsimile (04) 978 1260
Email admin@civicfs.co.nz
Website www.civicfs.co.nz

The Company is a participant in the Insurance & Financial Services Ombudsman Scheme (Inc)
Participant Number 2000427

Statement of Accounts

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 31 DECEMBER 2021

	NOTE	2021 \$	2020 \$
REVENUE			
Administration Fees	17	3,100,598	2,973,440
Interest Income	4	116,935	141,233
Other Income		775	608
Total Revenue		3,218,308	3,115,281
EXPENDITURE			
Audit Fee	14		
Statutory Audit of the Financial Statements		103,697	127,639
Other Fees Paid to Auditors for Assurance Services		30,368	26,784
Other Fees Paid to Auditors for Tax Compliance		-	37,388
Depreciation	7	18,169	16,107
Amortisation	7	12,047	65
Directors' Remuneration	3	100,901	100,646
Interest Expense		12,264	-
Other Expenses	6	1,617,381	1,579,736
Employee Remuneration	3	797,637	725,518
Superannuation Subsidies		23,677	20,940
Total Expenditure		2,716,141	2,634,823
Surplus Before Taxation		502,167	480,458
Taxation Expense	10	141,639	135,635
TOTAL COMPREHENSIVE SURPLUS AFTER TAX ATTRIBUTABLE TO OWNERS OF THE COMPANY	15	360,528	344,823

This statement is to be read in conjunction with the notes on pages 11 to 29.

Civic Financial Services Limited

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

AS AT 31 DECEMBER 2021

	NOTE	2021 \$	2020 \$
SHAREHOLDERS' EQUITY			
Issued and Paid-Up Ordinary Shares			
Ordinary Shares fully paid up	15	10,763,506	10,763,506
Retained Earnings	15	418,894	58,366
TOTAL EQUITY		11,182,400	10,821,872
Represented By:			
CURRENT ASSETS			
Cash & Cash Equivalents		335,363	881,761
Term Deposits		5,914,564	4,735,000
Accrued Interest Receivable		21,349	15,396
Sundry Debtors and Prepayments	12	649,448	526,169
Loan Receivable	13	2,408,002	2,588,354
Total Current Assets		9,328,726	8,746,680
NON CURRENT ASSETS			
Property, Plant and Equipment	7	46,297	28,728
Intangible Assets (Software)	7	158,838	170,885
Deferred Tax Asset	10	2,208,806	2,350,445
Total Non Current Assets		2,413,941	2,550,058
TOTAL ASSETS		11,742,667	11,296,738
CURRENT LIABILITIES			
Sundry Creditors and Accrued Charges	12	412,593	328,375
Accrued Holiday Pay		88,752	68,312
CLP/ Riskpool Admin Fee Reserve		52,530	52,530
Total Current Liabilities		553,875	449,217
NON-CURRENT LIABILITIES			
CLP/ Riskpool Admin Fee Reserve		6,392	25,649
Total Non Current Liabilities		6,392	25,649
TOTAL LIABILITIES		560,267	474,866
EXCESS OF ASSETS OVER LIABILITIES		11,182,400	10,821,872

For and on behalf of the Directors



JOHN MELVILLE Chairman 11 March 2022



BASIL MORRISON Director 11 March 2022

This statement is to be read in conjunction with the notes on pages 11 to 29.

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 31 DECEMBER 2021

	NOTE	2021 \$	2020 \$
OPENING EQUITY		10,821,872	10,477,049
Total Comprehensive Surplus Net of Tax		360,528	344,823
Dividend Payment		-	-
Ordinary Shares issued during the year	15	-	-
CLOSING EQUITY		11,182,400	10,821,872

This statement is to be read in conjunction with the notes on pages 11 to 29.

Civic Financial Services Limited

CONSOLIDATED STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 31 DECEMBER 2021

	NOTE	2021 \$	2020 \$
CASH FLOWS FROM OPERATING ACTIVITIES			
Cash was provided from:			
Administration Fees Received		3,028,084	2,970,690
Other Income		775	608
		3,028,859	2,971,298
Cash was applied to:			
Payments to Suppliers and Employees		2,639,025	2,360,681
		2,639,025	2,360,681
Net Cash Flow from Operating Activities	11	389,834	610,617
CASH FLOWS FROM INVESTING ACTIVITIES			
Cash was provided from:			
Investment Income		45,648	74,872
Term Deposits		-	555,045
Loans Repaid from Related Parties		2,271,655	3,422,432
		2,317,303	4,052,349
Cash was applied to:			
Term Deposits		1,179,564	-
Purchase of Property, Plant and Equipment		35,738	92,338
Loans Issued to Related Parties		2,026,299	3,963,376
		3,241,601	4,055,714
Net Cash Flow (used in) / from Investing Activities		(924, 298)	(3, 365)
CASH FLOWS FROM FINANCING ACTIVITIES			
Cash was provided from:			
Loan Interest Received		330	81
		330	81
Cash was applied to:			
Interest Paid		12,264	-
		12,264	-
Net Cash Flow (used in) / from Financing Activities		(11,934)	81
Net (Decrease)/Increase in Cash Held		(546,398)	607,333
Opening Cash Balance as at 1 January		881,761	274,428
Closing Cash Balance as at 31 December		335,363	881,761
Being:			
Cash & Cash Equivalents		335,363	881,761

This statement is to be read in conjunction with the notes on pages 11 to 29.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 1 REPORTING ENTITY

The reporting entity is Civic Financial Services Ltd (the "Company"). The Group comprises the Company and its subsidiaries listed in note 2 (b). The Group provides financial services principally for New Zealand local government.

Statement of Compliance

The Group is a Tier 2 Public Sector Public Benefit Entity and the financial statements have been prepared in accordance with and comply with Tier 2 Public Sector Public Benefit Entity (PBE) Standards.

NOTE 2 STATEMENT OF ACCOUNTING POLICIES**General Accounting Policies**

The measurement and reporting of profits on a historical cost basis have been followed by the Group, except for specific policies as described below. The reporting currency is New Zealand dollars.

Critical Judgements and Estimates in Applying the Accounting Policies

In the application of the PBE Standards the Directors are required to make judgements, estimates and assumptions about the carrying value of assets and liabilities that are not readily apparent from other sources. These are based on historical experience and other various factors and are reviewed on an ongoing basis.

The Directors believe that, as at the date of these financial statements, there are no significant sources of estimation uncertainty that have not been disclosed in these notes. The most significant judgements, estimates and assumptions made in the preparation of these financial statements are in respect of the recognition of the deferred tax asset (Note 10).

Particular Accounting Policies

The following particular accounting policies which materially affect the measurement of surplus and financial position have been applied. Further particular accounting policies are contained in the relevant notes to the financial statements.

(a) Consolidation of Subsidiaries

The Group financial statements incorporate the financial statements of the Company and its subsidiaries. All inter-company transactions, balances and unrealised profits are eliminated on consolidation.

(b) Investment in Subsidiaries

At 31 December 2021 the Company had three wholly owned subsidiaries which are all incorporated in New Zealand. Two of these, Local Government Superannuation Trustee Limited and SuperEasy Limited with balance dates of 31 December and Local Government Mutual Funds Trustee Limited (LGMFTL) with its balance date of 30 June did not have any significant assets, liabilities, revenue or expenses during the years ended 31 December 2020 and 31 December 2021.

LGMFTL is the trustee of New Zealand Mutual Liability Riskpool ("Riskpool") and Civic Liability Pool ("CLP"). The Company provides administrative services to Riskpool and CLP.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 2 STATEMENT OF ACCOUNTING POLICIES CONTINUED**(c) Administration Fees**

Administration fees are recognised at the agreed amounts based on time and expenses incurred. Administration fees collected during the year that will be utilised in future periods are held within the administration fee reserve on the Statement of Financial Position, until the point in time where administration services have been provided.

(d) Employee Benefits

Provision is made for benefits accruing to employees in respect of wages and salaries and annual leave when it is probable that settlement will be required and they are capable of being measured reliably.

Provisions made in respect of employee benefits are measured at their nominal values using the remuneration rate expected to apply at the time of settlement.

(e) Basis of Measuring Other Income and Expenses

Income and expenses are accounted for on an accruals basis. All revenue is exchange revenue.

(f) Changes in Accounting Policies

There have been no material changes in the accounting policies during the year. All policies have been applied on a basis consistent with those used in the prior year.

NOTE 3 KEY MANAGEMENT PERSONNEL

The compensation of the Directors and executives, being the key management personnel of the Group, is set out below.

	2021	2020	2021	2020
	Number		\$	\$
Short term employee benefits				
Executive Management Personnel	4	3	506,726	427,434
Directors	5	5	100,901	100,646
			607,627	528,080

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 4 FINANCIAL INSTRUMENTS

Accounting Policies:

i) **Classification and Measurement**

Financial instruments are transacted on a commercial basis to derive an interest yield / cost with the terms and conditions having due regard to the nature of the transaction and the risks involved. Financial instruments are recognised and accounted for on a settlement date basis.

Loans and Receivables

Other receivables are measured at initial recognition at fair value, and are subsequently measured at amortised cost using the effective interest rate.

Bank and Cash Equivalents

Bank and cash equivalents are measured at amortised cost using the effective interest rate.

Financial Liabilities

Financial liabilities include Sundry Creditors, Accrued Charges and Subordinated Debt. Financial liabilities are recorded initially at fair value, net of transaction costs. Subsequent to initial recognition, liabilities are measured at amortised cost.

ii) **Offsetting Financial Instruments**

Financial assets and liabilities are not offset as there is no legally enforceable right to set-off.

iii) **Asset Quality****Impairment of Financial Assets**

Financial assets measured at amortised cost are reviewed at each balance date to determine whether there is any objective evidence of impairment. If any such condition exists, the asset's recoverable amount is estimated and provision is made for the difference between the carrying amount and the recoverable amount.

As at the date of these Financial Statements, no such evidence of impairment exists.

iv) **Fair Value of Financial Instruments**

Fair value measurements recognised in the Statement of Financial Position

Financial instruments are categorised into 3 levels:

- **Level 1** fair value measurements are those derived from quoted prices (unadjusted) in active markets for identical assets or liabilities;
- **Level 2** fair value measurements are those derived from inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e. as prices) or indirectly (i.e. derived from prices); and
- **Level 3** fair value measurements are those derived from valuation techniques that include inputs for the asset or liability that are not based on observable market data (unobservable inputs).

v) **Derivatives**

The Group do not use any derivative financial instruments.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 4 FINANCIAL INSTRUMENTS CONTINUED*Accounting Policies: continued***(1) Income Relating to Financial Assets**

	2021 \$	2020 \$
Loans		
Interest Received – Loans	65,334	50,965
Cash & Cash Equivalents		
Interest Received – Short Term Deposits	51,601	90,268
Total Interest Income	116,935	141,233

(2) Financial Assets and Liabilities

The carrying amounts of all financial assets and liabilities are considered to be equivalent to their market value, which for these assets and liabilities is also considered to be fair value.

The Subordinated Debt is measured at amortised cost which is considered to be fair value.

All fixed interest investments were managed around a 90 day duration and carry a minimum Standard and Poors credit rating of "A" or equivalent.

Loans are secured against Riskpool's future contributions and repayable with six months notice (refer to Note 13).

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 4 FINANCIAL INSTRUMENTS CONTINUED

(2) Financial Assets and Liabilities continued

Carrying value of Financial Assets and Financial Liabilities

	2021 \$	2020 \$
Financial Asset: Loans and Receivables		
Sundry Debtors	537,894	484,840
Loans	2,408,002	2,588,354
Total Loans and Receivables	2,945,896	3,073,194
Financial Asset: Amortised Cost		
Cash & Cash Equivalents	335,363	881,761
Term Deposits	5,914,564	4,735,000
Total Financial Assets: Amortised Cost	6,249,927	5,616,761
Financial Liability: Amortised Cost		
Sundry Creditors & Accrued Charges	412,593	328,375
Total Financial Liabilities: Amortised Cost	412,593	328,375

(3) Financial Risk – Structure and Management

The Group manages its capital to ensure that the entities in the Group will be able to continue as a going concern. The Group's overall strategy is reviewed annually and remains unchanged.

Financial instruments which potentially subject the Group to a concentration of credit risk consist principally of cash, debtors and interest bearing deposits. The Group has no debt liability instruments.

Apart from security against Riskpool's future contributions, the Group does not require collateral or other security to support financial instruments with credit risk. As such, no collateral exists for any of the investments held by the Group. The maximum credit risk exposure is the carrying amount of the individual debtor and investment balances.

The Group has placed interest bearing deposits and funds to be managed with financial institutions and limits its amount of credit exposure to any one such institution.

(a) Market Risk

All financial assets and liabilities are New Zealand Dollar based and are recorded at amortised cost, therefore changes in interest rates and foreign currency values do not impact on their carrying value.

(b) Carrying Amount and Fair Value

The carrying amounts of all financial assets and liabilities are considered to be equivalent to their fair value.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 4 FINANCIAL INSTRUMENTS CONTINUED**(3) Financial Risk – Structure and Management** continued**(c) Liquidity Risk**

Liquidity Risk is the risk that the Group will encounter difficulties in raising funds at short notice to meet commitments associated with financial instruments. Management of liquidity risk is designed to ensure that the Group has the ability to meet financial obligations as they fall due.

The following tables include an analysis of the contractual undiscounted cash flows relating to the Group's financial assets and liabilities categorised by the maturity dates.

Maturity Analysis as at 31 December 2021						
	Interest Rate Spread %	Within 6 months \$	6 to 12 months \$	1 to 2 years \$	2 to 5 years \$	Total \$
Assets						
Cash & Cash Equivalents	0 to 0.15%	335,363	-	-	-	335,363
Term Deposits & Accrued Interest	0.8% to 1.7%	3,732,341	2,203,572	-	-	5,935,913
Other Receivables	n/a	537,894	-	-	-	537,894
Loans	2.93% to 3.28%	2,408,002	-	-	-	2,408,002
Total Financial Assets		7,013,600	2,203,572	-	-	9,217,172
Liabilities						
Sundry Creditors & Accrued Expenses	n/a	412,593	-	-	-	412,593
Total Financial Liabilities		412,593	-	-	-	412,593
Maturity Analysis as at 31 December 2020						
	Interest Rate Spread %	Within 6 months \$	6 to 12 months \$	1 to 2 years \$	2 to 5 years \$	Total \$
Assets						
Cash & Cash Equivalents	0 to 0.48%	897,157	-	-	-	897,157
Term Deposits & Accrued Interest	0.7% to 1.78%	2,749,730	2,000,666	-	-	4,750,396
Other Receivables	n/a	484,840	-	-	-	484,840
Loans	2.96% to 3.96%	2,588,354	-	-	-	2,588,354
Total Financial Assets		6,720,081	2,000,666	-	-	8,720,747
Liabilities						
Sundry Creditors & Accrued Expenses	n/a	328,375	-	-	-	328,375
Total Financial Liabilities		328,375	-	-	-	328,375

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

Item 7

NOTE 4 FINANCIAL INSTRUMENTS CONTINUED

(3) Financial Risk – Structure and Management continued

(d) Credit Risk

All investments are in the form of cash held at registered banks and loans. The registered banks have a credit rating of "A" or better. Loans are with Riskpool (refer to Note 13).

(i) Exposure to Credit Risk

	2021 \$	2020 \$
Cash & Cash Equivalents	335,363	897,157
Term Deposits & Accrued Interest	5,935,913	4,750,396
Other Receivables	537,894	484,840
Loans	2,408,002	2,588,354
Total	9,217,172	8,720,747

(ii) Concentration of Credit Exposure

94% of the Company's credit exposure is in the form of cash and term deposits held with registered banks and loans to Riskpool.

NOTE 5 OPERATING LEASE COMMITMENTS

	2021 \$	2020 \$
Operating Lease Expense Commitments:		
not later than one year	70,763	69,807
later than one year but not later than five years	184,629	251,888
later than five years	-	-
	255,392	321,695

Attachment 1

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 6 OTHER EXPENSES

	2021 \$	2020 \$
Compliance Costs	77,324	140,179
Consultants	115,200	82,075
Legal Fees	109,289	180,747
Other Expenses	1,315,568	1,176,735
Total	1,617,381	1,579,736

NOTE 7 PROPERTY, PLANT & EQUIPMENT AND INTANGIBLE ASSETS**Accounting Policy:**

Assets are depreciated on a straight line basis at rates calculated to allocate the assets' cost, in equal instalments over their estimated useful lives which are assessed and regularly reviewed.

Depreciation Rates	
Office Furniture and Equipment	up to 17 years
Intangibles – Software	5 years

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 7 PROPERTY, PLANT & EQUIPMENT AND INTANGIBLE ASSETS CONTINUED

	2021 \$	2020 \$
(a) Property, Plant and Equipment		
Office Furniture and Equipment – cost	139,772	129,384
Plus Additions	35,738	10,388
Less Disposals	-	-
Closing Value – cost	175,510	139,772
Office Furniture and Equipment – Accumulated Depreciation	(111,044)	(94,937)
Less Depreciation Charge	(18,169)	(16,107)
Less Disposals	-	-
Closing Accumulated Depreciation	(129,213)	(111,044)
Net Book Value	46,297	28,728

The Total Comprehensive Surplus After Tax in the Statement of Comprehensive Income includes no gains or losses on disposal of fixed assets (2020: \$nil).

	2021 \$	2020 \$
(b) Intangible Assets		
Software – cost	601,403	519,453
Plus Additions	-	81,950
Less Disposals	(166,339)	-
Closing Value – cost	435,064	601,403
Software – Accumulated Amortisation	(430,518)	(430,453)
Less Amortisation Charge	(12,047)	(65)
Less Disposals	166,339	-
Closing Accumulated Amortisation	(276,226)	(430,518)
Net Book Value	158,838	170,885

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 8 ANALYSIS OF FINANCIAL ASSETS NOT IMPAIRED

There are no financial assets that are impaired or past due at balance date (2020: \$nil).

NOTE 9 CONTINGENT LIABILITIES

There are no contingent liabilities (2020: \$nil).

NOTE 10 TAXATION**Accounting Policies:****i) Current Tax**

The current income tax expense charged against the profit for the year is the estimated liability in respect of the taxable profit. It is calculated using tax rates and tax laws that have been enacted or substantively enacted by reporting date. Current tax for the current and prior periods is recognised as a liability (or asset) to the extent that it is unpaid (or refundable). Tax assets are offset only when there is a legally enforceable right to set off the recognised amounts, and an intention to settle on a net basis.

ii) Deferred Tax

The liability method of accounting for deferred taxation is applied on a comprehensive balance sheet basis in respect of temporary differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax base of those items.

Deferred tax liabilities are recognised for all temporary differences. Deferred tax assets are reviewed at each balance date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the asset to be recovered.

Deferred tax is calculated at the tax rates that are expected to apply in the period when the liability is settled or the asset is realised. Deferred tax is charged or credited in the Statement of Comprehensive Income.

Significant judgements, estimates and assumptions are made in respect of the recognition of the deferred tax asset. It is recognised that the deferred tax asset will be utilised over a relatively long time period. The Entity expects to remain profitable and have a steady income stream over the medium to long term, matching its low margin long dated products.

iii) Goods and Services Tax (GST)

Revenue, expenses, assets and liabilities are recognised net of the amount of GST except:

- When the GST incurred on a purchase of goods and services is not recoverable from the taxation authority the GST is recognised as part of the cost of the acquisition of the assets or as part of the expense item as applicable.
- Receivables and payables, which are stated with the amount of GST included.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables in the Statement of Financial Position.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 10 TAXATION CONTINUED

(a) Income tax recognised in the Statement of Comprehensive Income

	2021 \$	2020 \$
Tax expense comprises:		
Current tax expense	-	-
Adjustments recognised in the current year in relation to the current tax of prior years	-	-
Deferred tax relating to temporary differences	141,639	135,635
Total tax expense	141,639	135,635
Attributable to:		
Continuing operations	141,639	135,635
	141,639	135,635

The prima facie income tax expense on pre-tax accounting profit from operations reconciles to the income tax expense in the financial statements as follows:

	2021 \$	2020 \$
Surplus before tax	502,167	480,458
Income tax calculated at 28%	140,607	134,528
Tax effect of permanent differences	1,032	830
Prior Period Adjustment	-	277
Income Tax Expense	141,639	135,635

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 10 TAXATION CONTINUED**(b) Current tax assets and liabilities**

	2021 \$	2020 \$
Tax refund receivable	-	-
	-	-

(c) Deferred tax balances

	2021 \$	2020 \$
Deferred tax assets comprise:		
Temporary differences	2,208,172	2,349,610
	2,208,172	2,349,610
Deferred tax liabilities comprise:		
Temporary differences	634	835
	634	835
Net Deferred Tax balance	2,208,806	2,350,445

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 10 TAXATION CONTINUED

(c) Deferred tax balances continued

Gross taxable and deductible temporary differences for the Group arise from the following:

	Opening Balance \$	Charged to Income \$	Charged to Equity \$	Prior Period Adjustment \$	Closing Balance \$
2021	Property and equipment	2,987	(718)	-	2,269
		2,987	(718)	-	2,269
	Employee entitlements	62,036	22,416	-	84,452
	Losses carried forward	8,329,428	(527,552)	-	7,801,875
		8,391,464	(505,136)	-	7,886,328
	Attributable to:				
	Continuing operations	8,394,451	(505,854)	-	7,888,597
	Total	8,394,451	(505,854)	-	7,888,597
2020	Tax effect at 28%	2,350,445	(141,639)	-	2,208,806
	Property and equipment	5,057	(1,081)	-	2,987
		5,057	(1,081)	-	2,987
	Employee entitlements	26,540	35,496	-	62,036
	Losses carried forward	8,847,264	(517,836)	-	8,329,428
		8,873,804	(482,340)	-	8,391,464
	Attributable to:				
	Continuing operations	8,878,861	(483,421)	-	8,394,451
	Total	8,878,861	(483,421)	-	8,394,451
	Tax effect at 28%	2,486,080	(135,358)	-	2,350,445

No liability has been recognised in respect of the undistributed earnings of subsidiaries because the Group is in a position to control the timing of the reversal of the temporary differences and it is probable that such differences will not reverse in the foreseeable future.

The deferred tax asset relating to tax losses carried forward has been recognised as the financial forecasts anticipate the Group maintaining sufficient profitability in future financial years to utilise these losses (refer Note 20).

(d) Imputation Credit Account

	2021 \$	2020 \$
Closing Balance	1,593,490	1,593,490

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 11 RECONCILIATION OF COMPREHENSIVE INCOME AFTER TAX WITH CASH FLOW FROM OPERATING ACTIVITIES**Accounting Policy:**

The Statement of Cash Flows is prepared exclusive of GST, which is consistent with the method used in the Statement of Comprehensive Income. The GST component of cash flows arising from investing and financing activities, which is recoverable from or payable to, the taxation authority is classified as operating cash flow.

The following are definitions of the terms used in the Statement of Cash Flows:

- Bank comprises cash on hand and demand deposits.
- Cash equivalents are short-term, highly liquid investments that are readily convertible to known amounts of Cash and which are subject to insignificant risk of changes in value.
- Cash flows are inflows and outflows of cash and cash equivalents.
- Operating activities are the principal revenue producing activities of the entity and other activities that are not investing or financing activities.
- Investing activities are the acquisition and disposal of long-term assets.
- Financing activities are activities that result in changes in the size and composition of the contributed equity and borrowings of the entity.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 11 RECONCILIATION OF COMPREHENSIVE INCOME AFTER TAX WITH CASH FLOW FROM OPERATING ACTIVITIES CONTINUED

	2021 \$	2020 \$
Total Comprehensive Surplus	360,528	344,823
Add/(less) non cash items		
Loan Interest	(65,003)	(50,883)
Depreciation	18,169	16,107
Amortisation	12,047	65
Movement in CLP/ Riskpool Admin Fee Reserve	(19,256)	(19,256)
Movement in Deferred Tax Asset	141,639	135,635
Net change in fair value of investment property	-	-
	87,597	81,668
Add/(less) movements in other working capital items		
Sundry Debtors, Prepayments and Accrued Interest	(129,232)	28,440
Sundry Creditors and Accrued Charges	104,657	246,035
Tax Refund Due	-	-
	(24,576)	274,475
Add/(Less) Items Classified as Investing Activity	(45,979)	(90,349)
Add/(Less) Items Classified as Financing Activity	12,264	-
Net Cash Flow from Operating Activities	389,834	610,617

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 12 SUNDRY DEBTORS AND CREDITORS**(a) Sundry Debtors and Prepayments**

	2021 \$	2020 \$
Sundry Debtors	537,894	484,840
Prepayments	109,000	41,329
GST Receivable	2,554	-
Sundry Debtors and Prepayments	649,448	526,169

(b) Sundry Creditors and Accrued Charges

	2021 \$	2020 \$
Sundry Creditors and Accrued Charges	337,961	165,435
Related Party Loan Payable to CLP	74,632	-
GST Payable	-	162,940
Sundry Creditors and Accrued Charges	412,593	328,375

NOTE 13 LOANS*Loan Receivable***Related Party Loans Receivable**

	2021 \$	2020 \$
Riskpool	2,408,002	2,074,371
Civic Liability Pool	-	513,983
Total Related Party Loans Receivable	2,408,002	2,588,354

Secured loan agreements between the Company and Local Government Mutual Funds Trustee Limited on behalf of Riskpool were entered into in February 2017, August 2017 and again in November 2018 to assist with Riskpool's cashflow. The amounts made available under the 2017 agreements were reduced in 2018 to provide facilities of \$2,250,000 each (2017: \$3,000,000) and under the terms of the loans the interest rate is set as BKBM plus a margin. The November 2018 agreement provides a loan facility of \$4,000,000. Under the terms of the loan agreement the interest rate is set at the ANZ Bank lending rate plus a margin. Riskpool may repay the loans and any interest at any time without penalty. The Company may require repayment of the loans (including all interest) in full or in part at any time with six months' notice. Either party may terminate the agreements on six months' notice or any other such period that both parties agree to. On termination, the loan outstanding and any interest due to the date of repayment must be paid within the period of notice. The loan outstanding at 31 December 2021 is \$2,408,002 (2020: \$2,074,371). Interest received by the Company relating to the loans for the year to 31 December 2021 was \$65,334 (2020: \$50,965).

The Company and Local Government Mutual Funds Trustee Limited on behalf of CLP have an agreement whereby the Company funds any claims payable for CLP under the Trust Deed, without charge to the Trust, which will be reimbursed by CLP in respect of any such claim payments when CLP receives the applicable reinsurance payments on the claims. The loan outstanding at 31 December 2021 is \$nil (2020: \$513,983). There is a related parties loan payable to CLP at 31 December 2021 of \$74,632 (refer Note 12).

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 14 AUDIT FEES

A breakdown of the fees paid to the auditors is below:

	2021 \$	2020 \$
Statutory Audit of the Financial Statements		
Civic Financial Services	41,580	49,566
Civic Liability Pool	17,640	17,640
Local Government Superannuation Trustee	44,476	60,433
Total Statutory Audit of the Financial Statements	103,697	127,639
Other Fees Paid to Auditors for Assurance Services	30,368	26,784
Other Fees Paid to Auditors for Tax Compliance	-	37,388
Total Fees Paid to the Auditors	134,065	191,811

NOTE 15 SHAREHOLDERS' EQUITY

The Share Capital of the Group comprises solely authorised and issued ordinary shares with each share ranking equally in votes, dividends and surpluses. In 2020 there were no shares issued. There were no shares issued during 2021.

	2021 \$	2020 \$
Retained Earnings		
Opening Balance	58,366	(286,457)
Net Surplus After Taxation	360,528	344,823
Dividend Payment	-	-
Closing balance	418,894	58,366
Shareholders Capital		
Opening Balance	10,763,506	10,763,506
Ordinary Shares issued during the year	-	-
Closing balance	10,763,506	10,763,506
Number of Ordinary Shares Fully Paid	11,249,364	11,249,364
Par Value per Share	\$0.99	\$0.96
Dividend Payment per Share	\$0.00	\$0.00

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2021

NOTE 16 EQUITY RETAINED FOR FINANCIAL SOUNDNESS

All shareholder equity is retained to ensure the financial soundness of the Group with cash being retained for cash flow purposes.

NOTE 17 RELATED PARTIES

The Company provided administration services to related parties during the year to NZ Local Authority Protection Programme (LAPP), NZ Mutual Liability Riskpool (Riskpool), Local Government Superannuation Trustee (Trustee of the Local Government Superannuation Scheme (LGSS) and SuperEasy KiwiSaver Superannuation Scheme (SKSS)) and Civic Property Pool (CPP). There were no related party transactions with CPP in either of the last two years.

The income derived from the administration services as well as year end accounts receivable are detailed in the table below. Refer to Note 12 and Note 13 for the terms and information relating to loans with related parties.

Administration Fees

	2021 \$	2020 \$
LGSS & SKSS	2,606,612	2,484,661
LAPP	304,000	295,667
Riskpool	170,730	173,856
Civic Liability Pool	19,256	19,256
Administration Fees from Related Parties	3,100,598	2,973,440

Accounts Receivable

	2021 \$	2020 \$
LGSS & SKSS	537,516	484,587
LAPP	378	-
Accounts Receivable from Related Parties	537,894	484,587

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021**Item 7****NOTE 18 SUBSEQUENT EVENTS**

There have been no material events subsequent to 31 December 2021 that require adjustment to or disclosure in the financial statements.

NOTE 19 CAPITAL COMMITMENTS

The Company has no capital commitments at balance date (2020: \$nil).

NOTE 20 GOING CONCERN

The financial statements have been prepared on a going concern basis.

The profitability of financial services supports the going concern assumption for Civic Financial Services Ltd as a whole. The deferred tax asset is reviewed regularly and at balance date against forecast profits and future business opportunities. The Directors believe that it is probable that sufficient taxable profits will be available in the future against which the unused tax losses can be utilised.

Attachment 1



INDEPENDENT AUDITOR'S REPORT

TO THE READERS OF CIVIC FINANCIAL SERVICES LIMITED'S FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021

The Auditor-General is the auditor of Civic Financial Services Limited and its subsidiaries (the 'Group'). The Auditor-General has appointed me, Hamish Anton, using the staff and resources of Deloitte Limited, to carry out the audit of the consolidated financial statements of the Group on his behalf.

OPINION

We have audited the consolidated financial statements of the Group on pages 7 to 29, that comprise the consolidated statement of financial position as at 31 December 2021, the consolidated statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date and the notes to the consolidated financial statements that include accounting policies and other explanatory information.

In our opinion, the consolidated financial statements of the Group:

- present fairly, in all material respects:
 - its financial position as at 31 December 2021; and
 - its financial performance and cash flows for the year then ended; and
- comply with generally accepted accounting practice in New Zealand in accordance with Public Sector Public Benefit Entity Standards Reduced Disclosure Regime (PBE Standards RDR).

Our audit was completed on 11 March 2022. This is the date at which our opinion is expressed.

The basis for our opinion is explained below. In addition, we outline the responsibilities of the Board of Directors and our responsibilities relating to the consolidated financial statements, we comment on other information and we explain our independence.

BASIS FOR OUR OPINION

We carried out our audit in accordance with the Auditor-General's Auditing Standards, which incorporate the Professional and Ethical Standards and the International Standards on Auditing (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board. Our responsibilities under those standards are further described in the Responsibilities of the auditor section of our report.

We have fulfilled our responsibilities in accordance with the Auditor-General's Auditing Standards.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

RESPONSIBILITIES OF THE BOARD OF DIRECTORS FOR THE CONSOLIDATED FINANCIAL STATEMENTS

The Board of Directors is responsible on behalf of the Group for preparing consolidated financial statements that are fairly presented and that comply with generally accepted accounting practice in New Zealand. The Board of Directors is responsible for such internal control as it determines is necessary to enable it to prepare financial statements that are free from material misstatement, whether due to fraud or error.

INDEPENDENT AUDITOR'S REPORT *CONTINUED*

In preparing the consolidated financial statements, the Board of Directors is responsible, on behalf of the Group, for assessing the Group's ability to continue as a going concern. The Board of Directors is also responsible for disclosing, as applicable, matters related to going concern and using the going concern basis of accounting, unless the Board of Directors intends to liquidate the Group or to cease operations, or has no realistic alternative but to do so.

The Board of Directors' responsibilities arise from the Companies Act.

RESPONSIBILITIES OF THE AUDITOR FOR THE AUDIT OF THE CONSOLIDATED FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements, as a whole, are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit carried out in accordance with the Auditor-General's Auditing Standards will always detect a material misstatement when it exists. Misstatements are differences or omissions of amounts or disclosures, and can arise from fraud or error. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of readers taken on the basis of these consolidated financial statements.

We did not evaluate the security and controls over the electronic publication of the consolidated financial statements.

As part of an audit in accordance with the Auditor-General's Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. Also:

- We identify and assess the risk of material misstatement of the consolidated financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- We obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Group's internal control.
- We evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Directors.
- We conclude on the appropriateness of the use of the going concern basis of accounting by the Board of Directors and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the consolidated financial statements, or if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group to cease to continue as a going concern.
- We evaluate the overall presentation, structure and content of the consolidated financial statements, including the disclosures, and whether the consolidated financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Board of Directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Our responsibilities arise from the Public Audit Act 2001.



INDEPENDENT AUDITOR'S REPORT *CONTINUED*

INDEPENDENCE

We are independent of the Group in accordance with the independence requirements of the Auditor-General's Auditing Standards, which incorporate the independence requirements of Professional and Ethical Standard 1: *International Code of Ethics for Assurance Practitioners* issued by the New Zealand Auditing and Assurance Standards Board.

Other than in our capacity as the auditor, we have no relationship with, or interests in, the Group.

A handwritten signature in blue ink, appearing to read "Hamish Anton".

Hamish Anton
Deloitte Limited
On behalf of the Auditor-General
Wellington, New Zealand

Council Report

Committee: Economic Development Committee

Date: 24 May 2022

Author: Amy Trigg

Authoriser: Blair Bowcott

Position: Senior Policy Analyst

Position: General Manager Growth

Report Name: International Relations Update

Report Status	<i>Open</i>
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Purpose - *Take*

1. To update the Economic Development Committee on the latest work on the Council's international relations and sister city relationships.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. Hamilton Kirikiriroa has four sister cities – two in China, one in Japan and one in the United States – as well as a friendship city in Belgium.
4. This quarterly report provides an update on key actions to reinvigorate these relationships, and proposed actions for the next quarter.
5. The general purpose of our current engagement is to lay groundwork and build relationships ahead of the return of widespread international travel. We have done this via online means including email and video conferencing as well as sharing video imagery of Hamilton with our counterparts.
6. This report provides a short summary of work underway by international relations company Eastern Bridge. Simon Appleton, CEO of Eastern Bridge, will attend the meeting and provide more detail on the strategic work that he and his team are undertaking.
7. The report also addresses
 - i. an update on the diplomatic study tour; and
 - ii. a general update on our activity since the last quarterly update in March 2022.
8. Staff consider the matters in this report have low significance and that the recommendation complies with the Council's legal requirements.

Discussion – *Matapaki*

Eastern Bridge

9. In the November 2021 international relations report to the Economic Development Committee, staff outlined the opportunity to increase support for our sister city relationships in China through engaging with Eastern Bridge, an international relationships management and marketing company based in Hawke's Bay and with representation in the Waikato.

10. The work being undertaken by Eastern Bridge will help drive forward our engagement with our two Chinese sister cities and provide strategic advice on the various opportunities ahead of us, leveraging their significant expertise and contacts in China. Their work will continue for the remainder of the 2021-22 Financial Year.
11. Since the last staff report in March 2022, Eastern Bridge has undertaken several activities, summarised as follows:
 - i. Engagement with business and education stakeholders to understand better how they see their relationship with Asia and more specifically with the cities of Chengdu and Wuxi.
 - ii. Strategic review of other New Zealand cities' approach to manage Sister City relationships.
 - iii. Detailed reports on the economic and demographic statistics for both Wuxi and Chengdu have been produced.
 - iv. Early engagement has been undertaken with the Wuxi City Government and Eastern Bridge have approached the Chengdu government.
 - v. A working draft of the sister cities strategy has been completed. The document continues to evolve as discussions with stakeholders continue.
12. Eastern Bridge also met with the group of Hamilton stakeholders with an interest in engagement with China, established by Hamilton City Council in early May this year. The purpose of this meeting was for Eastern Bridge to share their findings so far and to receive input from the stakeholder group on their aspirations for engagement with China.
13. Eastern Bridge will now undertake some follow-up engagement with stakeholders, and with Wuxi and Chengdu, before finalising their strategic sister city report. The findings of this report and proposed next steps will be presented as part of the next quarterly report to Economic Development Committee on 11 August 2022.

Diplomatic study tour

14. Staff, led by Mike Bennett, have been working with the Ministry of Foreign Affairs and Trade (MFAT) and Te Waka to coordinate a study tour in Hamilton for Heads of Diplomatic Missions representing approximately 30 countries.
15. Originally planned for November 2021, the tour was rescheduled for March 2022 and then rescheduled for June due to Covid-19 settings. More detail on this work is provided in the General Manager's Report.

Update on Sister City engagement

16. In addition to our work with Eastern Bridge, there have been several highlights for our engagement with our Sister Cities this quarter.
17. In late March, Mayor Paula provided a keynote address at an online conference hosted by Wuxi. The theme of the conference was international cooperation in the post-pandemic era following the commencement of the Regional Comprehensive Economic Partnership free trade agreement. The meeting was well attended by mayors and leaders from Wuxi's other sister cities and included simultaneous translation in three languages.
18. We have also provided a letter of support to the FISU World University Games in Chengdu. The games are one of the first large sports event to take place in western China, and as such are an exciting milestone for our Sister City. The event will attract university students from around the world. Unfortunately, due to covid-19 and travel uncertainties New Zealand is not sending students to the event this year.

19. Going forward into next quarter, staff are working with our external stakeholders on further engagement with Saitama, and are considering ways to engage with Sacramento, which is likely to focus on information sharing on EVs, business-to-business relationships as well as connections between our tertiary education providers.

Financial Considerations - *Whaiwhakaaro Puutea*

20. Our engagement with Eastern Bridge is being funded from within the General Manager of Growth's delegation.
21. There are no other costs associated with the matters discussed in this report.

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

22. There are no legal or policy considerations in relation to this report.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

23. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
24. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.
25. The recommendations set out in this report are consistent with that purpose.

Social

26. Social interactions between the communities of each sister city build on the civic relationship between the local governments, leading to wider trust and understanding in the community. They often provide unique opportunities, such as the annual school visit of students from Saitama to Melville Intermediate.

Economic

27. Sister city relationships can generate economic benefits. The potential for these relationships to develop is typically built on a foundation of mutual trust developed at the civic level and strengthened by community interaction and exchange.
28. Some examples of the types of benefits that can arise from these relationships are:
 - i. establishing business contacts
 - ii. providing a gateway into new markets and product lines
 - iii. enhancing the overseas reputation of both individual firms, and New Zealand as a whole – giving businesses a competitive edge
 - iv. reducing transactions and search costs in business negotiations
 - v. attracting foreign-fee-paying students
 - vi. facilitating knowledge and technology sharing and joint research
 - vii. increasing tourism.

Environmental

29. Our current sister city relationships do not specifically focus on shared environmental outcomes; however, this is an emerging area we are exploring. Knowledge sharing regarding electric vehicles is one topic we are exploring with Sacramento, to look at ways we might adopt, incentivise or leverage other municipal mechanisms to support transition.
30. Other potential topics include primary sector knowledge sharing and the increase in farm-to-table food sourcing.

Cultural

31. Cultural relations underpin all sister city relationships. They build trust between the cities and show the genuine commitment to an enduring relationship.
32. The relationships provide opportunities for Hamiltonians to understand, appreciate and celebrate other cultures as well as to share New Zealand culture with our sister cities.

Risks - *Tuuraru*

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

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

34. Having considered the Significance and Engagement Policy, staff have assessed that the matters in this report have low significance and no engagement is required.

Attachments - *Ngaa taapirihanga*

There are no attachments for this report.

Council Report

Committee: Economic Development Committee
Date: 24 May 2022
Author: Tilly Murcott
Authoriser: Blair Bowcott
Position: Programme Manager
Position: General Manager Growth
Report Name: Hamilton Central Business Association - Activation Fund Plan and Budget 2022-2023

Report Status	<i>Open</i>
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Purpose - *Take*

1. To inform the Economic Development Committee on the Central City Come Back Campaign.
2. To seek the Economic Development Committee's approval of the Central City Activation Plan and Annual Budget for 2022-2023.

Staff Recommendation - *Tuutohu-aa-kaimahi*

3. That the Economic Development Committee:
 - a) receives the report;
 - b) approves the HCBA Annual Central City Activation Plan and Annual Budget for 2022-2023 (**Attachment 2** to the staff report), as required under the Central City Activation Fund Service Level Agreement.

Executive Summary - *Whakaraapopototanga matua*

4. This report is required under the HCBA and Council Activation Plan Service Level Agreement (SLA) 2021-2014.
5. Vanessa Williams (HCBA General Manager) will attend the meeting and present an update on the Central City Come Back Campaign programme (**Attachment 1**) and the Central City Activation Plan and Annual Budget for 2022-2023 (**Attachment 2**).
6. The annual \$100,000 Activation Fund provided to the HCBA from Council provides financial support and opportunity to hold events and activations to help Hamilton's Central City to thrive. Council has been providing this fund to HCBA since 2018.
7. With the ongoing COVID-19 disruptions over the last year, several activations and events had to be postponed, modified, or cancelled, resulting in a \$55,000 underspend of the allocated \$100,000 Activation Fund budget.
8. This underspend has been combined with an underspend of \$85,000 from the Hamilton City Council Events Sponsorship Fund to create a 'Central City Come Back Campaign' to encourage locals, students and workers back into the Central City.
9. The 'Central City Come Back Campaign' activity plan (**Attachment 1**) and its funding were endorsed at the Extraordinary Council Meeting on [14 April 2022](#).

10. The Central City Come Back Campaign is a joint initiative between Council and HCBA. It is a mixed media and event activation campaign through May 2022-July 2022; activity is well underway to increase vibrancy in the Central City.
11. Staff recommend that the Economic Development Committee approves the Central City Activation Plan and Annual Budget for 2022-2023 (**Attachment 2**). Should the Committee approve the Central City Activation Plan and Annual Budget, the funds for 2022-23 will be released to HCBA in one lump sum payment in July 2022.
12. HCBA will report regularly on progress of the Central City Activation Plan and Budget as required under the SLA for the six-month periods ending December 2022 and June 2023.
13. Staff consider the matters in this report to have a low significance and that the recommendations comply with the Council's legal requirements.

Background - *Koorero whaimaarama*

14. A Business Improvement District (BID) works on behalf of its members to improve a defined commercial area, funded by a levy charged on all business rate payers in the area. The Hamilton City Council BID Policy sets the process for establishing a BID and related association in return for setting the targeted rate within the defined BID area.
15. The HCBA has been established as the BID for Hamilton's Central City, in accordance with the BID Policy.
16. The HCBA:
 - i. represents the Central City business voice on issues of strategic importance to the Central City;
 - ii. promotes the Central City as a bustling, active, innovative, vibrant place that offers exceptional business and experiences; and
 - iii. contributes and collaborates on projects that support the central city business economy.
17. The HCBA is a key partner to enable the Central City to become 'a place where people love to be'.
18. As approved in the 2021-31 Long Term Plan, HCBA receives BID Funding of \$315,000 per annum, which is fully funded by targeted rates and is paid in quarterly instalments to support the operations of the HCBA.
19. In addition to the BID Funding, Council has provided funding to HCBA of \$100,000 per annum since 2018 for the delivery of Central City Activation Plan.
20. This fund is paid annually in one instalment upon acceptance of the budget and Central City Activation Plan. The continuation of this funding for the Central City Activation Plan was approved in the 2021-31 Long Term Plan and includes \$100,000 per annum for the period 2021-2024.
21. The HCBA Activation Priorities for 2021-2024 (**Attachment 3**) and Strategic Plan for 2021-2024 (**Attachment 4**), were reported to the Economic Development Committee on [11 August 2021](#) (Item 9).
22. A Service Level Agreement (SLA) between Hamilton City Council and HCBA to deliver the Activation Plan and associated funding is in place for the period 2021-2024.
23. HCBA report is required under the HCBA and Council Activation Plan SLA 2021-2014 to present an annual Activation Plan and Budget to Council for the upcoming financial year.

24. The BID Policy and associated HCBA rules require the HCBA Executive Committee to regularly report to Council. This includes six-monthly updates to Hamilton City Council as a requirement under the BID Policy and was last presented to Economic Development Committee [1 March 2022](#).

Discussion – *Matapaki*

Central City Come Back Campaign

25. In response to COVID-19 alert settings and the COVID-19 Protection Framework, many HCBA Activation events from July 2021 to December 2021 were unable to proceed and an underspend of \$55,000 was reported in the HCBA six-monthly update to the Economic Development Committee meeting on [1 March 2022](#).
26. At that meeting, the Committee recommended that the Council approve any underspend of the 2021-2022 Event Sponsorship fund be redirected to events to re-launch activity targeting Central City activation in partnership with the Hamilton Central Business Association.
27. HCBA's \$55,000 underspend was combined with a \$85,000 underspend from the Events Sponsorship Fund to create a 'Central City Come Back Campaign' to encourage locals, students and workers back into the Central City. It was endorsed by Council on [14 April 2022](#).
28. A working party was formed to prepare a detailed campaign plan. Imminent changes to the COVID-19 Protection Framework required the plan to be executed quickly ahead of the next Economic Development Committee meeting opportunity on 24 May 2022.
29. Due to COVID-19 restrictions lifting quickly, the intention was to commence Central City activity in a timely manner to strike quickly with the return of workers and locals back to Central City locations.
30. The campaign is a mixed media and event activation campaign and began operating in April 2022 with Easter activity and school holiday movies, which received great attendance.
31. The campaign will formally launch in May 2022 and run through to July 2022.
32. Of special mention is the level of response and engagement in the campaign, with a wide range of other parties many of whom will be supporting the campaign with significant in-kind contributions.
33. Vanessa Williams will provide a presentation at the Economic Development meeting on 24 May 2022 to showcase campaign activity and highlights to date.

Central City Activation Plan and Budget 2022-2023

34. The Central City Activation Plan and Annual Budget for 2022-2023 is attached for approval (**Attachment 2**).
35. The SLA sets out that HCBA is required to submit the Central City Activation Plan and Annual Budget each year for Council (via the Economic Development Committee) prior to the funds being released. It should be noted that this was due in March 2022; however, this timeframe was extended this year to align with the appropriate committee dates and in response to the uncertainty from COVID-19 measures.
36. Staff recommend approval of the Central City Activation Plan and Budget for 2022-2023 (**Attachment 2**) as it remains consistent with the approved HCBA Activation Priorities and SLA for 2021-2024, and puts a key focus on:
- i. Culture;
 - ii. Sports and Leisure;
 - iii. Play and Celebration.

37. The outcomes expected to be delivered through HCBA include a cohesive programme of activity that will provide vibrancy, experiences, economic benefits and create a safer environment in the Central City.
38. In alignment with the SLA, should Council approve the Central City Activation Plan and Annual Budget for 2022-2023, the funding of \$100,000 will be paid in one lump sum to HCBA in July 2022. This enables HCBA to leverage the fund in the most efficient and effective manner, to deliver the agreed outcomes.
39. HCBA will report regularly on progress of the Central City Activation Plan and Budget as required under the SLA for the six-month periods ending December 2022 and June 2023.

Financial Considerations - *Whaiwhakaaro Puutea*

40. The budget for HCBA BID Funding for the HCBA has been approved in the 2021-31 Long Term Plan and includes \$315,000 per annum that is fully funded by a targeted rate.
41. As per the BID Policy, payment is made in quarterly instalments. The payment for Q3 of the 2021-22 financial year has been paid.
42. The Central City Activation Fund has been approved in the 2021-31 Long Term Plan and includes \$100,000 per annum for Years 1–3.

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

43. Staff confirm that the recommendation to approve funding complies with the Council's legal and policy requirements.

Wellbeing Considerations- *Whaiwhakaaro-aa-oranga tonutanga*

44. The purpose of Local Government changed on 14 May 2019 to include promotion of the social, economic, environmental and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
45. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.
46. The recommendations set out in this report are consistent with that purpose.

Social

47. HCBA supports people to be healthy and happy through the activities in the Central City to, helping to make Hamilton a great place to play and be active.
48. Many elements of HCBA's work ensures that Hamilton is a place where people feel safe. This includes:
 - i. conducting an annual city safety survey of the Central City business community;
 - ii. actively supporting City Safe and distributing information to new businesses;
 - iii. partnering in Safe Zone provided to students during Orientation Week;
 - iv. providing submissions to Council on projects and policies impacting the Central City;
 - v. initiating monthly drop-in sessions with the Police to support businesses.
49. HCBA supports making the central city inclusive and accessible to all and has supported initiatives from community groups to advance this including iBeacon, Emerge Aotearoa, Age Concern and Rotary.

Economic

50. Hamilton has a strong and diverse business sector, and the city is built on true partnerships, helped in part by HCBA hosting an elected member tour of Central City commercial activity.

51. Activities undertaken by HCBA to help Hamilton have a thriving, sustainable business sector include networking events, central city promotion and social media marketing to support economic activity.
52. The Central City Come Back Campaign specifically targets a return to activation and commercial business in the central city to support retail, hospitality, and other business sectors in the Central City area.
53. HCBA supports technology initiatives and helping Hamilton become a hub for innovation via their Cultivate IT partnership.
54. Enabling individuals and businesses to prosper is achieved by HCBA's promotion and support of commercial activity in the Central City.

Environmental

55. HCBA's efforts are part of wider initiatives to restore and protect the health and wellbeing of the Waikato River. They have actively pursued river activations through the Central City Activation Priorities and activities supporting environmental initiatives.
56. HCBA has purposefully selected awards venues for the CBD Celebration Awards facing the river to honour, enhance and protect our environmental treasures like the Waikato River and have included a sustainability award to recognise businesses successfully implementing sustainable initiatives.

Cultural

57. Our city values, respects, protects, and promotes the treasured status of tangata whenua, acknowledges our shared history and celebrates our cultural identity and heritage, underscored by HCBA's support and promotion of culture initiatives in the Central City including the Te Ahurei Maaori Tourism Central City heritage walk.
58. Vibrant and attractive public spaces are part of the Central City Activation Priorities, which is supported by HCBA.
59. HCBA supports and promotes the central city through promotion, media, and initiatives.
60. Hamilton's rich history and heritage are valued, protected, and celebrated by HCBA's support of cultural initiatives and a diverse range of activations through the Central City Activation Priorities and their promotion of Central City businesses supports local communities.
61. Efforts to have a thriving arts and events scene are supported by HCBA's collaboration with organisations to support the implementation of arts and events in the Central City, most notably, actively lobbying in support of the Waikato Regional Theatre and for the establishment of the Waikato Film Hub.
62. To ensure Hamilton continues to be a place to be proud of, HCBA collaborated to create the Hamilton Ambassador Programme, implemented visual branding on empty shop sites in the Central City and wrote articles and gave interviews to support Shopping, Dining, Eating, Experiencing local businesses.

Risks - *Tuuraru*

63. There is a risk of further disruption arising from COVID-19 that may lead to some of the Central City Activation Fund and associated events not being delivered. This is mitigated by regular six-monthly reporting and Council's ability to repurpose the funds (as was recently done with the Come Back campaign) or alternatively returning the funds, which is an option under the SLA.

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

64. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the recommendation(s) in this report has/have a low level of significance and no engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Central City Come Back Campaign Activity Plan - April 2022

Attachment 2 - HCBA Activation Plan and Annual Budget 2022-2023

Attachment 3 - HCBA Activation Priorities 2022-2024

Attachment 4 - HCBA Strategic Plan 2021-2024

CBD COME BACK ACTIVITY PROGRAMME APRIL - JULY 2022																						
				APRIL				MAY					JUNE				JULY					
				w/c 04	w/c 11	w/c 18	w/c 25	w/c 02	w/c 09	w/c 16	w/c 23	w/c 30	w/c 06	w/c 13	w/c 20	w/c 27	w/c 04	w/c 11	w/c 18	w/c 25		
GENERAL				Cost	Donated																	
1	CBD shopping spree	Vouchers	\$2,000																			
2	Ambassador shopping reward	Vouchers	\$1,000																			
3	Easter egg hunt	Hamilton Libraries	\$2,000																			
4	Easter/school holiday promos	Social media	HCBA cost	\$200																		
5	Burger Battle Royal for kids	Social media/vouchers	Donated	\$2,500																		
6	School Holiday Movies	Garden Place	\$2,000	\$1,000																		
7	Civic Square 3D illusion mural	Artist fee and travel	\$10,000																			
8	CBD Progressive Dinner	WFI promo	HCBA cost	\$1,500																		
9	Mothers Day staycation promotion	Overnight package	Donated	\$2,500																		
	Matariki staycation promotion	Overnight package	Donated	\$1,000																		
10	Saw Wave - outdoor music/arts festival	SkyCity/Garden Place	\$20,000	\$10,000																		
11	Matariki Programme	Neat Places	\$8,000																			
	Matariki Hamilton City Library	Event	\$5,000																			
	Matariki Waikato Museum	Event																				
	Matariki The Meteor	Event																				
12	Boon After Dark (GP & VOTR)	Lighting extension GP	\$20,000	\$67,000																		
13	Movie night/weekend	Glo Box	Donated	\$10,000																		
14	\$10 June	Business cost	HCBA cost	\$200																		
STUDENT																						
15	O'Week Reloaded																					
	Lawrenson Group venues 2-8th May	CBC contribution Go Bus	\$8,000																			
16	Student Discounts	HCBA promo	HCBA cost	\$200																		
ACTIVITY IN THE CBD PROMO																						
17	Media	The Breeze	\$5,500																			
		Glo Box	\$15,000																			
		Stuff	\$10,000																			
18	CBD Trails																					
	Bike & Matariki		\$500																			
	Boon & Scuplture		\$500																			
	Lime Scavenger Hunt		\$1,000																			
BUSINESS																						
19	Stuff Collaboration & PR	Editorial	Donated																			
20	Waikato Business News	Double page & social media	\$3,000																			
21	Public transport promotion	Waikato Regional Council	HCBA cost	\$100																		
	Waikato River Explorer	Darren Mills	HCBA cost	\$100																		
22	Development trail & coffee	Guided tour	\$500																			
23	Morning tea shout		\$1,000																			
24	Reduced coffee day		\$1,000																			
25	Contingency fund		\$14,000																			
TOTAL			\$130,000	\$96,300																		

Please note the donated dollar column, total \$96,300 is the amount received from local businesses in terms of products and vouchers to support the campaign elements.
The total column, amount \$130,000 will be split between HCBA \$45,000 and HCC \$85,000 to the total amount.
Where HCBA cost is written indicates a cost to the HCBA business and not the activation fund.



Hamilton Central Business Association

Item 9

CENTRAL CITY ACTIVATION FUND

The \$100,000 activation fund provided to the Hamilton Central Business Association (HCBA) from Hamilton City Council (HCC) provides financial support and opportunity to events and activations to come into the Central City and help Hamilton's Central City to thrive.

COME BACK CAMPAIGN

With the ongoing disruptions of the 2021-2022 year, several activations and events had to be postponed, modified, or cancelled resulting in a \$55,000 underspend of the allocated \$100,000 Activation Fund budget. This underspend has been combined with an underspend of \$85,000 from the Hamilton City Council Events Sponsorship Fund, with Council endorsement, to create a Central City Come Back campaign to encourage locals, students, and workers back into the Central City.

The campaign will run from May 2022 to July 2022 and will incentivise and encourage people to reconnect with the Central City. Aimed at three key audiences; businesses, students and the public, the campaign will feature advertising, promotions, and incentives to inspire people to come back into the Central City. There are a range of businesses and organisations who are also backing the campaign providing vouchers, creating events, and actively participating in supporting the return of people into town.

A verbal update of campaign progress will be provided to the Economic Development Committee meeting on 24 May 2022.

CENTRAL CITY ACTIVATION PLAN 2022-2023

The Central City continues to benefit from events and activations.

ANNUAL BUDGET 2022-2023

The key areas of focus allocated for the Activation Fund 2022-2023 are:

- | | |
|----------------------------|----------|
| • Arts & Culture (A&C) | \$30,000 |
| • Sport & Leisure (S&L) | \$30,000 |
| • Play & Celebration (P&C) | \$30,000 |
| • Collateral/Resources | \$10,000 |

Although the COVID-19 restrictions and lockdowns have provided challenges to the activation programme over the past two years, offering different ways for the public to engage with the Central City ensures the ongoing support of the business community and the vibrancy of the Central City.

Attachment 2

PROPOSED ACTIVATION ACTIVITY PLAN 2022-2023

July – September 2022

- Come Back Campaign **(A&C, S&L, P&C)**
- Cycle Glow Rave **(P&C)**
- Māori Language Week **(A&C)**
- AMP Show **(S&L)**

October – December 2022

- CBD Markets **(A&C, P&C)**
- Boon Street Art **(A&C)**
- Round Bridges **(S&L)**
- Festival of Architecture **(A&C, P&C)**
- Fieldays **(P&C)**
- Stories in the Garden **(P&C)**
- Christmas Tree **(P&C)**
- Christmas Parade **(P&C)**

January – March 2023

- Sevens launch event **(A&C)**
- Hamilton Garden Arts Festival CBD programme **(A&C)**
- Chinese Lantern Festival **(A&C)**
- Children's Day **(P&C)**
- Pecha Kucha outdoors **(A&C)**
- Balloons Over Waikato event **(S&L, P&C)**
- Easter Egg Hunt **(P&C)**
- Saw Wave Music Festival **(A&C)**

April – June 2023

- FIFA launch event **(S&L)**
- FIFA recognition in the central city **(S&L)**
- Waikato Show promotion event **(P&C)**
- Music Month/Grrrl Fest **(A&C)**
- Te Ruru Light Festival **(A&C, P&C)**
- Matariki ki Waikato programme of events **(A&C, P&C)**
- Boon After Dark art & sculpture installation **(A&C)**

Please note HCBA will proactively look to support emerging opportunities as they are identified to support Central City activation, and shaping a Central City where people love to be.



CBD ACTIVATION PRIORITIES 2022-2024

Hamilton Central Business Association (HCBA) is the only business association that strives to create a vibrant and bustling environment for CBD businesses who seek advocacy, promotion and collaboration in a time when the central city is adapting to the effects of urban sprawl.

In 2018 responded to market demand to have a year round calendar of events in the CBD and introduced the CBD Events brand to show support and recognition of events and activations held in the central city.

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

The key areas of focus are:

- Arts & Culture
- Sport & Leisure
- Play & Celebration

Below are the identified events that HCBA will continue to support over the next three years (ongoing) as well as events one off events (impact) to support vibrancy in the CBD. In addition HCBA will look to support emerging opportunities as they are identified.

ARTS & CULTURE

Storybox – May/June/July (impact)

HCBA works with Storybox, a creative production and design studio based in Wellington – who create art installations that celebrate culture and make people stop and think. In 2019 CBD Events brought in Speakertube, an interactive childrens art installation, that was installed in Civic Square for six weeks and created good engagement with the community.

During May and June, the HCBA office windows had an installation running for 6 weeks called Echoes, which celebrated Hamilton's history through a sequence of photos dating back over 100 years that the public were able to bring up on screens as they walked toward the office windows. HCBA worked with the Hamilton City Libraries to source and caption the photos for the installation. The historical photos provided Hamiltonians a nostalgic opportunity to view Hamilton's history when they were visiting Garden Place. While the installation was in place HCBA and the Heritage Librarian hosted a group from a local retirement village to take a walk down memory lane.

To further support the Echoes installation, HCBA, in collaboration with local business Snapshot, ran a photo competition to capture the best CBD 'now' image. Three winning photos were selected and put on display in HCBA office windows after the completion of the installation.

HCBA is working with Storybox to bring Pou Rama to Victoria on the River. Pou Rama is a light sculpture, featuring a series of free-standing light structures, inspired by Maori land symbols of support – poiwhenua. HCBA is looking to partner with the Victoria on the River placemaking group who have a small budget to contribute to activations and events held in this space. HCBA has also spoken with Muna Wharawhara about this installation and will ensure he is a key liaison point as this continues to progress. It is anticipated this installation will be in Winter 2021.

HCBA will continue to work with Storybox for impact installations that can be housed in the CBD for a number of weeks, to support the interactive elements that art can provide.

Te Ruru – June (ongoing)

CBD Events partnered with Creative Waikato for the first Te Ruru light festival held in the central city in 2019. This was successfully implemented over a number of days and sites throughout Garden Place and Civic Square, in collaboration with surrounding businesses. Due to COVID-19 audience restrictions Te Ruru in 2020 was held at Hamilton Lake. In 2021 HCBA was able to support Te Ruru back into the CBD in collaboration with the Innovating Streets project to be held on Rostrevor Street. Te Ruru Light Festival will also include musical performances Dr Mesmer's Private Army with taonga puoro master Horomona Horo (if available). There is an expectation of around 3,000 attendees.

HCBA would like to continue to support Te Ruru and the connection it provides to Māori heritage over the next three years.

Pecha Kucha – June (ongoing)

CBD Events supported Pecha Kucha to take their storytelling platform outdoors in 2019 with a speaker event held at Victoria on River on creative cities. Although this was unable to happen outdoors in 2020, Pecha Kucha will be back in the central city in 2021.

HCBA would like to continue to support Pecha Kucha to provide their event outdoors, themed to issues relevant to the time.

Boon After Dark – August/September (ongoing)

CBA has supported the work of Boon After Dark in bringing in art installations into the central city to be enjoyed over a sustained period of time. This has included the Hybocoza Light Sculptures, Shrooms and for 2021 three 'wow' factor lighting installations across two public spaces. HCBA is particularly supportive of the installations happening over the Winter months, providing the city centre with a drawcard to visit in the evenings. The Boon After Dark installations continue to delight the crowds over a period of time and have been made possible through a strong funding partnership across a number of businesses and organisations.

HCBA would like to continue to invest in Boon After Dark installations, providing a positive business collaboration via a sustained activation opportunity.

Weave Festival – November (ongoing)

In 2019 the Red Cross collaborated with HCBA to introduce the Weave Festival into Garden Place in 2019. This has been successfully run each December for the past three years, showcasing new migrants and the cooking of their home country.

HCBA would like to continue to support the Weave Festival coming into Garden Place as it celebrates the migrant communities in Hamilton.

Chinese Lantern Festival – February (ongoing)

CBD events has a strong partnership with the Chinese Lantern Festival and supported this event back into the central city in 2018. This event is well supported by local businesses and visitors to the central city attracting in excess of 3,000 people to Garden Place. With high calibre international performers and a celebration of Chinese culture, this is held in support of the Chinese New Year. Unable to happen in 2020, the Lantern Festival was back in Garden Place in 2021, attracting an enormous crowd and continues to go from strength to strength.

HCBA would like to continue to support this Chinese Lantern Festival in the central city as a celebration of the Chinese culture.

Maaori Cultural Tourism – March (ongoing)

CBD Events has previously supported both the Haka Festival and Te Ahurei Maaori in 2020. HCBA has reached out to Tainui Waka Tourism to see if there is any potential to create any further activations with these providers.

HCBA would like to support He Pou Manawa Ora – Pillars of Wellbeing to be recognised and celebrated in the CBD.

Boon Festival – March (ongoing)

The Boon Festival is an extremely successful street art festival, turning plain buildings and streets into canvases for works of art. HCBA has supported the street art festival since its inception and through the CBD Events brand has continued to invest in the Festival as it has grown its offering to include live performances and food.

HCBA would like to continue to invest in Boon Street Arts Festival recognising the importance of art and experience opportunities it brings into the CBD.

Festivals (ongoing)

There are a number of other festivals that celebrate the different cultures and arts within Hamilton. HCBA ensures all festivals held in central city public spaces are well promoted via Hamilton Central social media channels and provide contributory funding when required e.g. Fringe Festival and Hamilton Garden Arts Festival. HCBA recognises the importance that festivals provide to recognise and celebrate arts and culture in the CBD.

SPORTS & RECREATION

Sport and recreation events provide local audiences with the opportunity to support and recognise events happening locally, nationally and internationally. Hamilton has worked hard to get on the 'shopping list' for events particularly at the local stadiums including FMG Stadium, Seddon Park and Claudelands. HCBA uses the CBD Events brand to bring this recognition into the central city for one off sport & recreation events as well as established events.

Round the Bridges – November (ongoing)

The CBD Events brand has been leveraged to support the iconic Round the Bridges event by being the named sponsor of the 6km event. This event trails through the main street of the CBD and brings thousands of people into the CBD to participate and spectate during the event. HCBA recognises the vibrancy Round the Bridges creates for the CBD and would like to continue its support.

7s – January (ongoing)

HCBA has been involved with the 7s since it was first held at FMG Stadium. This event brings many people from out of town as well as the local community into Hamilton to revel and enjoy what is on offer at the FMG Stadium and the central city outside of game time. If the 7s event returns to Hamilton in 2022, HCBA would like to contribute to 7s events held in the CBD.

Womens Cricket World Cup 2022 – December/January/February (impact)

HCBA has put forward a proposal to create a Box Cricket Business House series to be held in Garden Place to raise awareness of and support the Womens Cricket World Cup 2022. This would also include the potential to create a Fan Zone in the boxed space in Garden Place. Internationally cricket has a dedicated fan base and HCBA would like to encourage that fan base into the CBD.

2023 FIFA Women's World Cup (impact)

Jointly hosted between New Zealand and Australia, the FIFA Women's World Cup 2023 will possibly be the largest event hosted in New Zealand stadiums. The full schedule and games are to be confirmed, however confirmation of Hamilton as a venue has significant economic and social impact for the city and the wider region. HCBA will be open to partnering on any events created to support this phenomenal sporting event and the association this would have for the central city.

Markets (impact)

Over the past three years HCBA has supported markets to come into the CBD to either complement an existing event or to create a new event. This has included art, food and maker markets. HCBA would like to continue to work with markets coming into town.

Health & Wellness (impact)

There has been a heightened emphasis on health and wellbeing, particularly since COVID-19 and lockdown. HCBA has supported this movement by providing free meditation to workers and visitors to town. HCBA would like to continue to provide health and wellness opportunities to the public.

PLAY & CELEBRATE

One of the key areas to develop in the CBD is play spaces to engage with children and families. While there is currently a lack of public infrastructure in the central city to support play there is a range of activations that are provided often in collaboration with local businesses and organisations. HCBA will also look at opportunities to incorporate play infrastructure in the central city environment.

Stories in the Garden – November/December/February (ongoing)

An event created by HCBA in partnership with Hamilton City Libraries, prince & princesses, heroes & heroines come from near and far to hear magical tales from dressed up story tellers. Popular with families, this event is held on the grass in Garden Place and continues to be a great central city Saturday drawcard.

Christmas Activations – December (ongoing)

HCBA has been a long supporter of the Christmas Tree in Garden Place and the Christmas Parade on Anglesea Street. Through the CBD Events brand, HCBA have been able to help further develop these events and have enjoyed the opportunity to partner with CBD businesses in their support. The Christmas activations are widely enjoyed with thousands of Hamiltonians and visitors to Hamilton enjoying the Christmas Tree and Parade.

Rainbow Machine – February (impact)

HCBA looks for opportunities to create vibrancy in the central city through installations and activations and after having a recommendation from a local business actively pursued bring Auckland's Rainbow Machine to Hamilton. Having already been installed at Silo Park and MOTAT, HCBA has been confirmed for a Spring/Summer temporary installation of the Rainbow Machine – machine guaranteed to bring wonder, curiosity and playfulness to the inner city.

Balloons Over Waikato – April (ongoing)

A major iconic event for Hamilton, the Balloons Over Waikato is of interest both nationally and internationally. For a number of years the CBD hosted the City Burn event which attracted thousands into Garden Place. Due to a number of issues this event had to be

moved in 2021, however this was replaced with the walk through balloon event held over five days in Garden Place. HCBA is committed to continuing support Balloons Over Waikato with a central city event.

Feast Waikato – April (ongoing)

HCBA supported Feast Waikato, a festival of food, into the CBD by sponsoring the CBD Progressive Dinner. A ticketed event, the progressive dinner sees some of the best hospitality Hamilton has to offer showcased and celebrated through visiting local establishments. Feast Waikato is a food festival that has established itself on the foodie calendar and HCBA would like to continue to support this event.

Movies and Music (impact)

Throughout the central city public spaces, people continue to be drawn to movies and music when on offer. Throughout the summer months and beyond, HCBA look create opportunities for movies and music to happen as either stand alone or support events. These are always well attended by the public and will often include local business collaboration.

ACTIVATION SUMMATION

The intention of the activation fund is to create interest in the central city by bringing in people to enjoy what is on offer, providing a flow on economic effect to the businesses located in the CBD and to positively impact the reputation of Hamilton. The fund has been used to support large, signature events to continue in the CBD as well as allow the creation of new events, both large and small, to support the central city as a place for people to enjoy.

By focusing on the areas Arts & Culture, Sport & Leisure and Play & Celebration, HCBA are able to support many of the place shaping outcomes of the CCTP including: Hamilton Kirikiriroa, a place to call home, a playful city, a home for diversity and a prosperous economy.

Proposed budget spend:

• Arts & Culture	\$30,000
• Sport & Leisure	\$30,000
• Play & Celebration	\$30,000
• Collateral/resources	\$10,000
TOTAL	\$100,000

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Contact

Vanessa Williams

Hamilton Central
Business Association

P: (07) 838 3905

M: 022 414 0780

Strategic Plan 2022-2024

Hamilton Central Business Association
341 Victoria Street
(Cnr Garden Pl & Victoria St)
P O Box 19007,
Hamilton 3244
P 07 838 3905

HAMILTON
BUSINESS ASSOCIATION
CENTRAL
hamiltoncentral.co.nz f @

OUR VISION

To be New Zealand's premier CBD business destination.

OUR WHY

Business Prosperity

- Partnership & collaboration
- Support & recognition
- Sustainable success

Meaningful Experience

- Energy & enjoyment
- Connection & community
- Inspiration & activation

OUR MISSION

Hamilton Central Business Association (HCBA) strives to create a vibrant and bustling environment for CBD businesses who seek advocacy, promotion and collaboration in a time when the central city is adapting to the effects of urban sprawl.

OUR VALUES

**Lively - Clear - Local - Inviting -
Credible - Versatile**

HOW WE DO IT

Business Advocacy

- Advocate to Council on behalf of the local business community on key issues affecting the central city
- Create and take advantage of opportunities to positively enhance the central city's reputation
- Provide connection between the businesses and local Government to support business activity.

Business Collaboration

- Strengthen and develop partnerships with key stakeholders of the CBD
- Connect and network CBD businesses providing opportunities for growth and development
- Create opportunities for CBD businesses to thrive in Hamilton.

Business Promotion

- Develop, market and promote Hamilton's central city businesses
- Encourage people to visit Hamilton's CBD for business and pleasure
- Create and market events, activities and activations in the CBD.

CENTRAL CITY DEVELOPMENT

As a result of the Covid-19 pandemic, central cities worldwide are on a journey of transformation, responding to the challenges of changing workforce patterns, online shopping and increasing commercial and residential infrastructure demands. The opportunity now exists to build city centres for people, taking advantage of internationally identified attributes of central cities, including location, density, transit connectivity and a working population base. Hamilton’s CBD is ideally placed to accelerate these international trends already underway through Central and Local Council legislation, investment in infrastructure and key strategic developments.

Property

- Ongoing modernisation and development of older grade building stock
- Legislation requirements for development of earthquake prone buildings
- Investment in the revision of Hamilton’s District Plan

Environment

- Council investment in the Central City Transformation Plan (CCTP)
- Innovating Streets trial projects
- Key development projects in the CBD including the Tristram Precinct, Waikato Regional Theatre, Union Square development, ACC building, Tūāpapa and 28Harwood.
- Investment in transportation initiatives

CENTRAL CITY MARKET DEVELOPMENT

- Growing inner city residential opportunities
- Growing boutique retail and second branch retail opportunities
- Broad spectrum hospitality offerings
- Head office and call centre location potential
- Government business location potential
- Hamilton promotional opportunities

EFFECTIVE OUTCOME 1 - ADVOCACY		
To represent the central city business voice on issues and projects of strategic importance to the central city.		
Action	Timeframe	Measurement tools
Support the revitalisation of the central city	Ongoing	CCTP projects CBD trends and statistics: pedestrian counts, retail spend, vacancy rates, commercial enquiry CBD developments: commercial and residential Positive PR
Endorse commercial and residential development in the central city	Ongoing	Collaborative Social Business events CBD residential statistics CBD worker statistics CCTP projects
Support building a night-time economy	Ongoing	Commercial development Retail & office CBD occupancy surveys BID survey
Creating a safe and accessible environment in the central city	Ongoing	Collaboration with accessibility organisations HCBA central city safety survey statistics CCTP
To contribute on projects that positively affect the CBD	Ongoing	Submissions to annual and long-term plan, written and verbal. Public forum speaking Project specific lobbying Advocacy

EFFECTIVE OUTCOME 2 - COLLABORATION		
To contribute and collaborate on projects that support the CBD business economy.		
Action	Timeframe	Measurement tools
Build an effective Executive Committee that represents the CBD business community	Annual	AGM Nominations CBD sector representation
Support organisations that contribute to the central city environment and create positive outcomes for the CBD	Ongoing	Annual safety survey Collaborative projects, events & activations Ambassador Programme Executive Committee membership
Actively engage with key organisations and the membership to connect, collaborate and create CBD initiatives	Ongoing	Social Business events Monthly e-newsletter to members and member only social media updates Economic development initiatives CBD events and activations
Continue to build effective partnerships with key organisations and influencers	Ongoing	Regular engagement with business leaders HCBA attendance at key stakeholder business events Explore opportunities for partnership projects and activities Governance participation

EFFECTIVE OUTCOME 3 - PROMOTION		
To promote the CBD as a bustling, active, innovative, vibrant place that offers exceptional businesses and experiences.		
Action	Timeframe	Measurement tools
To support and develop businesses to thrive in the CBD	Ongoing	Collaboration projects and networking events PR opportunities Social media engagement Promotional opportunities
CBD identity development	2021	Amalgamate the Hamilton Central Business Association brand with the CBD brand. Create brand collateral and material Promote new identity within CBD marketing
To bring vibrancy to public spaces in the CBD through activation, events and people	2021-2024	Annual activation planning and reporting CCTP support Business membership collaboration
Showcase, celebrate and promote the diversity of the CBD	Ongoing	CBD Celebration Awards Hamilton CBD YouTube Series Sector campaigns Stories of the CBD Social media support Marketing and promotion opportunities

Council Report

Item 10

Committee: Economic Development Committee

Date: 24 May 2022

Author: Jennie Lavis

Authoriser: Sean Murray

Position: Executive Assistant Venues, Tourism and Major Events

Position: General Manager Venues, Tourism and Major Events

Report Name: Major Event Sponsorship Fund - recommendations for approval 2021/22

Report Status	<i>Open</i>
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Purpose - *Take*

1. To seek the Economic Development Committee's approval of events to be funded by the 2022-2023 major event sponsorship fund, following an applications process undertaken in March and April 2022.
2. To provide the Economic Development Committee with a summary of 2021-2022 major event sponsorship fund activity and confirm the year end budget result.

Staff Recommendation - *Tuutohu-aa-kaimahi*

- a) That the Economic Development Committee:
- b) receives the report; and
- c) approves the following **single year event sponsorship applications** for financial sponsorship in 2022-23 (one year):
 - i. **Atalanta Jamboree 2022** by Waikato Badminton Association for \$3,000;
 - ii. **Wheels Along the Waikato 2023** by Rotary Club of Rototuna Incorporated for \$7,500;
 - iii. **Waikato River Festival He Piko He Taniwha 2023** by Tainui Waka Tourism Incorporated for \$20,000.
- d) approves the following **two-year event sponsorship applications** for financial sponsorship in 2022-23 and 2023-24 (two years):
 - i. **Cheer and Dance Factor 2022 and 2023** by Cheersports Limited for \$10,000 per year;
- e) approves the following **three-year event sponsorship applications** for financial sponsorship in 2022-23, 2023-24 and 2024-25 (three years):
 - i. **The Cambridge to Hamilton Paddle Race 2022, 2023 and 2024** by Boatshed Kayaks Limited for \$5,000 per year;
 - ii. **Porritt Classic 2023, 2024 and 2025** by Athletics Bay of Plenty Waikato for \$6,000 per year;

- iii. **Matariki ki Waikato 2023, 2024 and 2025** by Te Ohu Whakaita Charitable Trust for \$50,000 per year;
- f) declines the following application for financial sponsorship in 2022-23, 2023-24 and 2024-25:
 - i. **Boon Events Suite 2022-2025** by Hamilton Arts Trust for \$100,000 per year.

Executive Summary - *Whakaraapopototanga matua*

3. Hamilton's major event sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's vision to be a fun city with lots to do with a focus on exposure, city profile, visitation, economic outcomes and community engagement and participation.
4. The approved budget of the 2022-2023 major event sponsorship Fund is \$419,746. The total available budget to allocate is \$125,000 as funding for some events was approved in prior years across multiple years totalling \$295,000.
5. This report seeks the approval of funding for seven events to receive major event sponsorship funding 2022-23 totalling \$101,500.
6. As per the terms of reference, the Economic Development Committee is delegated "approval or otherwise for event sponsorship applications in compliance with the Event Sponsorship Policy and approved budget".
7. As per the Community Committee terms of reference, the ability "to provide input on the allocation of events sponsorship funding to the Economic Development Committee" was sought from the Community Committee Chair and Deputy Chair. This will be provided as a verbal update at the meeting to meet report deadlines.
8. This report also summarises the year end status of the 2021-2022 event sponsorship fund. To date, there is an underspent budget of \$128,014 due in part to covid related impacts on events. Of this, the Economic Development Committee resolved on 1 March 2022 to fund \$85,000 towards the "come back to the central city" campaign with Hamilton Central Business Association (HCBA). This leaves a final underspent balance of \$43,014 at year end.
9. Staff consider the recommendations in this report have low significance and that the recommendations comply with the Council's legal requirements.

Background - *Koorero whaimaarama*

10. Hamilton's major event sponsorship fund is governed by the [Event Sponsorship Policy](#) and focuses on larger event opportunities where exposure will reach beyond Hamilton, delivering high profile coverage and where it will attract significant numbers of visitors, good economic outcomes, plus deliver community engagement and participation.
11. Council recently undertook an applications process for major event sponsorship fund applications for the 2022-23 financial year. A total of eight events have applied for funding.
12. The funding round for the 2022-23 Major Event Sponsorship Fund was open from mid-March to mid-April 2022. This was advertised with a proactive media release and associated website information.
13. The allocation of funds is always highly contestable. Council is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events.

14. Applicants applying for funding need to ensure their events help to achieve these objectives and meet the following criteria:
- **Exposure and promotion for the city:** *The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.*
 - **Economic benefits for the city:** *The event will increase the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.*
 - **Promote pride and sense of place for Hamilton residents:** *The event gives residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.*
15. Eight applications for funding were received and all applications were assessed against the criteria by management in compliance with the Event Sponsorship Policy to collectively assess and determine applications for approval by the Committee.

Discussion - Matapaki

Committee Approval – Major Event Sponsorship Fund Applications 2022-23

16. A summary of the recommendations is attachment one. A copy of the full applications pack is attachment two.
17. The total budget of the 2021-22 Major Event Sponsorship Fund is \$419,746. The total available budget to allocate is \$125,000 as funding for some events was approved in prior years across multiple years totalling \$295,000.
18. The General Manager Venues, Tourism and Major Events has recommended seven (7) event sponsorship applications are approved for event sponsorship funding totalling \$101,500:
- i. **Atalanta Jamboree 2022** by Waikato Badminton Association for \$3,000;
 - ii. **Wheels Along the Waikato 2023** by Rotary Club of Rototuna Incorporated for \$7,500;
 - iii. **Waikato River Festival He Piko He Taniwha 2023** by Tainui Waka Tourism Incorporated for \$20,000;
 - iv. **Cheer and Dance Factor 2022 and 2023** by Cheersports Limited for \$10,000 per year;
 - v. **Cambridge to Hamilton Paddle Race 2022, 2023 and 2024** by Boatshed Kayaks Limited for \$5,000 per year;
 - vi. **Porritt Classic 2023, 2024 and 2025** by Athletics Bay of Plenty Waikato for \$6,000 per year;
 - vii. **Matariki ki Waikato 2023, 2024 and 2025** by Te Ohu Whakaita Charitable Trust for \$50,000 per year.
19. The above recommendations are seen as fair representation of Council investment in line with the intent of the Event Sponsorship Policy - to focus on event opportunities where exposure reaches beyond Hamilton, delivers high profile coverage, good economic outcomes, attracts visitors to the city and delivery of community engagement and participation.
20. The General Manager Venues, Tourism and Major Events has recommended one event sponsorship application is declined for funding – Boon Events Suite by Hamilton Arts Trust for \$100,000 per annum for three years. It is management's view that the application lacks strong

links to the overall fund assessment criteria to warrant the sizable increase in funding requested.

21. The above management recommendations will result in a small surplus budget of \$23,246 for any out of round applications that may present themselves throughout the rest of the 2022-23 financial year for a committee decision.

Options

Committee Approval – Major Event Sponsorship Fund Applications 2022-23

22. The Committee can choose to approve the management recommendations for funding or make an alternate funding decision in relation to any of the applications.

Summary – Review of Event Sponsorship Fund Activity 2021-22

23. A breakdown of activity is provided in attachment three.
24. This report also provides a year-end activity summary of the previous financial year. In 2021-22, the fund had \$410,146 to allocate with a total of 15 events approved for funding by council resolution totalling \$410,000.
25. Five events approved for funding (total \$48,000) did not take place during the financial year – Achilles Marathon, Feast Waikato, NZ Marching Championships, 95th Aotearoa Maaori Tennis Championships and Waikato Rugby Union Parade and Legends Game. These event organisers had not received payment of their sponsorship funding from Council prior to cancellation.
26. When Covid-19 resulted in an outright cancellation, a reduced format event or rescheduling the event from that financial year, event organisers and staff meet to discuss the benefits received and whether any refund of sponsorship funds (if the 80% funding has been paid) is achievable.
27. The uncertainty around this time also resulted in the late notice cancellation of Round the Bridges 2021, Wheels Along the Waikato and the Hamilton Gardens Arts Festival events in February 2022. These events were cancelled at short notice as NZ moved to the red alert setting on 23 January 2022. As the events had been proceeding prior to this date, Council had already paid out its initial event sponsorship funding instalments of 80% of total funding.
28. Following discussion, two event organisers satisfied staff with a review of funding spent and offered reimbursements for funding not spent prior to their event's cancellation. In total, Council received a reimbursement of \$40,000 from Hamilton Gardens Arts Festival (Hamilton Summer Festival Trust) and \$1,014 from Wheels Along the Waikato (Rotary Club of Rototuna). The Round the Bridges event was able to satisfy that all of Council's event funding had been spent and no reimbursement was available.
29. Another event impacted by Covid-19 was the Waikato River Festival / He Piko He Taniwha 2022. As the omicron pandemic loomed, large elements of the event were not able to proceed in March, however Council was able to support their WAIORA exhibition to a lesser amount (\$5,000), rather than the full amount approved by resolution.
30. All the other events took place and fulfilled event objectives and sponsorship terms in place. Council's standard sponsorship contract terms provides for 80% of approved sponsorship on signing of an agreement with the 20% balance paid post event subject to the successful staging and outcome of the event as agreed and delivery of a satisfactory post event report.
31. The above event cancellations, partial payments and reimbursed sponsorship resulted in forecasted underspend in budget in the fund of \$128,014.

32. At the 1 March 2022 Economic Development Committee meeting, the committee resolved to support a “come back to the central city” campaign with Hamilton Central Business Association (HCBA). At the writing of this report, payment of a Council contribution of \$85,000 to HCBA was being processed.
33. Therefore, the final underspent budget in the 2021-22 Event Sponsorship Fund is \$43,014 at year end.

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

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

Financial Considerations - *Whaiwhakaaro Puutea*

35. This is a regular operating activity funded through the Long-Term Plan.
36. Council’s Event Sponsorship Fund is budgeted at \$419K in 2022-23.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

37. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental and cultural wellbeing of communities in the present and for the future (‘the 4 wellbeings’).
38. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.
39. The recommendations set out in this report are consistent with that purpose.

Social

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

Economic

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

Environmental

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

Cultural

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

Risks - *Tuuraru*

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

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

Significance

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

Engagement

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

Attachments - *Ngaa taapirihanga*

Attachment 1 - Major Event Sponsorship Fund 22-23 - summary of management recommendations

Attachment 2 - Major Event Sponsorship Fund 22-23 - All Applications

Attachment 3 - Major Event Sponsorship Fund 21-22 - Summary of Activity

Summary of Management Recommendations for Approval: Event Sponsorship Fund 2022/23

Event name and date	Event Applicant	Funding Requested per year	Multi Year Request			Management recommended	Funding recommended	Criteria Assessment Score	Management Comment
			Y1 22/23	Y2 23/24	Y3 24/25				
The Cambridge to Hamilton Paddle Race Sept 2022, 2023 and 2024	Boatshed Kayaks Limited	\$9,000				Approve	\$5,000 per year	16/30	Recommended – river based sporting event with small but increasing number of overnight visitations for city with incremental income for city businesses at a time when this is needed. A good fit to the fund and approach to encourage competitive sporting events back to Hamilton.
Cheer and Dance Factor Sept 2022 and 2023	Cheersports Limited	\$30,000				Approve	\$10,000 per year	22/30	Recommended – new national level sporting event with high number of overnight visitations for city with incremental income for city businesses at a time when this is needed. A good fit to the fund and approach to encourage competitive sporting events back to Hamilton plus use of council venue.
Atalanta Jamboree 16-22 Oct 2022	Waikato Badminton Association	\$5,000				Approve	\$3,000	18/30	Recommended – international/national sporting event with good amount of overnight visitation for city, associated incremental income to city businesses and use of key asset. A good fit to event sponsorship fund criteria and approach to encourage more amateur multi-day sporting events to the city
Porritt Classic Feb 2023, 2024 and 2025	Athletics Waikato BOP Incorporated	\$10,000				Approve	\$6,000 per year	18/30	Recommended – the event has national significance with good number of attendees and associated benefits. A good fit to the fund and approach to encourage national level competitive sporting events back to Hamilton venues
Wheels Along the Waikato 22 Feb 2023	Rotary Club of Rototuna	\$15,000				Approve	\$7,500	18/30	Recommended - the event has the potential to become a popular regional event with significant growth opportunity and use of key assets.
Waikato River Festival He Piko He Taniwha 1-31 March 2023	Tainui Waka Tourism Inc	\$50,000				Approve	\$20,000	18/30	Recommended - this is an emerging event concept for the city and warrants testing following 2021 and 2022 covid impacts. Strong links to a number of Council plans and use of a number of council facilities. Has potential to be an event of cultural significance with a Hamilton centric focus and presents a wide range of balanced activity with a strong emphasis on the Waikato River.
Matariki ki Waikato June 2023- 2025	Te Ohu Whakaita Charitable Trust	\$100,000				Approve	\$50,000 per year	17/30	Recommended - significant long-term growth potential for the city and management further recommend another multi-year funding commitment from Council. Increased community interest in Matariki events and celebrations i.e., public Holiday from 2022. Investment in a significant Māori celebration can only enhance the reputation of Hamilton and the region.
Boon Events Suite 2022-2025	Hamilton Arts Trust	\$100,000				Decline	Nil	12/30	Not recommended - application lacks strong links to the overall fund assessment criteria to warrant a new three year agreement for a sizable increase in funding. Noted that Boon after Dark 2022 has received \$15k from Council's Community Event Fund (and indirect funding from HCBA Comeback \$20k campaign), Boon Street Art Festival 2022 is supported via this fund for \$25K (prior multiyear agreement in place).

Total 2022-23 Major Event Sponsorship Budget 1 July 2022 – 30 June 2023	\$419,746
Less Multi-Year Sponsored Events Approved in prior years	-\$295,000
• The Achilles Hope and Possibility Marathon Nov 2022	\$10,000
• Round the Bridges Nov 2022	\$10,000
• Boon Street Art Festival Nov 2022	\$25,000
• Hamilton Gardens Arts Festival Mar 2023	\$120,000
• Balloons over Waikato Mar 2023	\$120,000
• The Great Kiwi Run and Walk Series May 2023	\$10,000
Subtotal Available Fund	\$124,746
Subtotal of 2022- 2023 management recommendations	\$101,500
2022-23 Balance in Fund	\$23,246

Full Applications – Major Events Sponsorship Fund 2022-23

(Hyperlinked)

1	<u>The Cambridge to Hamilton Paddle Race 2022, 2023 and 2024</u>
2	<u>Cheer and Dance Factor Sept 2022 and 2023</u>
3	<u>Atalanta Jamboree 16-22 Oct 2022</u>
4	<u>Porritt Classic Feb 2023, 2024 and 2025</u>
5	<u>Wheels Along the Waikato 22 Feb 2023</u>
6	<u>Waikato River Festival /He Piko He Taniwha 1-31 March 2023</u>
7	<u>Matariki ki Waikato June 2023- 2025</u>
8	<u>Boon Events Suite 2022-2025</u>

Application Summary			
Event Name	The Cambridge to Hamilton Paddle Race		
Event Date	17 September 2022, 2023 and 2024 (dates tbc)		
Applicant Organisation	The Boatshed Kayaks Limited		
Event Venue	Waikato River – Start Cambridge, end Hamilton CBD	Event Type	Sport
Event Overview	This event is New Zealand’s biggest multi category paddle race – an iconic paddling event open to all water sport paddlers from Waka Ama to Surf Ski covering a 26km stretch of the Waikato River. The event starts in Cambridge and finishes in the heart of Hamilton.		
Target Market	Recreational and competitive paddlers		
Event Objectives	<ul style="list-style-type: none">• To successfully run an event for all experience levels of paddlers• Promote our beautiful River• Promote staying local in Hamilton City• Bring paddlers in from all over NZ• Educate in clean rivers• Educate water safety		
Attendance	TOTAL: 750 <ul style="list-style-type: none">• Hamilton: 500• Outside Hamilton: 250• Overseas: Nil	Anticipated Bed Nights	TOTAL: 300 <ul style="list-style-type: none">• Hotels = 100• Motels = 100• Hosted = 100
External Funding	Budget shows external support from Community Funders Brian Perry and Waipa District Council, and private support.		
Previous Council Support	Council has been a previous financial sponsor of the event (\$5K) in 2020 and fulfilled all agreement obligations.		
Past Event Performance	The event has been operating for 25 + years and attracts a growing number of attendees from outside Hamilton. Organisers have many years race coordinating experience and 6 years Maungatautari Mission Multisport race event coordinating experiences.		
Sponsorship Benefits to Council	NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none">○ Recognition of city support to large group of outside Hamilton attendees and ability to share information about city attractions and sights○ Hamilton City to be included in any information promoting a clean river to show their support of this environmental issue. ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none">○ Social media post recognition to recognise Council’s support BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none">○ Branded event equipment during event COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES <ul style="list-style-type: none">○ Five entries plus two entries to be used for advertising and promotional use RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none">○ Council logo appearing on official event documentation, merchandise and advertisements○ Council given verbal acknowledgement during presentations/public announcement(s) at the event plus promotional material newsletters, social media, event website, news and press/media releases		
MANAGEMENT RECOMMENDATION			

SPONSORSHIP REQUESTED	<i>\$9,000 per year for three years (2023, 2024 and 2025 events)</i>	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		3
Generation of overnight visitation to city		2
Generation of incremental income to city businesses		2
Number of anticipated participants		2
Utilisation of city assets		3
Total		16 / 30
MANAGEMENT COMMENT		
<p><i>Approve \$5,000 per year for three years (2022,2023,2024 event)</i></p> <p><i>Sporting event with small but increasing number of overnight visitations for city with incremental income for city businesses at a time when this is needed. A good fit to the fund and approach to encourage competitive river based sporting events back to Hamilton.</i></p>		

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
Application MESF-005-2022 From The Boatshed Kayaks Ltd
 Form Submitted 11 Apr 2022, 1:37pm NZST

Event Details

* indicates a required field

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

2022 Funding Round

The funding from the 2022/23 round is available for events taking place in Hamilton from 1 July 2022 - 30 June 2023.

More information can be found <http://www.hamilton.govt.nz/our-city/cityevents/eventfunding/>

Name of the Event *

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
Application MESF-005-2022 From The Boatshed Kayaks Ltd
 Form Submitted 11 Apr 2022, 1:37pm NZST

The Cambridge to Hamilton paddle race

Start date of Event *

17/09/2022

Must be a date.

Finish date of Event *

18/09/2022

Must be a date.

Time of the Event *

8am-4pm

Location or Venue *

Waikato River

Is the Event *

☒ Annual

☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *

Sport

If Other, please describe

Amount of Hamilton sponsorship sought *

\$9000

Are you wanting this sponsorship amount for: *

☐ One year

☐ Two Years (same amount
each year)

☒ Three Years (same amount
each year)

Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

**Applicant Organisation
name ***

The Boatshed Kayaks Ltd

Please enter the registered (legal) name of your organisation.

**Is your Organisation a
Legal Entity? ***

☒ Yes

☐ No

**Please state the type of
entity?**

Company

If other, please state

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
Application MESF-005-2022 From The Boatshed Kayaks Ltd
 Form Submitted 11 Apr 2022, 1:37pm NZST

Is your organisation GST registered? *	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If 'Yes' please provide your GST number	84892491 Please enter your GST number.
Contact Person for this Application *	Miss Phoebe clark Please enter the name of the primary contact person for this application.
Organisation postal address *	21 Amber Ln Karapiro Cambridge 3494 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	021823131 Please enter the contact phone number for the primary contact given above.
Contact email address *	phoebemclark@gmail.com Please enter the email address for the primary contact given above.
Name of Event Organiser *	Miss phoebe clark
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	021 823 131
Event Organiser email address *	phoebemclark@gmail.com
Please list prior event experience of both the organisation and event organiser *	Event coordinator: Cambridge to Hamilton paddle race 2017-2022 Maungatautari Mission Multisport race 2017-2021 Events Coordinator Super 12 Corporate dragon boat regatta 2020-2021 Events Operation Manager Mighty River Domain, Lake Karapiro 2018-2022 Event Coordinator Hawkes Bay Chamber of Commerce Current
Is there a contract in place with the event organiser or organisation team? *	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does your organisation hold intellectual	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

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property rights to the event? *

If not, who?

Event Description and Attachments

* indicates a required field

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Cambridge to Hamilton is a celebration of the beautiful Waikato River which flows through the HEART of Hamilton. Our goal and purpose of this event is to demonstrate the importance of keeping our water ways clean and healthy. The Waikato River is a massive part our region and we would like to educate people and help others to understand why this stretch of water is so important to our community. We will promote the knowledge of how to maintain clean waterways and the importance of keeping our Wai clean. This event is a platform to educate the public.

We are hosting this event to bring people from all over NZ to our region. As this event is NZ's Largest multi-category paddle race, and now the ONLY paddle race that begins in Cambridge and finishes in Hamilton. With a large following of paddlers we draw competitors of all ages locally and Nationally. The event begins in Cambridge and then finishes in the HEART of Hamilton allowing competitors to stay, eat and explore Hamilton City. With various start points this event requires competitors to bring support crews with them. Which means each paddler represents 2-3 people coming to Hamilton. With the registration the day before we expect that all these people will stay local.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

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

Attachment 2

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Attach your Business Plan for the Event here *

Filename: Cambridge to Hamilton Paddle Race.pdf
File size: 3.2 MB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

Filename: Cambridge to Hamilton Budget 2022.xlsx
File size: 18.8 kB

Marketing and Promotion Plan

This should include the following:

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

Attach your Marketing and Promotion Plan here *

Filename: Cambridge to Hamilton Paddle Race Marketing plan .pdf
File size: 122.4 kB

Sponsorship Proposal Package

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

Attach your Sponsorship Proposal Package here *

Filename: C2H Sponsorship benefits.pdf
File size: 108.9 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

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Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	300	150		
Spectators	200	100		
Trade				

Entry Fees

Adult	Child	Older people	Other
60	35		

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	50	2
Motels	50	2
Camping ground	50	2
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *

☐ Yes

☐ No

☒ Other: Some may stay in waipa but likely more in Hamilton as this is the finish location

What is the anticipated average stay in Hamilton for participants?

2 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Attachment 2

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Idea 1

Branding on all marketing and promotional material including, tickets, printing, social media. Brand placement: Logos will be featured on all marketing collateral, including event website, and entry website, social media platforms Facebook and Instagram, event programs. We will display branded event equipment during the event.

Idea 2

Hamilton city council to be given 5 entries plus 2 extra entries to be used for their own advertising and promotional use.

Idea 3

Networking opportunities with sponsors and businesses.

Idea 4

Online Presence: The Cambridge to Hamilton Paddle race Facebook page with a great following and has large following of National clubs sharing all posts we would include major sponsors/partners in these post with logos and direct tags. As well as through instagram which is directed to our younger paddlers who engage through sharing stories and posts on their own platforms.

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). Vocal endorsements: We will have an MC at the briefing and start of event as well as a MC speaking at through the duration of the finish. This finish runs over 2-3 hours. During these times this would include endorsements of our sponsors.

Idea 7

Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.

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5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Children's Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here [Privacy Policy](#), and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above * ☒ Privacy Statement read

I confirm that I agree with the declaration statement above * ☒ Yes

Full Name of Organisation * The Boatshed Kayaks Ltd

Full Name of Authorised Signatory * Phoebe Clark

Position of Authorised Signatory * Event Coordinator

Date of Declaration * 11/04/2022

NZ'S BIGGEST MULTI-CATEGORY PADDLE RACE



TAKE ON THE MIGHTY WAIKATO



WELCOME TO NZ'S BIGGEST CELEBRATION OF THE MIGHTY WAIKATO RIVER!

Established over 25 years ago the Cambridge to Hamilton is now an annual iconic paddling event. Open to paddlers of all discipline from Waka ama to Surf ski, covering a 26km stretch of the Waikato River, **this event is like no other.**



What is this event about? And why are we hosting it?

The Cambridge to Hamilton is a celebration of the beautiful Waikato River which flows through the **HEART of Hamilton**. Our goal and purpose of this event is to demonstrate the importance of keeping our water ways clean and healthy. The Waikato River is a massive part of our region and we would like to educate people and help others to understand why this stretch of water is so important to our community. We will promote the knowledge of how to maintain clean waterways and the importance of keeping our Wai clean. This event is a platform to educate the public.

We are hosting this event to bring people from all over NZ to our region. As this event is NZ's Largest multi-category paddle race, and now the **ONLY** paddle race that begins in Cambridge and finishes in Hamilton. With a large following of paddlers we draw competitors of all ages locally and Nationally. The event begins in Cambridge and then finishes in the **HEART of Hamilton** allowing competitors to stay, eat and explore Hamilton City. With various start points this event requires competitors to bring support crews with them. Which means each paddler represents 2-3 people coming to Hamilton. With the registration the day before we expect that all these people will stay local.

Our Goal

Our Goal is to educate, inform and allow our competitors and spectators to have a hands-on experience during this race. It is common that they will see our native water life such as the long fin eel (kuwharuwharu), the Short fin eel (hao). As well as this often sightings of our native river falcon (karearea), they will paddle past sections of riverbanks planted with ponga, kowhai trees, and other various native plants. Through this we hope for competitors to realise the beauty of this major part of our city. With a new understanding of this river competitors and spectators will tell their own personal experiences and share these with others.

The Future:

This event is only going to continue to grow. With the support of local and national clubs. We would like to expand this race into a longer distance combining with what use to be the 'Waikato 100' we plan to extend out over a longer stretch of the river heading to further distances of Ngaruawahia, Huntly and Mercer. With new development on the Waikato River in the City Centre we would like to create short distance races and possibly alternative showcasing new Ferry bank areas.

ACCOMMODATION

All accommodation will be marketed free of charge across our website and social media platforms.

We will be encouraging all competitors/ spectators to stay locally.

LOCAL FIRST

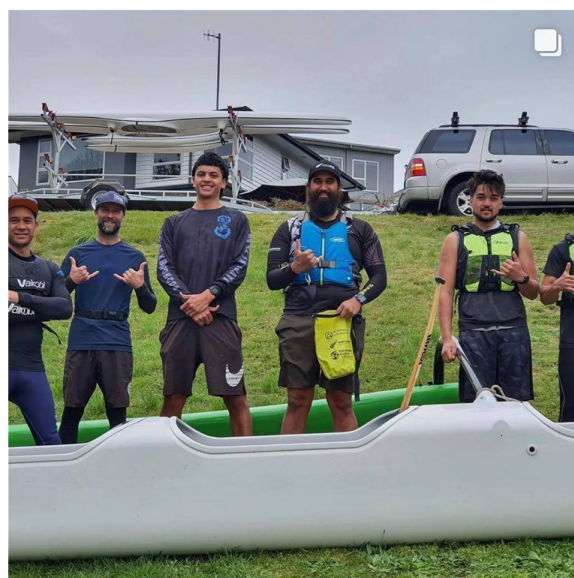
Where we can be using local and contractors and partners to support our event. As the event finishes in the Heart of Hamilton we will be promoting the use of local café/restaurants.

C LT RAL

We are working with Waikato Tainui and an Iwi liaison to provide our event with a blessing/welcome and share history of the Awa and the importance of the Awa to the community.

O T RO RAM

We are working hard with support of sponsor to provide youth options for racing. We have established two new classes especially for 'youth' divisions. Supplying equipment and safety allowing youth to compete in this event.

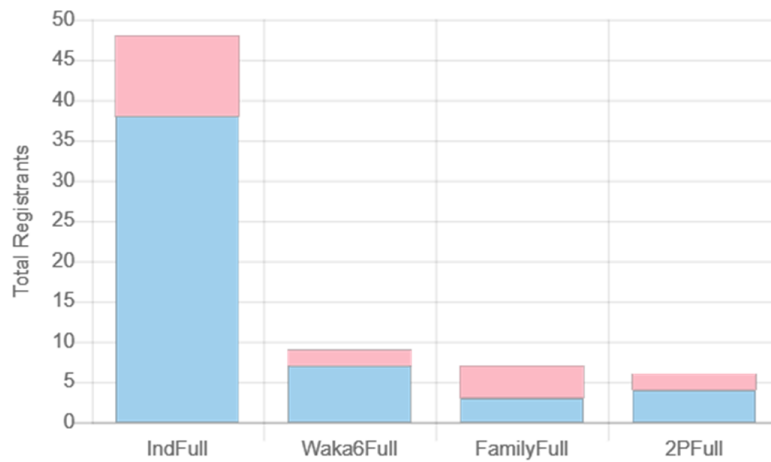


2021 Event Statistics

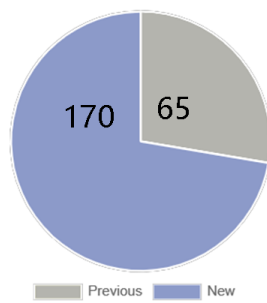
Attachment 2

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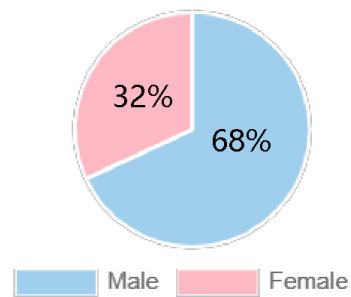
Division Registrations



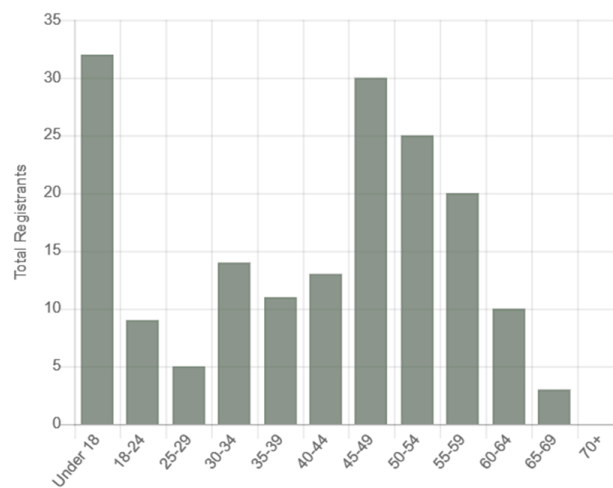
New Registrations



Gender breakdown



Age breakdown



Non Cash Contributions:

Organisation	Purpose
Surf life saving NZ	Health and safety
Waikato Rowing Association	Volunteers
Waikato regional Council	Harbour master
Hamilton Hawkes Marathon Club	Prize giving venue
Albert Court Motor Lodge	Accommodation provider
Brooklyn Motor Lodge	Accommodation provider
Ibis Hamilton	Accommodation provider
Abbots Hamilton	Accommodation provider
Lawrenson Group	Hospitality and Prizes
The Helm Hamilton	Hospitality and Prizes
Hayes St Common	Hospitality and Prizes
Harcourts Cambridge	Event Equipment
Viking Kayaks NZ	Spot Prizes
Stellar Kayaks NZ	Spot Prizes
Star kayaks NZ	Spot Prizes
Red Paddle Co NZ	Spot Prizes
Starboard NZ	Spot Prizes
Trek 'n' Travel Hamilton	Spot Prizes
Rocket Coffee Hamilton	Spot Prizes
Cycle Time Hamilton	Spot Prizes
Rasdex	Spot Prizes
Mission Kayaks NZ	Spot Prizes
Waikato River Care	Informational Equipment
Federated Farmers	Informational Equipment

Cash contributions:

Organisation	Purpose	Amount
Own funding	Contribute to operation costs,	\$21000.00
Event Entries	medic, event health/safety	
Community Funders Brian Perry	Sound system	\$1000.00
Gourmet Delicious	Profit share to contribute to operation costs	\$1000.00
Waipa District Council	Marketing and operation costs.	\$4000.00

Recognition of sponsors and partners:

Brand placement: Logos will be featured on all marketing collateral, including event website, and entry website, social media platforms Facebook and Instagram, event programs. We will display branded event equipment during the event.

Vocal endorsements: We will have an MC at the briefing and start of event as well as a MC speaking at through the duration of the finish. This finish runs over 2-3 hours. During these times this would include endorsements of our sponsors.

Online Presence: The Cambridge to Hamilton Paddle race Facebook page with a great following and has large following of National clubs sharing all posts we would include major sponsors/partners in these post with logos and direct tags. As well as through instagram which is directed to our younger paddlers who engage through sharing stories and posts on their own platforms.

Complimentary ticketing: Complimentary ticketing will be available to local councillors is available to Hamilton City marketing and comms team, Stuff and Waikato times photographer/editor, Hamilton Waikato Tourism Representative.



CLEAN and CLEAR for our WAI

Our event is promoting clean and healthy rivers. All competitors will be taking away all waste and will be encourage to collect any waste they spot during the event where it is possible for them to do so. All competitors will adopt the habits of CHECK, CLEAN, DRY to stop the spread!

We are teaming up with such organizations as Federated Farmers, Waikato River Care and the Waikato River Authority to push this message and to inform.

Protect our waterways.

☒ CHECK ☒ CLEAN ☒ DRY

Event Contacts and Experience

Event Manager - Phoebe Clark

021823131

- Even
- Event Operations Manager for Mighty River Domain, Lake Karapiro 2018-2022
- Event Manager - Maungatautari Mission 2015-2020
- Event Manager Cambridge to Hamilton 2015-2022
- Event Coodinator - Waikato Super 12 Dragon Boat Regatta 2019-2020
- Club member - Waikato Dragon Boat and Waka Ama Association

RACE Director - Richard Clark

0272758724

theboatshed@xtra.co.nz

- Owner Operator - Boatshed Kayaks limited 25 years
- Race Director and Owner - Cambridge to Hamilton 15 years
- Race Director and owner - Maungatautari Mission 15 years
- 40 years experience in watersports, coaching and competing





WE THANK YOU FOR YOUR SUPPORT

**And we look forward to
working with you!**



www.theboatshed.net.nz

Cambridge to Hamilton Paddle Race**Marketing:**

Objective: The Cambridge to Hamilton Paddle Race is to be promoted as an event for levels of experience. We aim to encourage recreational and competitive paddlers. The over all goal is, the more the competitors then the more we can educate.

Target Market: Social media targeting 16-30-year-old market. This will be done through consistent posts, social media competition encouraging more followers and shares of the event.

Radio and newspaper: 40-60+ market.

Other Goals: Find and opportunity to display a large banner on one of the bridges between Cambridge to Hamilton. Branded Tshirts to be worn after event promoting the following years event.

Social Media		
Facebook	Boost Post	\$500.00
Instagram		-
Advertising		
Radio	Media Works	\$2000.00
Newspaper	Waikato Times	\$100.00
Print	Flyers	\$400.00
Other		
Tshirt	Event logo and sponsors	\$2000.00
Bridge Banner	Banner print and setup	\$5000.00

Event Strategies:

- Coordinate and team up with the Waikato 100 event

-Encourage competitors to race in both events building a 'Ultimate Waikato River Warrior' competition.

- Work with the Waikato River Authority and Waikato Regional Council to educate about river care.
- Work with Hamilton Waikato Tourism to accommodate competitors in the City. And to have a stand at the event to encourage people to come back to the city.
- Work with local accommodation providers for competitors to push a 'stay local' feel

Key Roles:

Race Co-ordinator: Phoebe Clark, Event Operations Manager Mighty River Domain

Race Director: Richard Clark, The Boatshed Kayaks Ltd

Head of Health and Safety: Mark Ingles, Surf Life Saving NZ

Head Medic: Chris Griggs, EMS

Timing: Mytime NZ

Cambridge to Hamilton paddle race**Sponsorship benefits:**

- Branding on all marketing and promotional material including, tickets, printing, social media.
- Comprehensive print, digital and social media campaign.
- Networking opportunities with sponsors and businesses.
- Link to the Hamilton City Council the event website.
- 5 complementary tickets to the Hamilton City Council
- Opportunity for 2x additional tickets to be used as promotional collateral.
- Speaking rights at the event.

Recognition of sponsors and partners:

Brand placement: Logos will be featured on all marketing collateral, including event website, and entry website, social media platforms Facebook and Instagram, event programs. We will display branded event equipment during the event.

Vocal endorsements: We will have an MC at the briefing and start of event as well as a MC speaking at through the duration of the finish. This finish runs over 2-3 hours. During these times this would include endorsements of our sponsors.

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Income

Expenses

Cambridge to Hamilton Paddle Race Budget 2022

Entries: 350 competitors @\$60pp	\$	21,000
Sponsorship - Brian Perry Charitable Trust (unconfirmed)	\$	1,000
Sponsorship -District promotion Fund Waipa District Council (unconfirmed)	\$	9,000
Sponsorship- Hamilton City Council (unconfirmed)	\$	9,000
Total	\$	40,000
Medic	\$	2,000
Water safety	\$	6,000
Food	\$	2,000
Timing	\$	5,000
Event Sanctioning	\$	100
River Booking	\$	200
Park Booking	\$	100
Hire Clubrooms	\$	250
Numbering	\$	400
Medals	\$	3,000
Prize money	\$	2,000
Wages: Event Manager	\$	7,000
Wages: Race director	\$	4,000
Wages: Staff on race day	\$	2,500
Printing	\$	1,500
Adevrtising	\$	1,000
Radio Advertising	\$	5,000
Race merchandise	\$	2,000
Sound Sytem Hire	\$	1,000
Social Media and marketing	\$	3,000
Total	\$	40,050

Application Summary			
Event Name	Cheer & Dance Factor 2022 and 2023		
Event Date	24-25 September 2022 and 2023 (dates tbc)		
Applicant Organisation	Cheersports Limited		
Event Venue	Claudlands – Globox Arena	Event Type	Sport
Event Overview	<p>This Cheer & Dance Factor competition provides opportunities for participants, spectators, organisations and businesses to engage in a nationally recognised cheerleading and dance event.</p> <p>This is one of two annual events in the Cheersports national calendar. This is the first time the event has been held in Hamilton. Cheersports NZ has been actively promoting the growth of cheerleading throughout New Zealand.</p>		
Target Market	Previous events have seen over 2500 attendees over the course of a weekend, with clubs and studios sending competitors to take part.		
Event Objectives	The overarching aim is to increase exposure to cheerleading and dance to young people aged 3-18 years, to encourage them towards a lifelong passion for physical activity.		
Attendance	TOTAL: 3025 <ul style="list-style-type: none"> • Hamilton: 1020 • Outside Hamilton: 2000 • Overseas: Nil 	Anticipated Bed Nights	TOTAL: 4,010 <ul style="list-style-type: none"> • Hotels = 10 • Motels = 4000
External Funding	Other funding include registration income, merchandise sales and ticketing income.		
Previous Council Support	N/A – first application received for a Hamilton based event. Event has primarily been hosted in Auckland, but since outgrown venue.		
Past Event Performance	<p>This is the first application from the organiser. They state they have been running similar events since 2013 and the event organisers have over 20+ years of experience.</p> <p>In 2017, the event was approved as an IASF Cheerleading and Dance Worlds Championship qualifier event, which allows athletes a chance to represent NZ at the World Championships.</p>		
Sponsorship Benefits to Council	<ul style="list-style-type: none"> • NATIONAL AND LOCAL EXPOSURE • ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> ○ Social media post recognition to recognise Council's support • BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none"> ○ In-venue branding opportunities • COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES • RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> ○ Council logo appearing on official event documentation, merchandise and advertisements, including score sheets and routine videos ○ Council given verbal acknowledgement during presentations/public announcement(s) at the event plus promotional material newsletters, social media, event website, news and press/media releases social media, event website, news and press/media releases 		

MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$30,000 per year for two years (2022 and 2023 events)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		3
Generation of overnight visitation to city		4
Generation of incremental income to city businesses		3
Number of anticipated participants		4
Utilisation of city assets		4
Total		22 / 30
MANAGEMENT COMMENT		
<p><i>Approve \$10,000 per year for two years (2022 and 2023)</i></p> <p><i>National sporting event with good number of overnight visitations for city with incremental income for city businesses at a time when this is needed. A good fit to the fund and approach to encourage competitive multiday sporting events back to Hamilton venues. Use of city asset.</i></p>		

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 Form Submitted 15 Apr 2022, 9:01am NZST

Event Details

*** indicates a required field**

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

2022 Funding Round

The funding from the 2022/23 round is available for events taking place in Hamilton from 1 July 2022 - 30 June 2023.

More information can be found <http://www.hamilton.govt.nz/our-city/cityevents/eventfunding/>

Name of the Event *

2022 Major Event Sponsorship Fund
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Cheer & Dance Factor

Start date of Event *

24/09/2022

Must be a date.

Finish date of Event *

25/09/2022

Must be a date.

Time of the Event *

8.00am -7.00pm

Location or Venue *

Claudlands

Is the Event *

☒ Annual

☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *

Sport

If Other, please describe

Amount of Hamilton sponsorship sought *

\$30,000

Are you wanting this sponsorship amount for: *

☐ One year

☒ Two Years (same amount
each year)

☐ Three Years (same amount
each year)

Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

**Applicant Organisation
name ***

Cheersports Limited

Please enter the registered (legal) name of your organisation.

**Is your Organisation a
Legal Entity? ***

☒ Yes

☐ No

**Please state the type of
entity?**

Company

If other, please state

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2022 Major Event Sponsorship Application Form
Application MESF-002-2022 From Cheersports Limited
 Form Submitted 15 Apr 2022, 9:01am NZST

Is your organisation GST registered? *

☒ Yes ☐ No

If 'Yes' please provide your GST number

111-699-720
 Please enter your GST number.

Contact Person for this Application *

Mr Andrei Coman
 Please enter the name of the primary contact person for this application.

Organisation postal address *

36 O'Shannessey St
 Papakura Papakura 2110 New Zealand
 Must be a New Zealand post code.

Contact mobile phone number *

(02) 1045 6431
 Please enter the contact phone number for the primary contact given above.

Contact email address *

office@cheersports.co.nz
 Please enter the email address for the primary contact given above.

Name of Event Organiser *

Andrei Coman

Event Organiser Address (if different from above)

Event Organiser mobile phone number *

0210 456 431

Event Organiser email address *

office@cheersports.co.nz

Please list prior event experience of both the organisation and event organiser *

CheerSports NZ is a New Zealand Cheer and Dance event company and has been hosting two annual competitions a year since 2013 in the Auckland region. Athletes from all of New Zealand travel to our events to compete in 2 of New Zealand's most prestigious and well run cheerleading and dance competitions.

CheerSports NZ was founded by Andrei Coman who has a wealth of knowledge in the cheer & dance competition industry. Andrei's management experience started in 2006 as a gymnastics programme manager in the Franklin and Counties Manukau Regions. In 2010 he started his very own, privately owned and managed Cheerleading Gym in South Auckland, Cheer Dynamix. The membership numbers grow steadily every year, and it is now operating from a second location in Te Rapa Hamilton with plans to expand to a third location in Tauranga. Cheer Dynamix holds many regional, national and international Championship titles, holding the New Zealand record

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
Application MESF-002-2022 From Cheersports Limited
 Form Submitted 15 Apr 2022, 9:01am NZST

for the most National (7) and International (3) Grand Champion Titles. In 2013 Andrei's second business, CheerSports NZ started hosting 2 Cheer and Dance events in Auckland, CheerFest Championships in July and The Cheer and Dance Factor in September. CheerSports NZ has been actively promoting the growth of cheerleading throughout New Zealand and in 2016 they established the University Competitive Divisions of New Zealand. With the establishment of such Divisions, 4 universities now have representative teams competing at the Cheer and Dance Factor (UCheer from Canterbury, Phoenix from Victoria University, Otago Cheer from Otago University and UOA Phoenix from University of Auckland). The efficiency, professionalism and high standard that CheerSports NZ runs its events had been noticed by the IASF (International All Star Federation) and in 2017 the Cheer and Dance Factor has been approved as an IASF Cheerleading and Dance Worlds Championships Qualifying event, giving teams and athletes from New Zealand a chance to qualify and compete and represent New Zealand at the World Championships.

This year Yvette Strid has joined the Cheer Sports team in the position of - Cheer Sports New Zealand Programme Coordinator. Yvette brings her knowledge to the Cheer Sports team with 10+ years of planning/Marketing/Promotions Leader Experience working with various community organisations. Yvette is herself an ex athlete who represented New Zealand at the Worlds Championships in 2010, 2011, 2012, 2014, 2016 and 2018 and is a 2 time ICU World Champion.

Erica Sinton works with the Cheer Sports team as Event Manager

Erica brings her knowledge of business management and relations with over 10 years in business management running her own company and managing staff. Erica has been the floor & front of house manager for Cheer Sports for the last 4 years. Her role includes ensuring all staff have a clear understanding of their jobs for the day and all athletes/participants and spectators are receiving the ultimate experience from the Cheer Sports Event. Erica is also an ex athlete who represented New Zealand at the Worlds Championships in 2014, 2016 and 2018.

Is there a contract in place with the event organiser or organisation team? *

- ☐ Yes
☒ No

Does your organisation hold intellectual

- ☒ Yes
☐ No

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property rights to the event? *

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Cheersports has been hosting cheerleading & dance competitions since 2013. Cheer & Dance Factor is one of the biggest competitions on the New Zealand schedule and offers the opportunity for teams/squads to compete for bids to compete at The Cheerleading World Championships in USA
 No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

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

Attach your Business Plan for the Event here *

Filename: CHEERSPORTS NZ BUSINESS PLAN.pdf
 File size: 88.8 kB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

Filename: Cheer Factor Budget.pdf
 File size: 35.6 kB

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Marketing and Promotion Plan

This should include the following:

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

Attach your Marketing and Promotion Plan here *

Filename: Cheer & Dance Factor Plan.pdf
 File size: 149.8 kB

Sponsorship Proposal Package

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

Attach your Sponsorship Proposal Package here *

Filename: CHEERSPORTS NZ SPONSORSHIP PROPOSAL.pdf
 File size: 80.8 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	250	770		
Spectators	500	1500		
Trade		5		

Entry Fees

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Adult	Child	Older people	Other
33	28		

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	10	
Motels	2000	2
Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

2 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1

Hamilton City Logo displayed at the entrance to the arena & throughout the arena in areas the public will have access.

Idea 2

Hamilton City Logo on all score sheets issued the gyms/participants

Idea 3

Hamilton City Logo displayed on routine videos sent out to all gyms who participate

Idea 4

Idea 5

Hamilton City Council logo appearing on any document, uniform or advertisement relating to

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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).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here [Privacy Policy](#), and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *

☒ Privacy Statement read

I confirm that I agree with the declaration statement above *

☒ Yes

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Full Name of Organisation * Cheer Sports Ltd

Full Name of Authorised Signatory * Andrei Coman

Position of Authorised Signatory * Event Organiser

Date of Declaration * 15/04/2022

Item 10

Attachment 2

Cheer & Dance Factor Marketing Plan Overview

The Cheer & Dance Factor competition provides opportunities for various participants, spectators, organisations and businesses to engage in a Nationally recognised Cheerleading and Dance Event.

Target Markets:

The Cheer and Dance Factor event has several target markets, with the overarching aim of increased exposure to both cheerleading and dance. The main target audience is young people aged between 3-18 years, to encourage them towards a lifelong passion for physical activity. This is important as this age range experiences declines in physical activity as per Sport Nz [Sport Nz Stats](#). Not only is the event targeted at participation it provides contributions in other areas through spectators and other local businesses, this is outlined in greater detail below.

Participants & Spectators:

Previous events have catered for over 2500 attendees over the course of a weekend, this includes both athletes and spectators.

Organisations:

The event in the past has had over 10 cheerleading clubs and 8 individual dance studios. With the growth in both sports since the last event this would be expected to rise during the next iteration of the event.

Local Businesses:

The event also provides opportunities to food & merchandise vendors that are available to be on site during the event. This includes but is not limited to:

- Hot food
- Coffee / Icecream trucks
- Snack/baking stalls
- Shoes
- Cheerleading / Dance apparel
- Sports apparel



Marketing Strategies

Marketing and PR strategies occur in two main forms and are outlined below:

Traditional Marketing: Competition packages are sent to each gym/studio at the beginning of March. Packages provide opportunities for registrations and other event details.

Digital Marketing: Occurs through various social media channels including Facebook and Instagram, each producing various levels of traffic towards awareness of the competition.

Marketing is used to support the growth of local club activities which are tailored to the community such as community play, social/community teams and other various community related events such as hosting holiday programmes and delivering programmes in schools.

Marketing/Promotions Leader

Yvette Baleros - Cheer Sports New Zealand Programme Coordinator

Marketing/Promotions Leader Experience

Over 10 years events planning experience for various community organisations including:

- YMCA
- Bruce Pulman Recreation
- Cheer Dynamix

Marketing Budget

* Please refer to "Current Event Budget" in above section



CHEERSPORTS NZ BUSINESS PLAN

CheerSports NZ is a New Zealand Cheer and Dance event company and has been hosting two annual competitions a year since 2013 in the Auckland region. Athletes from all of New Zealand travel to our events to compete in 2 of New Zealand's most prestigious and well run cheerleading and dance competitions.

CheerSports NZ was founded by Andrei Coman who has a wealth of knowledge in the cheer & dance competition industry. Andrei's management experience started in 2006 as a gymnastics programme manager in the Franklin and Counties Manukau Regions. In 2010 he started his own privately owned and managed Cheerleading Gym in South Auckland, Cheer Dynamix. The membership numbers grow steadily every year, and it is now operating from a second location in Te Rapa Hamilton with plans to expand to a third location in Tauranga. Cheer Dynamix holds many regional, national and international Championship titles, holding the New Zealand record for the most National (7) and International (3) Grand Champion Titles. In 2013 Andrei's second business, CheerSports NZ started hosting 2 Cheer and Dance events in Auckland, CheerFest Championships in July and The Cheer and Dance Factor in September. CheerSports NZ has been actively promoting the growth of cheerleading throughout New Zealand and in 2016 they established the University Competitive Divisions of New Zealand. With the establishment of such Divisions, 4 universities now have representative teams competing at the Cheer and Dance Factor (UCheer from Canterbury, Phoenix from Victoria University, Otago Cheer from Otago University and UOA Phoenix from University of Auckland). The efficiency, professionalism and high standard that CheerSports NZ runs its events had been noticed by the IASF (International All Star Federation) and in 2017 the Cheer and Dance Factor has been approved as an IASF Cheerleading and Dance Worlds Championships Qualifying event, giving teams and athletes from New Zealand a chance to qualify and compete and represent New Zealand at the World Championships.

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CHEERSPORTS NZ SPONSORSHIP PROPOSAL

The Cheer & Dance Factor 2022 is one of New Zealand's most prestigious cheer and dance competitions being hosted in Hamilton City for the first time. Previously this event has been held at the Barfoot & Thompson Stadium in Kohimarama, Auckland but has since outgrown this venue.

As this will be the first year The Cheer & Dance Factor is hosted in Hamilton, a large focus is on promoting and raising awareness for the Cheerleading & dance industry, and to expose Businesses and people in the community to the benefits these sporting activities offer the athletes who participate in these sports.

Specific benefits to Hamilton sponsoring and being the host city of The Cheer & Dance Factor is that the event is hosted on 2 days, and all elite teams must compete both days. Majority of the athletes participating are under the age of 18 meaning most will be accompanied by at least one parent or guardian if not the entire families as supporters. With people traveling to Hamilton to participate in this event, the hospitality, tourism and hotel/motel industry in this region will gain an economic benefit.

The CheerSports NZ team is currently working on a specific detailed sponsorship proposal to offer to local businesses within the Hamilton region. These benefits will include positive brand association with young athletes who aspire to excellence, brand exposure and potential leads that could be turned into customers for the local businesses.



The Cheer and Dance Factor 2022				
	2021	2022 Budget	2022 Actual	+ / -
<u>Venue Rental</u>				
Rent (Event Day/s)	\$ -	\$ 25,817.50	\$ -	\$ (25,817.50)
Rent (Move-In)	\$ -	\$ -	\$ -	\$ -
Merchandise Fee	\$ -	\$ 12,750.00	\$ -	\$ (12,750.00)
Damages to property	\$ -	\$ -	\$ -	\$ -
Other Charges/Fees	\$ -	\$ 6,000.00	\$ -	\$ (6,000.00)
Total Venue Rental	\$ -	\$ 44,567.50	\$ -	\$ (44,567.50)
<u>Venue Equipment/Lighting/Staging Expenses</u>				
Lighting, Backdrop Equipment	\$ -	\$ 20,000.00	\$ -	\$ (20,000.00)
Stagehands, Riggers for Lighting	\$ -	\$ 5,000.00	\$ -	\$ (5,000.00)
Staging	\$ -	\$ -	\$ -	\$ -
Labor for Staging	\$ -	\$ -	\$ -	\$ -
Other Union Labor (Specify)	\$ -	\$ -	\$ -	\$ -
Chairs, bleachers, etc.	\$ -	\$ -	\$ -	\$ -
Electric	\$ -	\$ -	\$ -	\$ -
Forklift Rental	\$ -	\$ 800.00	\$ -	\$ (800.00)
Boom Lift/Other Heavy Equipment Rental	\$ -	\$ -	\$ -	\$ -
Phone Lines	\$ -	\$ -	\$ -	\$ -
Pipe and Drape/Barricades	\$ -	\$ 900.00	\$ -	\$ (900.00)
Sound/Video Equipment Rental	\$ -	\$ 8,000.00	\$ -	\$ (8,000.00)
Tables	\$ -	\$ -	\$ -	\$ -
Taxes, etc	\$ -	\$ 15,000.00	\$ -	\$ (15,000.00)
Other Event Rentals, etc. (Specify)	\$ -	\$ 500.00	\$ -	\$ (500.00)
Total Staging/Decor/Facility Charges	\$ -	\$ 50,200.00	\$ -	\$ (50,200.00)
<u>Venue Staffing Expenses</u>				
Facility Cleaning/Custodians	\$ -	\$ 3,500.00	\$ -	\$ (3,500.00)
Fire Marshall	\$ -	\$ 1,200.00	\$ -	\$ (1,200.00)
EMT/Medical	\$ -	\$ 1,500.00	\$ -	\$ (1,500.00)
Security	\$ -	\$ 2,500.00	\$ -	\$ (2,500.00)
Ushers	\$ -	\$ 3,000.00	\$ -	\$ (3,000.00)
Other Facility Staff/Labor	\$ -	\$ 3,500.00	\$ -	\$ (3,500.00)
Total Event Services	\$ -	\$ 15,200.00	\$ -	\$ (15,200.00)
<u>Payroll Expenses</u>				
CNZ Event Staff	\$ -	\$ 10,000.00	\$ -	\$ (10,000.00)
Guest Entertainers/Speakers	\$ -	\$ 1,200.00	\$ -	\$ (1,200.00)
Judges	\$ -	\$ 9,000.00	\$ -	\$ (9,000.00)
Staff - Other (Labor Ready)	\$ -	\$ -	\$ -	\$ -
Total Payroll Expenses	\$ -	\$ 20,200.00	\$ -	\$ (20,200.00)
<u>Meals & Entertainment</u>				
Judges Catered Meals	\$ -	\$ 1,200.00	\$ -	\$ (1,200.00)
Judges Per Diem	\$ -	\$ -	\$ -	\$ -
Staff Catered Meals	\$ -	\$ 1,200.00	\$ -	\$ (1,200.00)
Staff Per Diem	\$ -	\$ -	\$ -	\$ -
Coaches VIP Room Catering	\$ -	\$ 1,000.00	\$ -	\$ (1,000.00)
Other Food (Misc. breakfasts, etc.)	\$ -	\$ -	\$ -	\$ -
Total Meals & Entertainment	\$ -	\$ 3,400.00	\$ -	\$ (3,400.00)

<u>Hotel Accommodations</u>				
Judges Hotel Rooms	\$ -	\$ 1,000.00	\$ -	\$ (1,000.00)
Staff Rooms	\$ -	\$ 1,000.00	\$ -	\$ (1,000.00)
Subcontractor Rooms (Lighting, etc.)	\$ -	\$ 200.00	\$ -	\$ (200.00)
Total Hotel Accommodations	\$ -	\$ 2,200.00	\$ -	\$ (2,200.00)
<u>Transportation</u>				
Judges Airfare	\$ -	\$ 5,000.00	\$ -	\$ (5,000.00)
Judges Car/Van Rentals	\$ -	\$ -	\$ -	\$ -
Judges Gas (to be reimbursed)	\$ -	\$ 500.00	\$ -	\$ (500.00)
Judges Mileage Reimbursement	\$ -	\$ -	\$ -	\$ -
Judges Shuttles/Cabs	\$ -	\$ 500.00	\$ -	\$ (500.00)
Judges Parking	\$ -	\$ -	\$ -	\$ -
Staff Airfare	\$ -	\$ -	\$ -	\$ -
Staff Baggage Check Fees	\$ -	\$ -	\$ -	\$ -
Staff Car/Van Rentals	\$ -	\$ -	\$ -	\$ -
Staff Shuttles/Cabs	\$ -	\$ 500.00	\$ -	\$ (500.00)
Staff Parking	\$ -	\$ -	\$ -	\$ -
Staff Gas (to be reimbursed)	\$ -	\$ -	\$ -	\$ -
Staff Mileage Reimbursement	\$ -	\$ -	\$ -	\$ -
Total Transportation	\$ -	\$ 6,500.00	\$ -	\$ (6,500.00)
<u>Truck Expenses</u>				
Trailer Rental	\$ -	\$ -	\$ -	\$ -
Truck Rental	\$ -	\$ -	\$ -	\$ -
Gas	\$ -	\$ -	\$ -	\$ -
Repairs	\$ -	\$ -	\$ -	\$ -
Tolls, etc	\$ -	\$ 100.00	\$ -	\$ (100.00)
Truck Driver Pay	\$ -	\$ -	\$ -	\$ -
Truck Driver Per Diem	\$ -	\$ -	\$ -	\$ -
Total Truck Expense	\$ -	\$ 100.00	\$ -	\$ (100.00)
<u>Awards/Giveaways</u>				
Cash Awards	\$ -	\$ -	\$ -	\$ -
Worlds Bids	\$ -	\$ 3,000.00	\$ -	\$ (3,000.00)
Participant Gifts	\$ -	\$ -	\$ -	\$ -
Coaches Gifts	\$ -	\$ 2,000.00	\$ -	\$ (2,000.00)
National Champion Prizes	\$ -	\$ 1,000.00	\$ -	\$ (1,000.00)
Signs Inc Invoice (Banners and Megaphones)	\$ -	\$ -	\$ -	\$ -
Cost of Plain Megaphones	\$ -	\$ -	\$ -	\$ -
Cost of Plain Banners	\$ -	\$ 1,000.00	\$ -	\$ (1,000.00)
Trophies/Medals	\$ -	\$ 3,000.00	\$ -	\$ (3,000.00)
Ribbons	\$ -	\$ -	\$ -	\$ -
Giveaways (Free Stuff)	\$ -	\$ 1,000.00	\$ -	\$ (1,000.00)
Total Awards/Giveaways	\$ -	\$ 11,000.00	\$ -	\$ (11,000.00)
<u>Miscellaneous</u>				
Miscellaneous	\$ -	\$ 3,000.00	\$ -	\$ -
Total Miscellaneous	\$ -	\$ 3,000.00	\$ -	\$ (3,000.00)
TOTAL EXPENSES	\$ -	\$ 156,367.50	\$ -	\$ (156,367.50)

TOTAL REG INCOME	\$	-	\$	72,200.00	\$	-	\$	(72,200.00)
TOTAL MERCH INCOME	\$	-	\$	24,250.00	\$	-	\$	(24,250.00)
TOTAL TICKETEK INCOME	\$	-	\$	60,000.00	\$	-	\$	(60,000.00)
TOTAL INCOME	\$	-	\$	156,450.00	\$	-	\$	(156,450.00)
NET PROFIT/LOSS	\$	-	\$	82.50	\$	-	\$	(82.50)
PERCENTAGE				0%				0%
# of Teams				80				-80.00
# of Athletes				1020				-1020
# of spectators				2000				

Application Summary			
Event Name	Atlanta Jamboree 2022		
Event Date	16-22 October 2022		
Applicant Organisation	Waikato Badminton Association Incorporated		
Event Venue	Eastlink Badminton Stadium	Event Type	Sport
Event Overview	Multi day badminton tournament – teams of 5-6 women play in a round robin tournament over 7 days. This is an annual event that travels between NZ and Australia and covers all playing grades from social to competitive. Originates from 1970s with the last event in Hamilton taking place in 2014.		
Target Market	Australian and NZ players (women) – 60 teams		
Event Objectives	<ul style="list-style-type: none"> To provide an opportunity for female badminton players from Australia and NZ to visit Hamilton To bring badminton and non-badminton communities together To provide an opportunity for all players to develop new friendships and travel experiences To support local businesses through event partnerships and functions 		
Attendance	TOTAL: 550 <ul style="list-style-type: none"> Hamilton:125 Outside Hamilton: 95 Overseas: 330 	Anticipated Bed Nights	TOTAL: 3,160 <ul style="list-style-type: none"> Hotels:560 Motels:1600 Airbnb: 800 Hosted: 200
External Funding	Council support is the only external funding partner.		
Previous Council Support	N/A		
Past Event Performance	WBA has received event sponsorship funding in previous years and fulfilled all agreement obligations. WBA has hosted a number of international events over the last 12 years – Waikato International (2006,2007,2008,2009,2015,2016,2017 and 2019), Oceania Championships in 2018 and NZ National Badminton Championships 2021. Seen to have the necessary experience to run a successful event.		
Sponsorship Benefits to Council	<ul style="list-style-type: none"> NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none"> Naming Rights to Event – to be determined “Hamilton Atlanta Jamboree 2022” or Atlanta Jamboree 2022 presented by Hamilton City Council” ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> Social media post recognition to recognise Council’s support BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none"> In venue branding opportunities – banners and coreflutes including courtside placement and presentation backdrop during prizegiving. COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES <ul style="list-style-type: none"> Council representatives (elected Member) invited to meet and greet athletes and/or present at prizegiving on finals day. RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> Council logo appearing on official event documentation, merchandise and advertisements Council given verbal acknowledgement during presentations/public announcement(s) at the event plus promotional material newsletters, social media, event website, news and press/media releases 		

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	\$5,000 for 2022 event (1 year)
MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	4
Number of anticipated participants	2
Utilisation of city assets	1
Total	18 / 30
MANAGEMENT COMMENT	
<p><i>Approve for \$3,000 for one year</i></p> <p><i>Recommended – international/national sporting event with good number of overnight visitations for city with incremental income for city businesses at a time when this is needed. A good fit to the fund and approach to encourage amateur/competitive multiday sporting events back to Hamilton venues.</i></p>	

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 Form Submitted 8 Apr 2022, 2:36pm NZST

Event Details

*** indicates a required field**

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

2022 Funding Round

The funding from the 2022/23 round is available for events taking place in Hamilton from 1 July 2022 - 30 June 2023.

More information can be found <http://www.hamilton.govt.nz/our-city/cityevents/eventfunding/>

Name of the Event *

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Atalanta Jamboree 2022

Start date of Event *

16/10/2022

Must be a date.

Finish date of Event *

22/10/2022

Must be a date.

Time of the Event *

8am-10pm most days

Location or Venue *

Eastlink Badminton Stadium

Is the Event *

☒ Annual

☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *

Sport

If Other, please describe

Amount of Hamilton sponsorship sought *

\$5000

Are you wanting this sponsorship amount for: *

☒ One year

☐ Two Years (same amount
each year)

☐ Three Years (same amount
each year)

Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

**Applicant Organisation
name ***

Waikato Badminton Association Incorporated

Please enter the registered (legal) name of your organisation.

**Is your Organisation a
Legal Entity? ***

☒ Yes

☐ No

**Please state the type of
entity?**

Incorporated Society

If other, please state

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Is your organisation GST registered? *

☒ Yes ☐ No

If 'Yes' please provide your GST number

44-392-216
 Please enter your GST number.

Contact Person for this Application *

Miss Marianne Loh
 Please enter the name of the primary contact person for this application.

Organisation postal address *

60 Old Farm Rd
 Hamilton East Hamilton 3216 New Zealand
 Must be a New Zealand post code.

Contact mobile phone number *

021575209
 Please enter the contact phone number for the primary contact given above.

Contact email address *

ceo@waikatobadminton.co.nz
 Please enter the email address for the primary contact given above.

Name of Event Organiser *

Miss Megan Bramley

Event Organiser Address (if different from above)

Event Organiser mobile phone number *

021 225 4497

Event Organiser email address *

events@waikatobadminton.co.nz

Please list prior event experience of both the organisation and 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: Waikato International 2006, 2007, 2008, 2009, 2015, 2016, 2017, 2019; Oceania Championships 2018. Further to the above Waikato Badminton has also hosted many major national championships in junior, open, and masters age groups. Waikato is one of Badminton New Zealand's preferred event deliverers due to the event experience and expertise of personnel based in Hamilton. The Eastlink Badminton Stadium is the most purpose-built for badminton competition and great spectator engagement in Hamilton. The event organiser has a sport management qualification and experience in organising previous sporting events in Waikato (for badminton) and Manawatu (for rugby). The event organiser has also been part of regional and national badminton tour events across New Zealand.

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
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 Form Submitted 8 Apr 2022, 2:36pm NZST

Is there a contract in place with the event organiser or organisation team? *

☐ Yes
☒ No

Does your organisation hold intellectual property rights to the event? *

☒ Yes
☐ No

If not, who?

Event Description and Attachments

* indicates a required field

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Atalanta Jamboree was established in the late 1970s in Victoria, Australia. This event welcomes female players from Australian and New Zealand based clubs. Teams of 5-6 women play in a day-time, social-competitive round robin format on a daily basis from 16-22 October 2022. The Atalanta Jamboree is an annual event that travelled between Australian and New Zealand cities including Hamilton in 2014. The Jamboree has developed over the years from being an exclusive event to now encompass all playing grades, whether they be social or competition players, therefore encouraging friendships and travel experiences throughout the length of both countries (Jamboree meaning a noisy revel).
 No more than 500 words

Attach any other event outline documents here

Filename: Draft Event Schedule.pdf
 File size: 409.7 kB

Business Plan for the Event

This should include the following:

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

Attach your Business Plan for the Event here *

2022 Major Event Sponsorship Fund
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Filename: Business Plan.pdf
 File size: 7.9 MB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

Filename: Atalanta Budget.pdf
 File size: 504.1 kB

Marketing and Promotion Plan

This should include the following:

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

Attach your Marketing and Promotion Plan here *

Filename: Marketing Plan.pdf
 File size: 942.4 kB

Sponsorship Proposal Package

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

Attach your Sponsorship Proposal Package here *

Filename: HCC Sponsorship Proposal.pdf
 File size: 8.6 MB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

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Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	25	75	300	
Spectators	100	20	30	
Trade				

Entry Fees

Adult	Child	Older people	Other

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	70	8
Motels/Airbnb	200	8
Airbnb	100	8
Home hosted	25	8

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

8

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

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Idea 1

Hamilton City Council signage (banners and corflutes) displayed in highly visible areas at competition and social venues throughout the event period. This includes court-side placement and presentation backdrop during the prizegiving ceremony.

Idea 2

Hamilton City Council council member(s) and dignitaries invited to meet and greet with participants/spectators, speak at Meetings, Functions and/or present prizes on Finals Day.

Idea 3

Hamilton City Council logo appearing on official event documentation, merchandise, and advertisements relating to the event.

Idea 4

Hamilton City Council given naming rights to event - examples might be "Hamilton Atalanta Jamboree 2022" or "Atalanta Jamboree 2022 presented by Hamilton City Council".

Idea 5

Hamilton City Council given acknowledgement during presentations(s)/public announcement(s) at the event as well as on all promotional material, including but not limited to newsletters, social media, website, news and press/media release(s).

Idea 6

Hamilton given exposure as a prime destination for world class badminton (one of the highest participated sports in the world with 220+ million participants), and be associated with one of the fastest growing sports in New Zealand (with an increase in participation of over 150% in the past 5 years). Hamilton City Council will also be associated with a sporting activity that has scientific studies proving that playing badminton reduces the risk of cardiovascular diseases by over 56% and considered to be widely inclusive (attracting participation across a wide range of genders, ethnicities, ages, abilities/disabilities and backgrounds).

Idea 7

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.

2022 Major Event Sponsorship Fund
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3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Children's Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here [Privacy Policy](#), and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *

☒ Privacy Statement read

I confirm that I agree with the declaration statement above *

☒ Yes

Full Name of Organisation *

Waikato Badminton Association Incorporated

Full Name of Authorised Signatory *

Marianne Loh

Position of Authorised Signatory *

Chief Executive Officer

Date of Declaration *

08/04/2022

Atalanta Jamboree



16-22 October 2022

The Event



Event Outline



- The Atalanta Jamboree was established in the late 1970s in Victoria, Australia. This event welcomes female players from Australian and New Zealand based clubs. Teams of 5-6 women play in a day-time, social-competitive round robin format on a daily basis from 16-22 October 2022.
- The Atalanta Jamboree is anticipating entries from over 60 teams, therefore welcoming over 400 women to Hamilton.
- Waikato Badminton has a proud history of delivering international events (2006, 2007, 2008, 2015, 2016, 2017, 2018, 2019), with the assistance of local event personnel who have extensive experience and expertise delivering a variety of high quality events.

Event Objectives



- To provide an opportunity for female badminton players from Australian and New Zealand to visit Hamilton.
- To bring badminton and non-badminton communities together.
- To provide an opportunity for all players to develop new friendships and travel experiences.
- To support local businesses through event partnerships and functions.

Event Goals



- To attract 400 players from across Australia and New Zealand.
- To deliver a financially viable and responsible event.
- To deliver a safe, positive, and competitive experience for participants, officials, volunteers and spectators.
- To deliver an event the badminton and sporting community can be proud of.

Event Strategy



- To leverage strong relationships with clubs and regional badminton associations around Australia and New Zealand in order to attract a strong field of participants from many different countries.
- To partner with vibrant and energetic badminton communities to deliver a memorable event experience which will enthuse people to participate in badminton more often.
- To continue building on existing partnerships with local Hamilton businesses such as accommodation providers, hospitality organisations and product sponsors.

Event Strategy



- To build further on the Association's strong volunteer base, officials and event personnel.
- To engage women in sport, and provide relevant volunteer opportunities such as through the University of Waikato, Waikato Institute of Technology, and Volunteering Waikato.
- To utilise successful social media platforms such as Instagram, Facebook, YouTube to promote the event and Hamilton.

Project Plan



MILESTONES & TIMEFRAMES - SECTION 1:

October 2021 – February 2022:

- Event approved by Atalanta Jamboree committee (completed ✓)
- Understanding of international borders reopening (completed ✓)

March 2022:

- Confirmation and first promotion and invitation of event publicised (completed ✓)

April 2022:

- Securing accommodation providers
- Securing competition and social function venues
- Securing sponsors
- Finalising and issuing event prospectus

Project Plan



MILESTONES & TIMEFRAMES - SECTION 2:

May – June 2022:

- Finalising event posters and flyers for local, regional, national and international advertisement
- Set up and confirm (social) media marketing campaign / schedule
- Increasing player recruitment campaign through established networks
- Developing and finalising merchandise range
- Building volunteer database, recruit capable people into key roles, allocate duties, provide training

July – August 2022:

- Sourcing and confirming prizes/trophies
- Confirming sponsorship material (A-Boards, banners, signage, flyers)
- Confirm medical event support
- Ordered merchandise
- Budget checks

Project Plan



MILESTONES & TIMEFRAMES - SECTION 3:

September 2022

- Completing pre-event venue check and scheduling any required maintenance
- Developing draws, finalising and publishing schedules after entries close
- Confirm catering and venue requirements for social functions
- Prepare team packs
- Final venue checks

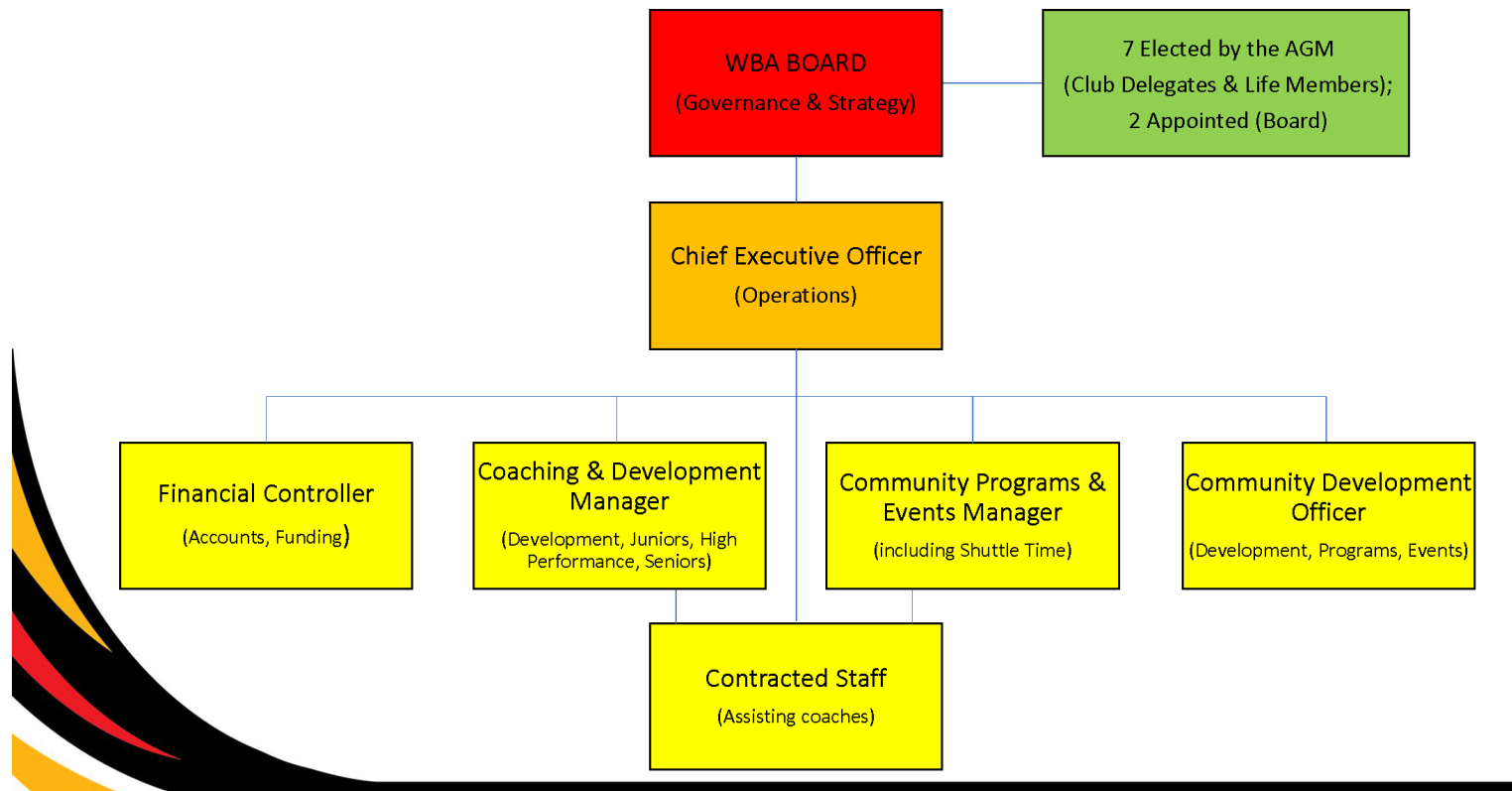
16-22 October 2022

- Daily venue preparation and cleaning

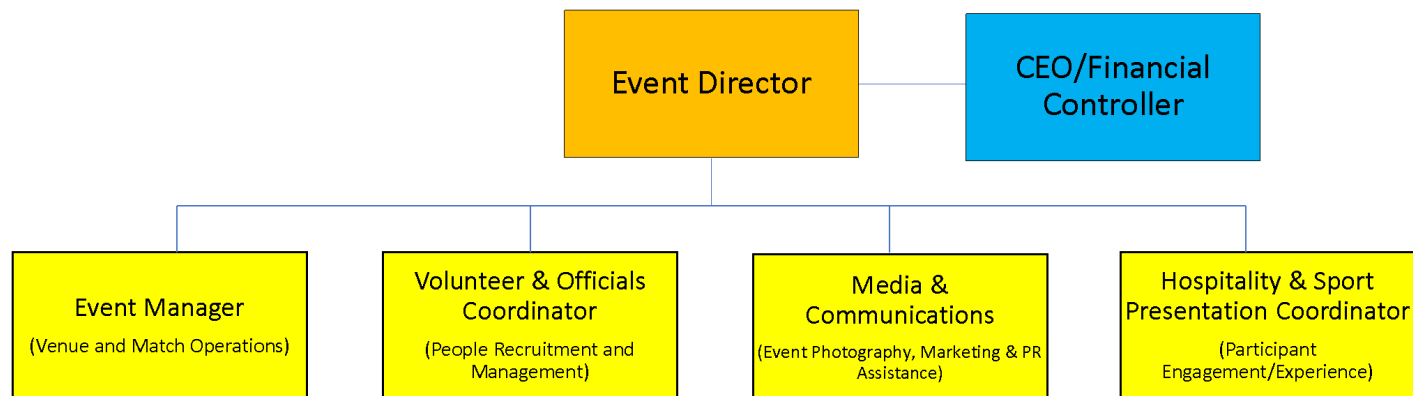
Projected Budget

	Budget (inc GST)	Notes
Income:		
Player Entry Fees	\$16,800.00	Minimum 30 teams, estimated 7 players per team. Goal=60
Midweek Social Function	\$8,250.00	Breakeven Goal = 150
Final Social Function	\$12,000.00	Breakeven Goal = 150
Grant/Subsidies/Sponsorships	\$5,750.00	Hamilton City Council (for cost of shuttles)
Event Merchandise	\$8,000.00	\$40 per shirt
Total:	\$50,800.00	
Expenses:		
Staff Hours	\$5,040.00	2 FT staff = 168 hours @\$30
Eastlink Venue Hire	\$1,265.63	1 week share of rent, 5x cleaning
Cambridge Venue Hire	\$680.00	\$8.5 x 4 courts x 4hr x 5 days
The Peak Venue Hire	\$136.00	\$8.5 x 4 courts x 4hr x 1 day
Welcome Function	\$4,200.00	Light afternoon tea (420 ppl x \$10) - local caterer / in-house?
Delegates Meeting (AGM)	\$50.00	40-50 ppl refreshments
Prizes	\$2,835.00	\$30 per person x 7 per team x 9 winning teams; \$15 per person x 7 per team x 9 runner-up teams
Shuttles	\$7,600.00	200 dozen @ \$38 per Victor Master 1
Staff/Volunteer Meals	\$900.00	2 staff + 4 volunteers x 2 main meals x \$15 x 5 days
Trophies	\$100.00	Keepsake sportswoman trophy; Keepsake best performer trophy
Midweek Social Function	\$8,250.00	Crossroads Duo (\$750); Hamilton Gardens Café (\$50pp).
Final Social Function	\$12,000.00	Soundgood DJ + Photobooth combo (\$1500); Zealong (\$70pp)
Marketing	\$150.00	Facebook ads
Miscellaneous	\$50.00	Printing, ice
Event Merchandise	\$6,000.00	\$30 per shirt
Total	\$49,256.63	
Balance	\$1,543.38	

Waikato Badminton Organisational Structure



Event Organisational Structure



Marketing & Promotion Plan

Target Markets

- WBA affiliated clubs (27+)
- WBA club members (1300+)
- WBA stadium members (300+)
- Badminton New Zealand members
- Badminton Australia members
- Asian communities (particularly Chinese & Indian) in Hamilton and Auckland
- Badminton business network
- University of Waikato, Wintec
- All sports fans

Marketing Objectives

- Create event awareness
- Generate high number of entries
- Promote badminton
- Promote indoor venue
- Promote local businesses
- Promote Hamilton as a destination
- Get more people playing sport (in particular badminton)



Communication Platforms

Social Media

- Waikato Badminton Facebook
- Waikato Badminton Instagram
- Badminton New Zealand Facebook
- Badminton New Zealand Instagram
- Hamilton City Council Facebook
- Local radio / newspaper outlets

Websites

- Waikato Badminton
- Eventfinda



Marketing Strategies, Timelines

May – June 2022

Production of event prospectus and content for email, website, e-newsletters, noticeboards, social media to “ladies-day” badminton clubs across Australia and New Zealand, including WBA affiliated players (1300+ club members and 300+ stadium members) to attract a high number of player entries to the event.

August – September 2022

Engagement of spectators and volunteers through local print media and radio targeting sport-loving families, Asian communities, school and university students (eg. NZ Chinese Association, Indian Cultural Society, Waikato International Students' Association).

Budget

The players entering the event are already a captive audience therefore no budget is required for the promotion of the prospectus, however a small budget of \$150 inc GST is allocated to promote the event to the public via social media to welcome them to be part of the event as spectators and volunteers.

Marketing & Promotion Plan

Experiences

Marianne Loh (CEO) has a sales and marketing background in a corporate environment (>10 years) as well as being involved in event management committees which have organized national, regional and international badminton events including major world championships and world tour events in Australia and New Zealand in the past 5 years. Marianne was also the Event Director for the Yonex Waikato International 2019 in Hamilton. Waikato Badminton has a strong presence across social media, along with established relationships with radio, newspapers and other business networks.

Megan Bramley (Event Director) has a sport management qualification and experience in organising previous sporting events in Waikato (for badminton) and Manawatu (for rugby). Megan has delivered regional and national level badminton tour events, and has also contributed to Manawatu Rugby as their Enhancement Manager by planning, implementing and overseeing activities that enhance the match day experience at home games. She has also assisted in multiple events for Sport Manawatu including national secondary school competitions.

Contact



Marianne Loh

Chief Executive - Waikato Badminton Association Inc.

P: 07 856 3049 M: 021 575 209

E: ceo@waikatobadminton.co.nz

Marketing & Promotion Plan

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Contact



☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐
 ☐
 ☐ 85 304 ☐ 15 5 0
 ☐ ceo@waikato-badminton.co.nz



**Waikato
Badminton**
ASSOCIATION

Sponsorship Proposal for Hamilton City Council



Why Badminton



FASTEST RACKET SPORT IN THE WORLD

Shuttle speeds reach over 400km/h



MAJOR HEALTH BENEFITS

Reduce risk of diabetes and cardiovascular disease by >50%



ALL COMMUNITIES, AGES, AND ABILITIES

Diverse cultural, social, and family engagement, especially across Asian communities



TOP 5 MOST PARTICIPATED SPORTS IN NZ

Over 7000 school aged players in Waikato



ACCESS TO DECISION MAKERS

Badminton consumers are 64% more likely to be the primary decision maker for a business



STRONG PARTICIPATION PATHWAYS

Waikato Badminton has a proud history of delivering successful programs and activities from grassroots to high performance.

Waikato Badminton

Waikato Badminton is a not-for-profit regional sporting organisation which develops, promotes and governs the sport of badminton in Waikato. We facilitate 24/7 court hire, a variety of structured programs, events and casual opportunities for people of all ages and all abilities to enjoy badminton as a sport, health and recreation activity.

Over 25 Affiliated Clubs

Over 15 Representative Teams

Over 30 Events per year

Over 1,300 Club Members

Over 2,000 Casual Players

Over 3,000 Social Media Followers

Over 7,000 School Aged Players

Over 10,000 Stadium Visitors per year in Hamilton



Item 10

Attachment 2



Requested Contribution

The Atalanta Jamboree was established in the late 1970s in Victoria, Australia. This event welcomes female players from Australian and New Zealand based clubs. Teams of 5-6 women play in a day-time, social-competitive round robin format on a daily basis from 16-22 October 2022. The Atalanta Jamboree is anticipating entries from over 60 teams, therefore welcoming over 400 women to Hamilton.

Waikato Badminton is seeking the following contribution from Hamilton City Council:

- A \$5,000 sponsorship agreement plus signage as agreed.
- Provide other promotional material as agreed for distribution by Waikato Badminton.
- Be available for prize presentations during the Atalanta Jamboree 2022 and other relevant promotional activities.



Benefits to Council

- Hamilton City Council signage (banners and corflutes) displayed in highly visible areas at competition and social venues throughout the event period. This includes court-side placement and presentation backdrop during the prizegiving.
- Hamilton City Council council member(s) and dignitaries invited to meet and greet with participants/spectators, speak at Meetings, Functions and/or present prizes on Finals Day.
- Hamilton City Council logo appearing on official event documentation, merchandise, and advertisements relating to the event.
- Hamilton City Council given naming rights to event - examples might be "Hamilton Atalanta Jamboree 2022" or "Atalanta Jamboree 2022 presented by Hamilton City Council".
- Hamilton City Council given acknowledgement during presentations(s)/public announcement(s) at the event as well as on all promotional material, including but not limited to newsletters, social media, website, news and press/media release(s).





To discuss or tailor this sponsorship
proposal to meet your specific objectives,
please contact:

Marianne Loh
Chief Executive Officer
P: +64 21 575 209
E: ceo@waikatobadminton.co.nz



**Waikato
Badminton**
ASSOCIATION

Item 10

Attachment 2

Application Summary			
Event Name	Porritt Classic		
Event Date	11 February 2023, 2024 and 2025 (dates tbc)		
Applicant Organisation	Athletics Waikato Bay of Plenty Incorporated		
Event Venue	Porritt Stadium	Event Type	Sport
Event Overview	<p>The Porritt Classic is an annual event (held since 1998) and over that time has established itself as one of NZ's largest one day athletics meetings in NZ.</p> <p>The 2023 event has been given additional qualification status from World Athletics and the event is likely to attract international standard athletes for Olympic and world championship for qualification purposes.</p> <p>This event will also mark the re-opening of the facility following Council's track upgrade project.</p>		
Target Market	Local and regional attendees for spectators and domestic athletes		
Event Objectives	<ol style="list-style-type: none"> 1. Increase participation by 5% in 2023 and retain highest participation status of NZ permit meetings 2. Increase number of competing athletes from abroad 3. Increase event profile – World Athletics Challenger status 4. Retain position of largest one day athletics meeting in New Zealand 5. Increase sponsorship of event to fund potential event growth brought by World Athletics Challenger status and to raise event profile 		
Attendance	TOTAL: 1625 <ul style="list-style-type: none"> • Hamilton: 925 • Outside Hamilton: 700 • Overseas: Nil 	Anticipated Bed Nights	TOTAL: 500 <ul style="list-style-type: none"> • Hotels = 240 • Motels = 180 • Hosted = 80
External Funding	No other external sponsors noted in budget.		
Previous Council Support	Council has been a previous financial sponsor of the event (\$5K) in 2020 and fulfilled all agreement obligations. Council has also invested in a track upgrade (resurfacing/replacement) project at Porritt Stadium to take place from October 2022 to January 2023.		
Past Event Performance	Athletics Bay of Plenty has hosted the event for over 20 years and has delivered many national and regional track and field athletics, cross country and other running events for adults and children since 1947. The organisation is well administered and has significant experience. The application also makes note of the desire to maintain Hamilton's reputation as a favoured athletics venue in NZ, which is why they are seeking a higher amount of sponsorship. The event was not held in 2022 due to the deteriorated track conditions.		
Sponsorship Benefits to Council	<ul style="list-style-type: none"> • NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none"> ○ Event will be livestreamed via Athletics NZ ○ Council would be lead sponsor of the event • ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> ○ Social media post recognition to recognise Council's support • BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none"> ○ In-venue branding opportunities • COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES <ul style="list-style-type: none"> ○ Invites to Elected Members to attend track opening and award prizes at the event • RECOGNITION AND ACKNOWLEDGMENTS 		

	<ul style="list-style-type: none"> • Council logo appearing on official event documentation, merchandise and advertisements, including score sheets and routine videos • Council given verbal acknowledgement during presentations/public announcement(s) at the event plus promotional material newsletters, social media, event website, news and press/media releases social media, event website, news and press/media releases
MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	\$10,000 per year for three years (2023, 2024 and 2025 events)
MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	2
Generation of incremental income to city businesses	2
Number of anticipated participants	3
Utilisation of city assets	4
Total	18 / 30
MANAGEMENT COMMENT	
<p>Approve \$6,000 per year for three years (2023, 2024 and 2025)</p> <p>National sporting event with good number of overnight visitations for city with incremental income for city businesses at a time when this is needed. A good fit to the fund and approach to encourage competitive multiday sporting events back to Hamilton venues. Soon to be refurbished track at Council facility.</p>	

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
Application MESF-007-2022 From Athletics Waikato Bay of Plenty Inc
 Form Submitted 14 Apr 2022, 1:42pm NZST

Event Details

*** indicates a required field**

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

2022 Funding Round

The funding from the 2022/23 round is available for events taking place in Hamilton from 1 July 2022 - 30 June 2023.

More information can be found <http://www.hamilton.govt.nz/our-city/cityevents/eventfunding/>

Name of the Event *

2022 Major Event Sponsorship Fund
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2023 Porritt Classic

Start date of Event *

11/02/2023

Must be a date.

Finish date of Event *

11/02/2023

Must be a date.

Time of the Event *

1pm to 8pm

Location or Venue *

Porritt Stadium, Crosby Road, Hamilton

Is the Event *

☒ Annual

☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *

Sport

If Other, please describe

Amount of Hamilton sponsorship sought *

\$10,000.00

Are you wanting this sponsorship amount for: *

☐ One year

☐ Two Years (same amount
each year)

☒ Three Years (same amount
each year)

Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

**Applicant Organisation
name ***

Athletics Waikato Bay of Plenty Inc

Please enter the registered (legal) name of your organisation.

**Is your Organisation a
Legal Entity? ***

☒ Yes

☐ No

**Please state the type of
entity?**

Incorporated Society

If other, please state

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Is your organisation GST registered? *	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If 'Yes' please provide your GST number	015-594-082 Please enter your GST number.
Contact Person for this Application *	Mrs Dianne Rodger Please enter the name of the primary contact person for this application.
Organisation postal address *	PO Box 46 Hamilton Hamilton 3240 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 1194 0600 Please enter the contact phone number for the primary contact given above.
Contact email address *	administrator@athleticswbop.org.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mrs Dianne Rodger
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	021 194 0600
Event Organiser email address *	administrator@athleticswbop.org.nz
Please list prior event experience of both the organisation and event organiser *	The organisation has hosted the Porritt Classic for over 20 years. Athletics Waikato-Bay of Plenty has been in existence since 1947 and in that time has hosted many New Zealand and Regional Championships in Track and Field Athletics, Cross-Country and Road Running for both adults and children. This ensures that we have the capability and knowledge to continue hosting athletics events in our region to the highest standards. We take a collaborative approach to organisation of events working with our Operations Group and at this stage we nominate our Centre Manager as the organiser. She has experience of having been on organising committees for the New Zealand Track and Field Championships, New Zealand Road Running Championships, North Island Track and Field Championships and the Porritt Classic in the past. She has many years of experience in the athletic scene both with Athletics Waikato Bay of Plenty and Athletics New Zealand.

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Is there a contract in place with the event organiser or organisation team? *

- ☐ Yes
☒ No

Does your organisation hold intellectual property rights to the event? *

- ☒ Yes
☐ No

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Porritt Classic was first held in 1998 and has taken place each year since then except for this year, 2022 due to the deterioration of the track at Porritt Stadium and it not meeting international standards. Over time, the Porritt Classic has established itself as the largest one-day athletics meeting in New Zealand and one that has attracted high calibre athletes both domestically and from abroad over the last 20 years. The popularity of the event can be attributed to the high-quality local organising committee who have many years' experience and also the location, with Hamilton being well positioned to attract many athletes from Auckland.

With the relaying of the new track scheduled to begin in October this year, Porritt Classic is scheduled to be the opening event on the new track, in which the Mayor and Councillors will be invited to formally open.

The Porritt Classic is part of the overall Waikato-Bay of Plenty regional athletics calendar and contributes to the strong performances of local athletes with our region being one of the highest achieving in New Zealand. The Porritt Classic is perfectly positioned in the athletics calendar, around four weeks prior to the New Zealand Track & Field Championships, and for the coming season, one week before the World Athletics Cross Country Championships being held in Bathurst, NSW. During this season it is also an important focus for the event to provide athletes with an opportunity to achieve World Championship Track & Field qualification marks. With sufficient funding, it would be hoped that more potential qualifiers could be attracted to the Porritt Classic and that

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extra publicity would increase the event profile, attract more visitors to Hamilton and raise the profile of Hamilton as a major athletics venue.

The Porritt Classic has been on the domestic athletics calendar for many years with the 2023 event being given 'Challenger' status by World Athletics. This is important as World Athletics has introduced a new qualifying system for the Olympic Games and World Championships which means qualification is by world ranking and performances at Continental Tour - Gold, Silver, Bronze, and Challenger meetings so would be important for that ranking. As such, 'Challenger' status would attract international standard athletes to the Porritt Classic for qualification purposes. 'Challenger' status does attract additional costs and hence is a reason for attracting additional funding sources to the 2023 event. 'Challenger' status is only offered to four or five meetings in New Zealand for 2023.

Porritt Classic does have its place in the domestic and international calendar confirmed and will again be a popular sporting event for Hamilton in 2023. It is an exciting time for the Porritt Classic and the upcoming event provides an opportunity for large growth if we can attract sponsorship to support us to make the 2023 event an attractive one for many athletes.

No more than 500 words

Attach any other event outline documents here

Filename: Event Outline Supporting Info World Athletics statement.pdf
File size: 117.9 kB

Business Plan for the Event

This should include the following:

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

Attach your Business Plan for the Event here *

Filename: Business Plan 2023 Porritt Classic.pdf
File size: 129.7 kB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

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Filename: Budget 2023 Porritt Classic.pdf
 File size: 126.3 kB

Marketing and Promotion Plan

This should include the following:

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

Attach your Marketing and Promotion Plan here *

Filename: Marketing and Promotion Plan .pdf
 File size: 100.2 kB

Sponsorship Proposal Package

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

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Proposal HCC .pdf
 File size: 91.3 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	100	300		
Spectators	800	400		
Trade	25	0		

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Entry Fees

Adult	Child	Older people	Other
\$10.00	\$0.00		14yrs - Tertiary \$5.00

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	120	1-2
Motels	90	1-2
Camping ground		
Schools		
Home hosted	40	

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

2 days

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1

Enhancing the profile of Hamilton being a venue for international sporting events as sponsorship would ensure funds for the Porritt Classic to retain its World Athletics 'Challenger' status.

Idea 2

Enhancing the event will lead to increasing visitor numbers to Hamilton during the event, thereby benefitting local businesses.

Idea 3

Hamilton City Council would be the lead sponsor for the event, and this would be reflected in all advertising, clearly giving the message that Hamilton is a destination for top level sport

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and events.

Idea 4

Hamilton City Council representatives to be invited to open the newly laid track and to award prizes at the event, demonstrating the council's support.

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).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Children's Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here [Privacy Policy](#), and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

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**I confirm that I have
read the privacy
statement above ***

☒ Privacy Statement read

**I confirm that I agree
with the declaration
statement above ***

☒ Yes

**Full Name of
Organisation ***

Athletics Waikato Bay of Plenty Inc

**Full Name of Authorised
Signatory ***

Dianne Rodger

**Position of Authorised
Signatory ***

Centre Manager

Date of Declaration *

12/04/2022

Event Outline Supporting Information from Athletics Waikato Bay of Plenty for Porritt Classic 2023

Announcement from World Athletics 18 January 2022

The 2022 **World Athletics Continental Tour** will commence in just five days with an expanded schedule featuring meetings in all six continental areas, beginning in New Zealand.

More than 130 meetings have been included so far in this year's Tour, which will be divided into four levels – Gold, Silver, Bronze and Challenger. The status of each meeting is determined by the quality of competition and prize money on offer.

Spanning the globe over the next eight months, the Tour is designed to provide athletes with more high calibre competitive opportunities to earn prize money and world ranking points while reaching fans in nearly every corner of the world.

In 2021, 6682 athletes from 147 countries were involved in the Continental Tour, with two world records, 12 area records, 99 national records and 1377 personal bests set across the 69 meetings.

The 2022 calendar currently includes nine Gold level meetings – as the top tier of the world's best one-day competitions outside the Wanda Diamond League – plus 25 Silver, 50 Bronze and 50 Challenger meetings. It is expected that two or three more US meetings will also join the Continental Tour in the near future.

Currently TV rights for Gold level meetings have been sold in 150 territories across the globe and for territories where broadcast coverage is not available either live or as delayed highlights, a live stream will be shown on the World Athletics YouTube channel.

"The growth and success of the Continental Tour since its inception in 2020 lies in the fact that we now have an ever-growing number of high-quality one-day meetings, providing more opportunities to athletes and more extensive broadcast coverage available around the world," World Athletics President Sebastian Coe said.

"From 28 meetings in 2020 to 69 in 2021 and more than 130 in 2022, I extend huge thanks to the event organisers who have made this possible and joined us on this journey to breathe more life into the one-day circuit. The introduction of Challenger level meetings this year means many more athletes will have access to Continental Tour competition, which will also be great for fans who will be able to see more athletes from more countries competing."

The Tour kicks off on Saturday (22), when Hastings in New Zealand will welcome athletes for the Potts Classic, a Challenger event. From there the Tour moves on to Australia for the Zatopek Classic in Melbourne on 26 January, with the first Bronze level meeting being the Sir Graeme Douglas International in Auckland, New Zealand, on 20 February.

Taking place later in the season, the Gold calendar includes the Kip Keino Classic in Nairobi, the Seiko Golden Grand Prix in Tokyo, the Ostrava Golden Spike, the Irena Szewinska Memorial in Bydgoszcz, the FBK Games in Hengelo, the Paavo Nurmi Games in Turku, the Gyulai Istvan Memorial in Szekesfehervar and the Kamila Skolimowska Memorial in Chorzow.

The 2022 Tour will come to a close at the Gold level Memorial Borisa Hanzekovica in Zagreb on 11 September.

Business Plan 2023 Porritt Classic

Who we are:

Athletics Waikato-Bay of Plenty is the regional sporting organisation that administers athletics within the Waikato-Bay of Plenty region and has been doing so since 1947. We are responsible for hosting a range of events including track and field athletics, cross country, and road running. We are a not-for-profit organisation.

Organisational structure:

We are a mainly volunteer based organisation with three part time employees (an administrator and two sports development officers). For the Porritt Classic 2023 we will use our established protocol of a small local organising committee to make decisions and utilising our wider network of volunteers and our part time staff to conduct operations. Our organising committee consist of the following (with some more people to be added by mid year):

- Overall oversight: Chairman of Athletics Waikato-Bay of Plenty (Murray Green)
- Entries/Results – Mhyre Oman
- Marketing/Sponsorship – Criss Strange
- Officials – Heather O’Hagan
- Grounds/Equipment – Kevin Bradley
- Admin/Finance – Dianne Rodger
- Technical delegate (to be appointed)

We have a network of 4000 registered members. Officials and coaches, some of which we call upon to assist with the operations on the day. This is a well organised operation as most have completed the same task for many years in a row.

Our Mission for Porritt Classic 2023:

Our plan is to continue hosting the Porritt Classic in 2023 and to maintain the event position as New Zealand’s largest one day athletics meeting. We have the additional status now of being one of seven events in New Zealand being named as part of the World Athletics Continental Tour. The Continental Tour expanded in 2022 to include four levels, with the newly introduced Challenger Level, which was the previously named Area Permit Meet. This will assist in maintaining our status and enable event growth. We aim to attract more high-profile athletes from abroad which would raise the overall event profile. This would move the Porritt Classic from a national profile event to an international one, benefitting our sport and the local community.

Main Goals/objectives:

1. Increase participation by 5% in 2023 and retain highest participation status of NZ permit meetings
2. Increase number of competing athletes from abroad
3. Increase event profile – World Athletics Challenger status
4. Retain position of largest one day athletics meeting in New Zealand
5. Increase sponsorship of event to fund potential event growth brought by World Athletics Challenger status and to raise event profile

Strategies to achieve the above goals:**1. 'Challenger' status (World Athletics)**

Representatives of Athletics Waikato-Bay of Plenty will be attending meetings with our governing body (Athletics New Zealand) to maintain our position of a 'Challenger' status meeting. We have selected appropriate people to work with Athletics New Zealand and highlight the benefits of the Porritt Classic.

2. Increase marketing/advertising

Additional funds will be allocated to advertising on radio (previously we have successfully used ZHFM, Radio Sport, Waikato Talk Sport) in the event build up. Local advertising (banners/signage) will also be key strategies. Online and print media are to be targeted as these are areas where there is potential for expanded coverage. This will be done via existing links (eg New Zealand Herald and Athletics New Zealand have an agreement to publish articles generated on domestic athletics) and by providing our own generated articles to other media outlets.

Post event media coverage is also to be targeted for this event. Event coverage can be enhanced by the addition of quality live streaming of the event to an expanded audience.

3. Financial support to international athletes

A small amount of budget has previously been used to support top domestic athletes to compete. For 2023 we hope to expand this to ensure that we can maximise the number of high profile international based athletes to compete (especially targeting Australian based athletes). We have not reflected this cost in our budget at present, as this will require additional sponsorship sourcing, which at this stage cannot be confirmed.

4. Attract additional sponsors

Previously sponsorship has been limited to local sponsors of individual events that has funded athlete prize money. The event has a good record of attracting local sponsorship, but for 2023 we aim to secure a headline event sponsor that can provide the additional funds to expand the event and allow us to increase the event profile. We will apply for sponsorship through funds such as the Hamilton City Council Major Events fund and if that is unsuccessful will look at possible alternative major sponsors.

Projected Budget:

At this stage, the projected budget we are working with is based on the 2021 event.

Additional income such as sponsorship will be used to form a marketing budget that can raise the profile of the event as we currently rely mainly on free marketing through radio. It will also be used to incentivise international athletes to participate and to pay additional costs (unknown at this stage), such as delegate fees.

2023 will be an important year for the Porritt Classic to maintain status due to not being able to hold the event this year (2022) as the track had deteriorated and was of a sub-standard condition to enable holding an event of this level, and to also grow on the World Athletics and Oceania Athletics stage. We are mindful of maintaining Hamilton's reputation as a favoured athletics venue in New Zealand and is why we seek additional sponsorship for the 2023 event.

Budget 2023**Expenses**

Technical Delegate Expenses	1,000.00
Competitor Travel Contributions	500.00
Individual Event Prizes	6,000.00
Performance Bonuses Athletes	1,350.00
Pacemakers	250.00
Medical	500.00
Security	1,000.00
Athlete Numbers	1,000.00
Catering - officials/volunteers	1,600.00
Programmes	1,000.00
Volunteer expenses	500.00
Speaker Hire	250.00
Stadium Hire	380.00
Contingency	500.00
Total Expenditure	\$15,830.00

Income

Sponsorship	6,000.00
Gate	4,000.00
Entries	7,000.00
Total Income	\$17,000.00

Projected pre-tax profit	\$1,170.00
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Marketing and Promotion Plan

As an introduction to this plan, it is important to be aware that whilst we have tried to provide the requested information for this application there have been some difficulties due to the timeframes involved.

Our event takes place in February 2023 and due to our mainly volunteer base, we do not start the planning process until later in the year. With our first event related actions starting in September of each year, as such, the Marketing and Promotion plan has not been completed in full.

Our current marketing strategies are:

Radio

Newstalk ZB Waikato All Sports Breakfast Saturday mornings / SportsTalk Newstalk ZB weekday Radio segments would be conducted over the weeks building up to the event. We would aim to have guest high profile athletes interviewed as well as providing event information.

Print/online media

NZ Herald – Athletics New Zealand has an existing agreement with the NZ Herald to provide athletics coverage on a dedicated section on their website. This can be utilised for pre-event build up advertising and post event recognition.

Free local papers (Cambridge and Hamilton) – local athletes to be the focus. Hamilton and the wider area have a number of athletes with World Championship ambition for 2023. Coverage to be planned for 2-4 weeks before the event.

Waikato Times – provide articles to them for publication in event build up and one article post event.

Local banners/signage

Posters displayed in schools, gyms, retail outlets throughout our Waikato Bay of Plenty region. Should Hamilton City Council come on board as a sponsor then advertising banners at key points in Hamilton would be targeted. This is to commence late 2022 and continue into 2023.

Social media

Athletics New Zealand/Athletics Waikato-Bay of Plenty/local athletic clubs would be the main source of social media connection (combined over 20,000 followers). Social media coverage would be from the start of the athletics season (October 2022 onwards)

Live streaming

Live streaming of the event will be via Athletics New Zealand.

2021 Porritt Classic saw 16,000 view Live streaming on the day of the event, with a further 48,000 having viewed the link within a two-week timeframe of Porritt Classic being held.

Our Target Market is predominantly local residents, as spectators are most likely to come from the Waikato region for this event. All ages would be considered as a target as the sport caters for all and would have appeal across generations. A wider non-local market would be targeted by the online social media, print/online media (NZ Herald) and Live Streaming the event.

Currently, Criss Strange has responsibility for marketing and promotions planning. Criss has a wealth of contacts across the sport and with local organisations, which benefits the Porritt Classic organisation. Criss has experience of filling this role previously for the Porritt Classic for many years and for the 2017 and 2018 New Zealand Track and Field Championships that were held in Hamilton. Full marketing and promotions planning will commence over the next few months.

Our current marketing budget (in line with previous years) has been zero, so any sponsorship from Hamilton City Council would be used to support this. The marketing budget will only be present if sponsorship is achieved.

Assuming sponsorship of \$10,000, this will be used for:

- Live streaming of the event in quality format, which allows the event to have a wide-reaching status within New Zealand and abroad (\$8000)
- Local visual advertising through banners/signage (\$1000)
- Expanded paid for Radio Advertising (\$1000)

All other items earlier mentioned have no cost.

Sponsorship Proposal Package

Should Hamilton City Council award our event sponsorship, the funds will be directed towards event enhancement, raising the profile through marketing and funding World Athletics 'Challenger' status requirements. The event has succeeded in previous years in having a strong national profile despite a very small budget, but with new challenges of event growth and 'Challenger' status any sponsorship secured has a vital role in maintaining the Porritt Classic's importance nationally and achieving international significance in future years. Hamilton City Council can play a significant role in ensuring that the event flourishes and provides ongoing benefits to the City of Hamilton.

- Hamilton City Council would be the headline sponsor of the 2023 Porritt Classic
- Hamilton City Council logo would be included in all material distributed in relation to the 2023 Porritt Classic
- Hamilton City Council would be acknowledged in any media related articles, radio broadcast and advertising material that is distributed for the 2023 event
- Hamilton has the opportunity to be recognised internationally as a world level athletics host, Hamilton City Council would be acknowledged as being a vital part of that happening
- Hamilton should receive increased visitor numbers using local accommodation
- Hamilton's local businesses should also benefit by providing services to the event, such as catering and necessary equipment (eg. marquee hire)

For a direct \$10,000 contribution the above benefits would be secured. With at least 400 competitors, plus additional coaches, supporters, and spectators, over 2,000 people could attend the event. In addition, pre and post event media coverage would reach many others within the athletics community and the general community locally, nationally, and internationally with World Athletics 'Challenger' status. The 2021 Porritt Classic attracted 16,000 viewing live stream of the event on the day and within two weeks of the event the livestream was viewed by 48,000 world-wide.

Estimated financial benefits to Hamilton (accommodation/services) would exceed any contribution from the Council. In addition, any excess funds generated from the event will go directly to benefitting our regions athletes.

We differ from many other event providers as we are a purely not for profit organisation with only three part time staff and mostly a volunteer base. Minimal funds are directed towards salaries, ensuring that we can provide support for people to participate in a health benefitting activity that is accessible to both young and old. This has great benefit for enhancing the well-being of the local community.

We greatly value any sponsors of this event, and we know from previous years, that the Porritt Classic is an event which can provide a benefit to the City of Hamilton and its residents.

Budget 2023 Porritt Classic**Expenses**

Technical Delegate Expenses	1,000.00
Competitor Travel Contributions	500.00
Individual Event Prizes	6,000.00
Performance Bonuses Athletes	1,350.00
Pacemakers	250.00
Medical	500.00
Security	1,000.00
Athlete Numbers	1,000.00
Catering - officials/volunteers	1,600.00
Programmes	1,000.00
Volunteer expenses	500.00
Speaker Hire	250.00
Stadium Hire	380.00
Contingency	500.00
Total Expenditure	\$15,830.00

Income

Sponsorship	6,000.00
Gate	4,000.00
Entries	7,000.00
Total Income	\$17,000.00
Projected pre-tax profit	\$ 1,170.00

Any additional sponsorship from Hamilton City Council will be used as the basis of a marketing /promotions package, including livestreaming of the event, signage, and radio advertising. This would be expected to be zero cash flow, with the full amount contributed to these items. Thus, budget would be amended with \$10,000 additional income in sponsorship and \$10,000 in marketing items.

Cash Flow Projections

Note that the event cash flow all occurs within a small-time frame of four months, hence this table will only cover the period from December 2022 to March 2023. Cashflow is well controlled, with seeding funding from Athletics Waikato-Bay of Plenty available if required. However, this is rarely needed as most income is received prior to expense payments.

Cash Flow 2023

	December	January	February	March
Opening Balance	0			
Cash In				
Entries	200	2300	4500	0
Sponsorship	1000	1000	4000	0
Gate	0	0	4000	0
Total	1200	3300	12500	0
Cash Out				
Delegate Expenses	0	1000	0	0
Athlete Prizes/Bonuses/payments	0	0	7350	0
Medical	0	0	500	0
Security	0	0	1000	0
Catering	0	0	1300	300
Programmes/Numbers	0	0	1000	1000
Stadium Hire	380	0	0	0
Sound System Hire	0	0	0	250
General Expenses	0	0	750	1000
Total	380	1000	11900	2550
Cash Flow	820	2300	600	-2550
Balance	820	3120	3720	1170

Projected profit \$1,170.00

Sponsorship

No sponsorship has been confirmed for the 2023 Porritt Classic. As the event takes place in February 2023, sponsorship will be organised in the period from September to December 2022 in line with our usual procedure. Potential additional sponsors that we have used in the past to sponsor each individual event (eg. 200m) are as follows and are considered potential sponsors again in 2023:

Lodge Real Estate

Smith's Sports Shoes

Hamilton City Hawks Athletics Inc

Te Awamutu Paper Plus

Fastlane Fitness

Metalcraft Roofing

Livingstone Building NZ Ltd

Emblems NZ

Waikato Chiropractic Clinic

Mizuno

Primo Vino

BCD Group

Application Summary			
Event Name	Wheels Along the Waikato 2023		
Event Date	25 February 2023		
Applicant Organisation	Rotary Club of Rototuna Incorporated		
Event Venue	Korikori Park	Event Type	Sport
Event Overview	<p>This event is a family friendly cycling event, inspired by the popular annual Taupo and Hawkes Bay cycle rides, along the Te Awa River Trail and Hamilton's gullies and parks. There are three rides to choose from (Little Tuna, Round Tuna and Big Tuna) to appeal to multiple demographics and are designed to be non-competitive. The event location base is at Korikori Park and includes a market day, food and entertainment. The event also aligns with Council's February 'Bike Month'.</p>		
Target Market	Hamilton residents, families, cycling enthusiasts, schools, local businesses		
Event Objectives	<ul style="list-style-type: none"> • Establish a Rototuna Community Event • Balance cost to Rototuna Rotary with ROI • Event to be cost neutral (once established) • Family friendly event based at Korikori Park • Develop a summer Market Day • Create non-competitive cycle rides • Include the Te Awa River Trail • Use Hamilton Gullies and Paths over Roads • Align with HCC February 'Bike Month' • Scalable event – up and across Hamilton (other places) 		
Attendance	TOTAL: 2800 <ul style="list-style-type: none"> • Hamilton: 2800 • Outside Hamilton: Nil • Overseas: Nil 	Anticipated Bed Nights	TOTAL: Nil
External Funding	The event is also seeking a naming rights sponsor (\$25K) and key sponsor (\$5K).		
Previous Council Support	<p>They also received event sponsorship approved (\$5K) for their March 2020 event, which was sadly impacted by COVID in late 2019 and early 2020. No funds were paid out as the event was cancelled prior. The 2022 event also received sponsorship funding from Council (\$10K), with cancellation taking place due to Covid just prior to their event taking place. They have submitted proof of expenditure of council's funds towards the planning for the 2022 event and provided a small reimbursement of underspent funding (\$1K), which was appreciated.</p>		
Past Event Performance	<p>The event has been impacted by the pandemic and unfortunately not able to be held across two years. The organisers desire to develop the event into an annual, sustainable and key event in the Hamilton Calendar is admirable. The RRC has experience in holding other events and has a capable event organiser (over 30 years' experience) who has NZ and Australian event delivery experience.</p>		
Sponsorship Benefits to Council	<p>NATIONAL AND LOCAL EXPOSURE</p> <ul style="list-style-type: none"> ○ Sponsorship naming rights opportunities – for example route naming rights, aid or way stations "Hamilton City Council Big Tuna" ○ Further exposure for Council's Bike Month in February 2023 <p>ONLINE/SOCIAL MEDIA PROFILING</p> <ul style="list-style-type: none"> ○ Social media post recognition to recognise Council's support <p>BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES</p> <ul style="list-style-type: none"> ○ On course branding or flag locations ○ Council presence at park / market 		

		COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES <ul style="list-style-type: none"> ○ N/A RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> ○ Council logo appearing on official event documentation, merchandise and advertisements, including tickets, ○ Council given verbal acknowledgement during presentations/public announcement(s) at the event plus promotional material newsletters, social media, event website, news and press/media releases social media, event website, news and press/media releases
MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$15,000 for one year (2023)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		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		2
Number of anticipated participants		3
Utilisation of city assets		4
Total		18 / 30
MANAGEMENT COMMENT		
<p>Approve \$10K for one year (2023)</p> <p><i>The event has the potential to become a popular regional event with significant growth opportunity and use of key assets. Cycling events are growing in popularity across NZ. Note: 2020 and 2021 events were cancelled due to COVID impact.</i></p>		

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
Application MESF-009-2022 From Rotary Club of Rototuna Incorporated
 Form Submitted 25 Apr 2022, 2:56pm NZST

Event Details

*** indicates a required field**

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

2022 Funding Round

The funding from the 2022/23 round is available for events taking place in Hamilton from 1 July 2022 - 30 June 2023.

More information can be found <http://www.hamilton.govt.nz/our-city/cityevents/eventfunding/>

Name of the Event *

2022 Major Event Sponsorship Fund
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Wheels Along WAIKATO

Start date of Event *

25/02/2023

Must be a date.

Finish date of Event *

25/02/2023

Must be a date.

Time of the Event *

9:00

Location or Venue *

Korikori Park

Is the Event *

☒ Annual

☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *

Community

If Other, please describe

Amount of Hamilton sponsorship sought *

\$15000

Are you wanting this sponsorship amount for: *

☒ One year

☐ Two Years (same amount
each year)

☐ Three Years (same amount
each year)

Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

**Applicant Organisation
name ***

Rotary Club of Rototuna Incorporated

Please enter the registered (legal) name of your organisation.

**Is your Organisation a
Legal Entity? ***

☒ Yes

☐ No

**Please state the type of
entity?**

Incorporated Society

If other, please state

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2022 Major Event Sponsorship Application Form
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Is your organisation GST registered? *	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If 'Yes' please provide your GST number	Please enter your GST number.
Contact Person for this Application *	Mr Dave Wright Please enter the name of the primary contact person for this application.
Organisation postal address *	685 River Rd Chartwell Hamilton 3210 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 7283 5477 Please enter the contact phone number for the primary contact given above.
Contact email address *	wrightaandd@outlook.com Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr Dave Wright
Event Organiser Address (if different from above)	4 Kilmuir Pl Rototuna Hamilton 3210 New Zealand
Event Organiser mobile phone number *	027 283 5477
Event Organiser email address *	wrightaandd@outlook.com
Please list prior event experience of both the organisation and event organiser *	Dave Wright Organising Stage Commander/Organiser for Rally NZ, Targa and Rallysprints Multiple Trade Show Stands and Displays for TRT; Mystery Creek, Brisbane, Adelaide, Melbourne and Perth etc Wheels Along WAIKATO 2021 and 2022 Events Rototuna Rotary Club Annual Hamilton Rotary Book Fair - Te Rapa Gates and Entry for Waikato Racing Cup Wheels Along WAIKATO 2021 and 2022 Events
Is there a contract in place with the event organiser or organisation team? *	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

2022 Major Event Sponsorship Fund
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Does your organisation hold intellectual property rights to the event? *

- ☒ Yes
☐ No

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Wheels Along WAIKATO was conceived to deliver a fun, family event based in Hamilton's North Eastern Community. Two years of disruption from COVID-19 has meant that previously planned inaugural events in 2021 and then in 2022 were never held, but with both the club and the event team intact, planning is well advanced to finally launch this new event for Hamilton in February 2023.

Taking advantage of the long summer days, Wheels Along WAIKATO is planned to run on a Saturday after the holiday season in late February and to align with Hamilton City Council's Bike Month. Our vision for the event is to promote a family and community-oriented event incorporating fun and cycling as a healthy activity, building Wheels Along WAIKATO into a sustainable, annual, key event on the Hamilton calendar attracting both Hamilton residents and visitors to ride the cycle routes and enjoy a summer market day.

Help with funding from the 2021 Major Event Sponsorship Fund enabled the event team to develop high quality marketing material and commence a marketing campaign for a second attempt to run the event in February 2022. Whilst disrupted throughout 2021 and ultimately thwarted by the pandemic, the Wheels Along Waikato event was building the momentum necessary to emulate the success of other non-competitive cycle events such as; Hawke's Bay 'Big Easy' and Taupo's 'Lakesider' which proved very popular pre-COVID-19.

Cycling is a popular leisure activity and is part of the solution for future commuter mobility, aligning the event with Bike Month in February adds a key event to the Bike Month programme and provides the event with opportunity for additional promotion. With an abundance of gully trails, parks and the Te Awa River Trail passing

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through our city, Wheels Along WAIKATO fun rides offer participants the choice of riding either a 10km or a 40km fun cycle route. Both cycle routes are mostly run over shared paths and cycleways rather than roads and highways.

No more than 500 words

Attach any other event outline documents here

Filename: 15 Second WAW.mp4
 File size: 19.8 MB

Business Plan for the Event

This should include the following:

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

Attach your Business Plan for the Event here *

Filename: Wheels Along Waikato 2023 Event Plan.pdf
 File size: 2.8 MB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

Filename: Data Lists Schools and Businesses.xlsx
 File size: 87.9 kB

Filename: WAW 2023 Budget Plan 23APR22.xlsx
 File size: 43.1 kB

Marketing and Promotion Plan

This should include the following:

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

Attach your Marketing and Promotion Plan here *

2022 Major Event Sponsorship Fund
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Filename: 30 Second WAW1080.mp4
 File size: 17.1 MB

Filename: Marketing and Promotion Plan 23.docx
 File size: 92.7 kB

Filename: Marketing Budget.pdf
 File size: 434.1 kB

Filename: Wheels Along WAIKATO 2022 Poster example.pdf
 File size: 1.3 MB

Sponsorship Proposal Package

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

Attach your Sponsorship Proposal Package here *

Filename: Wheels Along WAIKATO Event Sponsor Presentation.pdf
 File size: 2.8 MB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	1200			
Spectators	1500			
Trade	100			

Entry Fees

Adult	Child	Older people	Other
20	10	10	

Accommodation

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Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels		
Motels		
Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *

- ☐ Yes
☐ No
☒ Other: Unknown

What is the anticipated average stay in Hamilton for participants?
Unknown

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1

Bring a new scalable family event to Korikori Park and use the new public park as the base for a market day and start and finish points for fun cycle rides

Idea 2

Promoting health and well being with a fun based key cycling event to help close out Hamilton City 'Bike Month' in February

Idea 3

A family friendly event in the North of Hamilton to connect and engage our community, schools and local business

Idea 4

Bring a scalable event that will engage with communities across our wider City, using our City's gullies and parks together with Te Awa River Trail and promote another Event for destination Hamilton City.

Idea 5

Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

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Idea 6

As well as Hamilton City Council being given verbal acknowledgement during presentations/public announcement(s). Wheels Along WAIKATO will reserve opportunity and space within the Korikori Park Market for Hamilton City Council to participate and engage with attendees and participants. We would anticipate Council would also want to maximise opportunity to champion Bike Month.

Idea 7

Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authorisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Children's Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here [Privacy Policy](#), and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *

☒ Privacy Statement read

I confirm that I agree with the declaration statement above *

☒ Yes

2022 Major Event Sponsorship Fund
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Full Name of Organisation *	Rotary Club of Rototuna Incorporated
Full Name of Authorised Signatory *	David Kevin Wright
Position of Authorised Signatory *	Wheels Along WAIKATO Organiser and Club Board Member
Date of Declaration *	25/04/2022



Wheels Along WAIKATO Event Plan

1

Investment in Community

- Establish a Rototuna Community Event
 - Family friendly event based at Korikori Park
 - Develop a summer Market Day
 - Create non-competitive cycle rides
 - Include the Te Awa River Trail
 - Use Hamilton Gullies and Paths over Roads
 - Align with HCC February 'Bike Month'
- Balance cost to Rototuna Rotary with ROI
 - Event to be cost neutral (once established)
- Align with other clubs, groups & organisations
- Make scalable



Wheels Along WAIKATO Event Plan

Wheels Along WAIKATO



Wheels Along WAIKATO Event Plan

Inspired by the popularity of the annual Taupo and Hawkes Bay Cycle Rides, Wheels Along Waikato will take in the Te Awa River Trail and Hamilton's gullies and parks.

Both Lakesider and Big Easy rides attract thousands, locals and visitors, offering fun cycle rides, taking in local scenery and attractions.

Wheels Along WAIKATO



Wheels Along WAIKATO Event Plan

3 Great Rides mostly off-highway

BIG TUNA - Cycle from Rototuna to Ngaruawahia and back along Te Awa

ROUND TUNA - Cycle through Rototuna's gullies and parks to the river and back

LITTLE TUNA - A wriggly trail for the little ones in Korikori Park

Wheels Along WAIKATO

The Rides



ROTOTUNA ROTARY



[About Us](#) [We Support](#) [Get Involved](#) [News](#) [Contact Us](#)

With many paths and cycle ways linking large parks, gully reserves and the trails along the Waikato River, Hamilton's Northern suburbs of Flagstaff, Huntington and Rototuna offer a great selection of fun cycle routes for all the family. Wheels Along Waikato has created 3 great fun rides based out of Korikori Park, Rototuna taking in some of these paths and trails as well as the Te Awa River Trail

THE BIG TUNA

A 40km ride from Rototuna out to Ngaruawahia and returning back along the Te Awa River Trail

ROUND TUNA

Making its way through cycle ways and parks down to the Waikato River, riders collect tokens on this 10km ride

TINY TUNA

A short wiggly trail set in Korikori Park for the very youngest of riders to have a go.

Wheels Along WAIKATO Event Plan

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Item 10

Attachment 2

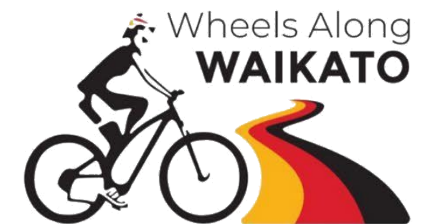
Wheels Along WAIKATO

Based at Korikori Park, the Wheels Along Waikato event brings new opportunities for a market day, food & entertainment in North Hamilton.

Located between the new Rototuna Village and Rototuna High School, Korikori Park provides a scalable, family friendly base for Hamilton's northern suburbs.



Other Non-Competitive Cycle Rides



Item 10



ALL INFO GALLERY BUY TICKETS



Hawkes Bay The Big Easy and Little Easy Cycle Rides

Held over two days each Easter weekend
Family-friendly non-competitive cycle rides
Emphasis on activities/cafes etc along the way
Tickets from \$40 Adults \$20 Child (under15)
Attracted 2,000 riders when last run

Taupo Lakesider & Kids Ride

Part of Taupo's Cycle Event Programme
To be held November 2022
Family-friendly non-competitive cycle rides
Tickets from \$49 Adults \$20 Child (10+under)



LAKESIDER

HOME > EVENT CATEGORIES > FAMILY RIDES > LAKESIDER

Attachment 2

Wheels Along WAIKATO Event Plan

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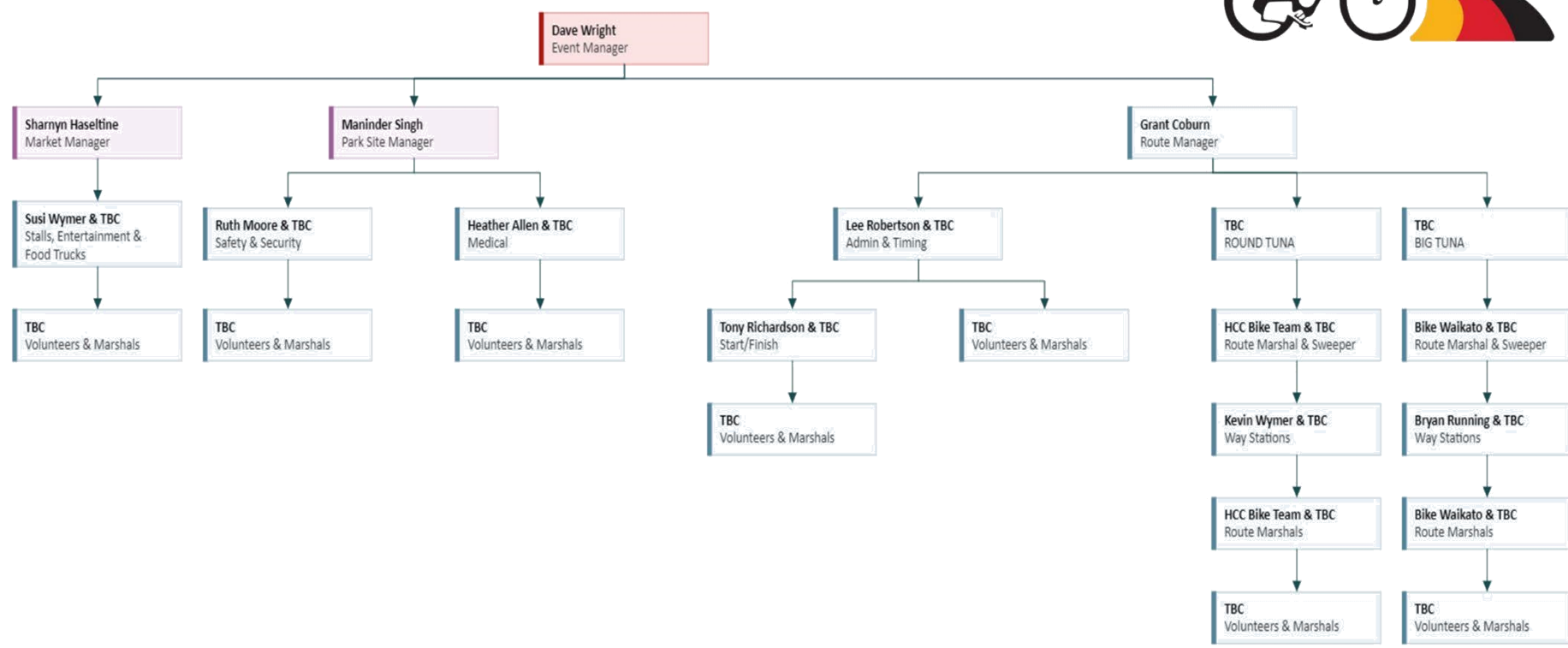
Wheels Along WAIKATO Future.



Wheels Along WAIKATO Event Plan

Scale up across Hamilton
Hamilton Gardens
The Lake & Innes Common
Cafes & Hospitality
Claudelands
Waikato University
Hamilton Zoo

Wheels Along WAIKATO Event Structure



Wheels Along WAIKATO Event Plan

Event Timeline Wheels Along WAIKATO



Wheels Along WAIKATO Event Plan

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Wheels Along WAIKATO Event Budget

Return on Investment Wheels Along WAIKATO 2023

24/04/2022



Item 10

Estimated Costs, Revenues and Returns	1200 Entrants 2 Course
Event Planning & Prep	-\$ 942.00
Safety	-\$ 3,920.00
Marketing	-\$ 8,292.50
Event	-\$ 3,360.00
Route	-\$ 3,700.00
Promo	-\$ 38,600.00
Net Costs (Est)	-\$ 58,814.50
Ticket Sales Revenue (Est)	\$ 11,708.00
Commission Market Stalls (Est)	\$ 4,040.00
Hamilton City Council Major Events Sponsorship	\$ 15,000.00
Naming Sponsor TBC	\$ 25,000.00
Key Sponsor TBC	\$ 5,000.00
Gross Return (Est)	\$ 60,748.00
Balance Net Return (Est)	\$ 1,933.50

Wheels Along WAIKATO Event Plan

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Attachment 2

Wheels Along WAIKATO Event Budget

WAW-23 Event Cost Estimates

24/04/2022

Page



Group	Expenses	Due Date	Unit Cost GSTI	Qty	Est Total GSTI	Supplier & Notes
1 Planning	Catering / hospitality		\$ -		\$ -	Gourmet in the Gardens
	Entertainment / MC cost		\$ -		\$ -	Gourmet in the Gardens // RHS Kapahaka
	Event site plan/course map (Plotaroute.com)	20-Jul-22	\$ -	1	\$ -	Free Website www.plotaroute.com
	Expenses contingency (5%)		\$ 500.00	1	\$ 500.00	
	Gazebos Tables & Chairs		\$ -		\$ -	Club assets and Volunteers own
	HCC Permits & Fees	20-Feb-23	\$ 46.00	1	\$ 46.00	
	Insurance	20-Jul-22	\$ -	1	\$ -	Rotary District Internal
2 Safety	Waste management	20-Feb-23	\$ 33.00	12	\$ 396.00	Cambridge Hire Bins
	Aid station gazebo & supplies		\$ 250.00	3	\$ 750.00	
	Bike check & supplies		\$ 1,000.00	1	\$ 1,000.00	
	Event Fencing/Tape 300M (Restricted Area Keep Out)		\$ 300.00	1	\$ 300.00	Basepoint NZ
	Event Safety & Security		\$ 950.00	1	\$ 950.00	Crew Hi Vis Vestsetc
	First aid		\$ 250.00	1	\$ 250.00	Club Internal
	Marshalls Aid station/ Admin/Timing		\$ -		\$ -	
3 Marketing	Sanitising Station		\$ 250.00	1	\$ 250.00	
	Traffic management	20-Jan-23	\$ 420.00	1	\$ 420.00	Update & Submission of 2022 event TMP
	01 Pre-Event prep	20-Jul-22	\$ 1,100.00	1	\$ 3,090.00	Update of 2022 event material
	02 Advertising, Printing & Promotion	Sep-22 - Feb-23	\$ 2,702.50	1	\$ 2,702.50	
4 Event	03 Video Capture at Event	20-Oct-22	\$ 2,500.00	1	\$ 2,500.00	
	Entry tyvek printed wristbands (4-6 1000 piece rolls)		\$ 0.25	4000	\$ 1,000.00	ID Solutions event logos & entry number
	Event Admin & Supplies		\$ 200.00	1	\$ 200.00	
	Event Freight & Transport		\$ 500.00	1	\$ 500.00	
5 Route	Event Signs		\$ 1,660.00	1	\$ 1,660.00	
	Course TMP Safety Signs and Set Up	20-Feb-23	\$ 2,000.00	1	\$ 2,000.00	TBC
	Course/Route Marker Signs	20-Nov-22	\$ 1,700.00	1	\$ 1,700.00	
6 Promo	Event Apparel - Design, printing and purchase		\$ 31,600.00	1	\$ 31,600.00	Hat & Polos Adult & Youth printed
	Event Giveaways		\$ 3,000.00	1	\$ 3,000.00	
	Prizepacks		\$ 4,000.00	1	\$ 4,000.00	
Total Expenses					\$ 58,814.50	

Wheels Along WAIKATO Event Plan

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Wheels Along WAIKATO Event Budget

WAW23 Marketing and Promotion

24/04/2022

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Item 10

Attachment 2

Marketing Estimated Costs			Estimated Event Development Costs		
Description	Status	Supplier	Est. Price GSTI	Qty	Extended Price GSTI
Update existing Rototuna Rotary website	Underway	TBC	\$ 500.00	1	\$ 500.00
Advertising, Social media & Online	Ongoing	Various	\$ 930.00	1	\$ 930.00
Flyers, Poster & Signs design	Update & Refresh	Halley Design	\$ 350.00	1	\$ 350.00
Flyer Print Double Side 128gm Satin A4 Full Colour	Update & Refresh	Printech	\$ 0.85	500	\$ 425.00
Poster Print A2 140gm Full Colour	Update & Refresh	Printech	\$ 7.50	25	\$ 187.50
Video capture update	Planning	Ninmo Productions	\$ 2,000.00	1	\$ 2,000.00
Editing, Music	Planning	Ninmo Productions	\$ 1,400.00	1	\$ 1,400.00
Video Capture 2023 Event	Planning	Ninmo Productions	\$ 2,500.00	1	\$ 2,500.00
			Estimated Total		\$ 8,292.50

Event & Route Signs Estimated Costs			Estimated Event Development Costs		
Description	Status	Supplier	Est. Price GSTI	Qty	Extended Price GSTI
Signs 5mm Corflute 600mm (W) 900mm (H)	Planning	Vivid Images	\$ 18.00	50	\$ 900.00
Signs 5mm Corflute 600mm (W) 900mm (H)	Planning	Vivid Images	\$ 26.00	10	\$ 260.00
Route Marker TUNA Rides 3 styles	Planning	Vivid Images	\$ 8.50	200	\$ 1,700.00
Other	Planning	TBC	\$ 500.00	1	\$ 500.00
			Estimated Total		\$ 3,360.00

Promo Estimated Costs			Estimated Event Development Costs		
Description	Status	Supplier	Est. Price GSTI	Qty	Extended Price GSTI
Event Apparel Polo Shirt Adult & Child	Planning	TBC	\$ 16.00	1400	\$ 22,400.00
Event Hat	Planning	TBC	\$ 6.00	1400	\$ 8,400.00
Event Logo Stickers	Planning	TBC	\$ 800.00	1	\$ 800.00
Giveaways	Planning	TBC	\$ 3,000.00	1	\$ 3,000.00
Prizes	Planning	TBC	\$ 4,000.00	1	\$ 4,000.00
			Estimated Total		\$ 38,600.00

Wheels Along WAIKATO Event Plan

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Wheels Along WAIKATO Event Budget



WAW23 Ticket Revenue Estimates

24/04/2022

Page

Ticketing Revenue 25% Adult 75% Child									
Entrant Group	Course	Entrance Fee	Tickets	A	C	Ticket Sales	Trybooking Fee		Revenue
Adult (17-69)	BIG TUNA	\$ 20.00	75	75		\$ 1,500.00	\$ 67.50	\$ -	\$ 1,432.50
Senior(70+)	BIG TUNA	\$ 10.00	5	5		\$ 50.00	\$ 3.00	\$ -	\$ 47.00
Child	BIG TUNA	\$ 10.00	125		125	\$ 1,250.00	\$ 75.00	\$ -	\$ 1,175.00
Family (1A + 1-4C)	BIG TUNA	\$ 45.00	10	10	35	\$ 450.00	\$ 16.50	\$ -	\$ 433.50
Family (2A + 1-4C)	BIG TUNA	\$ 65.00	20	40	70	\$ 1,300.00	\$ 45.00	\$ -	\$ 1,255.00
Adult (17-69)	ROUND TUNA	\$ 20.00	40	40		\$ 800.00	\$ 36.00	\$ -	\$ 764.00
Senior(70+)	ROUND TUNA	\$ 10.00	10	10		\$ 100.00	\$ 6.00	\$ -	\$ 94.00
Child	ROUND TUNA	\$ 10.00	600		600	\$ 6,000.00	\$ 360.00	\$ -	\$ 5,640.00
Family (1A + 1-4C)	ROUND TUNA	\$ 45.00	20	20	60	\$ 900.00	\$ 33.00	\$ -	\$ 867.00
Family (2A + 1-4C)	ROUND TUNA	\$ 65.00	20	40	70	\$ 1,300.00	\$ 45.00	\$ -	\$ 1,255.00
1200 Entrants = 240 Adults & 960 Children			905	240	960	\$ 12,350.00	\$ 642.00	\$ -	\$ 11,708.00
Family Ticket Price Concessions									
1A	1C	\$ 10.00	\$ 30.00		2A	1C	\$ 10.00	\$ 50.00	
	2C	\$ 20.00	\$ 40.00			2C	\$ 20.00	\$ 60.00	
	3C	\$ 30.00	\$ 50.00			3C	\$ 30.00	\$ 70.00	
	4C	\$ 40.00	\$ 60.00			4C	\$ 40.00	\$ 80.00	
1 Adult & up to 4 Children		\$ 45.00			2 Adults & up to 4 Children		\$ 65.00		

Wheels Along WAIKATO Event Plan

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Wheels Along WAIKATO Event Budget



Item 10

WAW23 Market Stalls etc Revenue

24/04/2022

Stall Type	Est No	Event Fee	Est Total
Market Stall 3x3	40	\$ 40.00	\$ 1,600.00
Market Stall 6x3	4	\$ 80.00	\$ 320.00
Market Stall 6x6	2	\$ 160.00	\$ 320.00
Food Truck	5	%	\$ 1,500.00
Attraction	3	%	\$ 300.00
Community Cause 3x3	5	\$ -	\$ -
			\$ 4,040.00

Attachment 2

Wheels Along WAIKATO Event Plan

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Next Steps

2023 Planning is underway, date locked in

Commence Marketing Plan

Engage Team, Event partners, Volunteers & Schools

Sponsor Proposals

Update Video and Advertising material

Commence Marketing & Ticketing Campaign

Continue review & update of event & safety plans

Begin scoping the 2024 event



Wheels Along WAIKATO Event Plan



Family Market Day and Fun Bike Rides

Korikori Park, Rototuna

26 February 2022



Featuring;

- Big Tuna 40km fun ride
- Round Tuna 10km fun ride
- Market Stalls & Food Trucks
- Entertainment and much more

Organised by Rotary with help from..



Wheels Along WAIKATO



Wheels Along WAIKATO Sponsor Overview



- Inspired by the popularity of other fun cycle rides elsewhere, Wheels Along WAIKATO will be a non-competitive cycle ride that will take in the Te Awa River Trail along with many of Hamilton's gullies and parks.
- Based at Korikori Park, the Wheels Along WAIKATO event brings new opportunities for a market day, food & entertainment in North Hamilton.

Wheels Along WAIKATO

An investment in our community

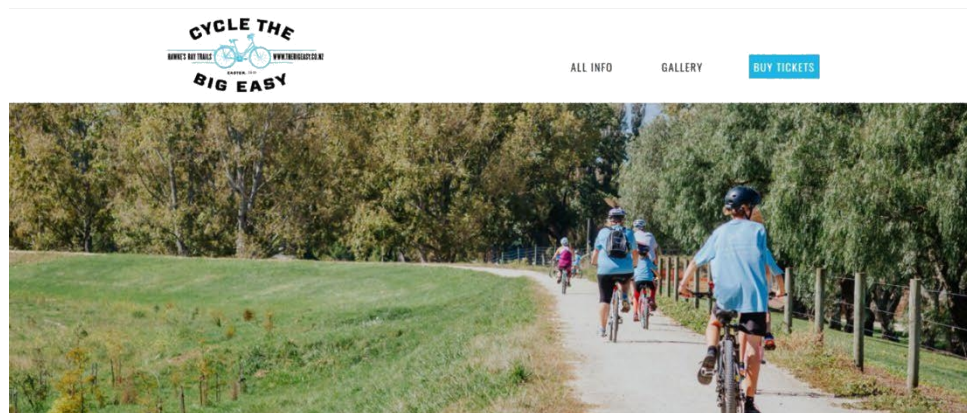
- Planned and managed by Rototuna Rotary Club
- Family friendly event based at Korikori Park
- Establish a Rototuna Community Event
- Encompass Te Awa the River Trail
- Use Hamilton Gullies and Pathways
- Aligned with HCC February 'Bike Month'
- Scalable space to develop the Market Day



**Rototuna
Rotary**



Other Non-Competitive Cycle Rides



Hawkes Bay The Big Easy and Little Easy Cycle Rides

- Held over two days each Easter weekend
- Family-friendly non-competitive cycle rides
- Emphasis on activities/cafes etc along the way
- Tickets from \$40 Adults \$20 Child (under15)
- Attracted 2,000 riders this year

Taupo Lakesider & Kids Ride

- Part of Taupo's Cycle Event Programme
- To be held 27th November 2021
- Family-friendly non-competitive cycle rides
- Tickets from \$49 Adults \$20 Child (10+under)



LAKESIDER

[HOME](#) > [EVENT CATEGORIES](#) > [FAMILY RIDES](#) > [LAKESIDER](#)

Wheels Along WAIKATO



- **BIG TUNA**

- Using shared paths and cycle ways, ride from Rototuna to Ngaruawahia and back along Te Awa with Way Stations at Horotiu, Ngaruawahia and Braithwaite Park.

- **ROUND TUNA**

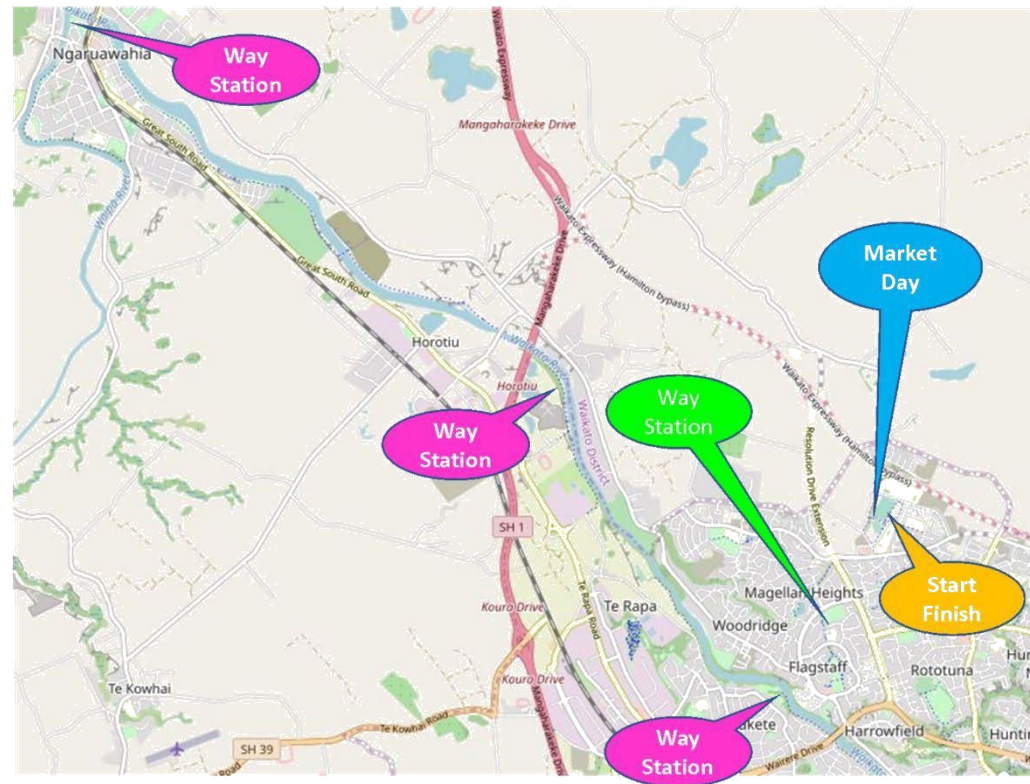
- Cycle through Rototuna's gullies and parks to the river and back with Way Stations at Discovery Park, Endeavour, Allendale.

- **TINY TUNA**

- A wriggly trail for the little ones in Korikori Park

Wheels Along WAIKATO

- **Korikori Park Market Day Fair**
 - Wheels Along WAIKATO Start/Finish.
- **40km BIG TUNA**
 - 4 legs with 3 Way Stations, Korikori Park to Horotiu, Ngaruawahia, Braithwaite and back to Korikori Park
- **10km ROUND TUNA**
 - 5 legs with 4 Way Stations, Korikori Park to Discovery, Endeavour, Allendale, Discovery and back to Korikori Park



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Wheels Along WAIKATO Future.

Scale up to encompass more Hamilton destinations

Attract out-of-town visitors to the City.

- Hamilton Gardens
- The Lake & Innes Common
- Cafes & Hospitality
- Claudelands
- Waikato University
- Rototuna Rotary is working with Bike Waikato, Hamilton City Council and other groups to establish Wheels Along WAIKATO as an annual event for our city.



Wheels Along WAIKATO

Sponsor Options

How will you get involved?

- Event naming rights
- Route naming rights
 - The 'XYZ' BIG TUNA
- Sponsor a Way Station
- Market Day Activities
- Prizes on the day
- Get in behind the event, volunteer, attend or participate





ROTARY CLUB OF ROTOTUNA INC.



Wheels Along Waikato Marketing Plan

24th April 2022

- **Target markets**
 - Rototuna and wider Hamilton & Waikato Communities
 - Local Rototuna and wider Hamilton Businesses
 - Families
 - Schools
 - Local business
 - Other clubs and organisations

- **Marketing objectives**
 - Community engagement
 - Attract participants
 - Attract and engage sponsors
 - Help build a successful annual event that can be scaled up to encompass more of Hamilton City's destinations
 - To facilitate community engagement and opportunities to support and raise funds for; Life Education Trust, SPCA, Local schools etc.

- **Marketing strategies**
 - June 2022 Update promotional video for 2023
 - July 2022 Re-visit local business for Sponsorship
 - Previous years saw zero interest from prospective sponsors due to the disruption by the COVID-19 pandemic
 - The rebuilding of businesses offers opportunities to partner with potential sponsors and a viable platform
 - Gallaghers provided fencing standards for route boards
 - August 2022 Start to build a marketing campaign online and social media
 - October 2022 Release ticketing
 - To hold ticket prices to a lower level than similar fun rides
 - To encourage participation and help ensure we can get some runs on the board
 - To acknowledge many Kiwis are finding the economy tough to manage

- **Who is responsible for the marketing and promotions plan?**
 - Dave Wright
 - Executive Board Rototuna Rotary
 - Wheels Along WAIKATO Event Team

- **Experience**

- Over 11 years as Marketing Manager for TRT
- Over 30 years planning and running local, national and international events and trade shows.
- Rototuna Rotary Club Members are well connected with business, government and professional organisations, as well as the wider network, that is Rotary International.

- **Marketing and promotions plan budget**

- Refer to the attached spreadsheet
- Event logo, templates and material were well developed for the cancelled 2022 event, providing a large body of re-usable material to be reviewed and updated

- **Risks**

- Inadequate sponsorship
 - A long period of uncertain economic times, has seen lessened appetite from business to commit to sponsorship.
- Low participation reducing revenue
 - The COVID-19 Pandemic has seen increased caution from the public to attend public gatherings, hopefully time will see this trend change.
- Event apparel
 - Generally expected for participants in any major event, apparel represents large upfront costs, with little value for any surplus and will be dependant on securing the appropriate sponsorship package to fund.
- Ongoing disruption from COVID-19 Pandemic and continued uncertainty for rules and regulations regarding large public gatherings.

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Estimated Costs, Revenues and Returns	1200 Entrants 2 Course
Event Planning & Prep	-\$ 942.00
Safety	-\$ 3,920.00
Marketing	-\$ 8,292.50
Event	-\$ 3,360.00
Route	-\$ 3,700.00
Promo	-\$ 38,600.00
Net Costs (Est)	-\$ 58,814.50
Ticket Sales Revenue (Est)	\$ 11,708.00
Commission Market Stalls (Est)	\$ 4,040.00
Hamilton City Council Major Events Sponsorship	\$ 15,000.00
Naming Sponsor TBC	\$ 25,000.00
Key Sponsor TBC	\$ 5,000.00
Gross Return (Est)	\$ 60,748.00
Balance Net Return (Est)	\$ 1,933.50

ROI including Marketing Costs

Application Summary			
Event Name	Waikato River Festival – He Piko He Taniwha		
Event Date	1 - 31 March 2023		
Applicant Organisation	Tainui Waka Tourism Incorporated		
Event Venue	Hamilton Gardens, Ferrybank, ArtsPost, Miropiko Reserve, Wellington Street Beach, VOTR, Hamilton CBD and more	Event Type	Cultural
Event Overview	<p>The intention of the Waikato River Festival is to weave together the diverse stakeholders and communities of the Waikato River to plan and deliver a unique multidisciplinary festival programme with the scope and scale required to attract strong regional, national and international visitation to Hamilton City and the wider region.</p> <p>Our proposed Hamilton programme for March 2023 includes the following events:</p> <ul style="list-style-type: none"> • HAKA Māori Cultural Experience at Hamilton Gardens; • Toia Maia Concert at Ferrybank Precinct; • Waiora Art Exhibition at the Arts Post Gallery; • Pou Whenua Cultural Art Trail Launch at Miropiko Reserve; • Waikato River Bombing Competition at Wellington Street Beach; • Woo Koorero Tabletalk - 'Waikato Te Awa' at Victoria on the River; • Guided Waka/Walking/Ebike Cultural Tours in/around Hamilton CBD; • Tohi Light Installation along the Ferrybank Precinct; and • Ahi Kaa - Home Fires Concert at Hamilton Gardens. <p>In addition to the above, we envisage a variety of independently produced events will also be delivered by interested Waikato River stakeholders in support of the regional Waikato River Festival umbrella. These events and activities will be promoted in a regional calendar that lists all Waikato River focused events and activities allied to the Waikato River Festival programme.</p>		
Target Market	A range of people from the local community and from outside the region – stakeholder communities from Ruapehu to Port Waikato, Maori communities in Auckland, CNI and Waikato, ethnic and new migrant communities and local city residents and ratepayers.		
Event Objectives	<p>The vision for the 2023 Waikato River Festival is: “He Piko He Taniwha – Realising the cultural tourism potential of the Waikato”.</p> <ol style="list-style-type: none"> 1. Stage at least three Taniwha (Anchor) Events at the northern, central and southern ends of the 72km Te Awa Great River Trail respectively. 2. Support R&D into 10 Piko (Auxiliary) Events along the 72km Te Awa Great River Trail. 3. Grow attendance to the HAKA Māori Cultural Experience at Hamilton Gardens by 50% (from 2021) . 4. Attract at least 10,000 visitors to our Taniwha (Anchor) Events with at least 30% of these being out of region visitors. 5. Attract an additional 5,000 visitors to our Piko (Auxiliary) Events with at least 30% of these being out of region visitors. 		

	6. Develop and distribute an inaugural regional calendar (online & print version) that lists all our Inhouse Taniwha and Piko Events and at least 15 other independent community events/experiences allied to the Waikato River Festival umbrella. 7. Secure at least \$350,000 in funding/sponsorship/in kind support towards the staging of our Hamilton City event programming.		
Attendance	TOTAL: 10,415 <ul style="list-style-type: none"> Hamilton: 6350 Outside Hamilton: 3560 Overseas: 505 	Anticipated Bed Nights	TOTAL: 1500 <ul style="list-style-type: none"> Hotel = 100 Motel = 500 Camping grounds = 100 Schools/marae = 200 Home hosted = 600
External Funding	Event organisers are aiming to secure a significant amount (\$350K). A number of external funders have already confirmed (NZ Maaori Tourism, NZ Lottery Commission), with unconfirmed to date financial support sought from another eight external funders.		
Previous Council Support	The event received event sponsorship approved funding (\$16K) for their March 2022 event, which was sadly impacted by COVID with a much-reduced offering in place. Staff resolved to support for a smaller amount (\$5K), with the surplus not paid out. In September 2020, Council approved event funding of \$25k towards the 2021 Festival, to take place in March 2021. Unfortunately, as a result of COVID-19 alert level changes around that time, the event organisers advised Council that the uncertainty had forced them to scale back the event and focus on a significant programme in 2022. No event funding for the 2021 event paid out.		
Past Event Performance	The event has been planned for the last two years but impacted by the pandemic. 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. Tainui Waka Tourism Inc. (TWTI) is the Regional Maaori Tourism Organisation for the Tainui Waka region. The organisation was form with the mandate of the Tainui Waka Alliance (i.e. Waikato, Raukawa, Maniapoto & Hauraki Iwi Chairs) and New Zealand Maaori Tourism. TWTI is a strategic partner of the Waikato River Festival and has been involved in supporting the event since its inception. TWTI will provide governance oversight for the delivery of the 2023 Waikato River Festival programme. Aotearoa Experience Ltd is the Event Director of the 2023 Waikato River Festival. Aotearoa Experience has significant event management and cultural tourism experience.		
Sponsorship Benefits to Council	NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none"> This event will broaden and strengthen the cultural tourism attributes of Hamilton City by progressing research, development & delivery of cultural events and cultural tour experiences in Hamilton City. This event demonstrates support for the cultural and arts sectors of the city and acknowledge the significant Maaori population of the city given the nature of our event. ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> Social media post recognition to recognise Council's support 		

		BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none"> HCC Sponsorship will be acknowledged through the placement of the HCC Logo on collateral associated with the Hamilton City programming as well as placement of the HCC logo on generic Waikato River Festival collateral distributed across the wider region. We are also happy to erect HCC banners and flags at all events supported by HCC event sponsorship and Event MC's will be briefed to provide verbal acknowledgement of HCC support.
		COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES <ul style="list-style-type: none"> HCC Councillors, Maangai Maaori and/or key staff will have the opportunity to be invited and hosted at the various events and experiences associated with the HCC programming and we will also facilitate media interviews with HCC representatives for promotion to the community.
		RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> Council logo appearing on official event documentation, merchandise and advertisements, including tickets, Council given verbal acknowledgement during presentations/public announcement(s) at the event plus promotional material newsletters, social media, event website, news and press/media releases social media, event website, news and press/media releases
MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$50,000 for one year (2023)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		3
Generation of overnight visitation to city		2
Generation of incremental income to city businesses		2
Number of anticipated participants		3
Utilisation of city assets		4
Total		18 / 30
MANAGEMENT COMMENT		
<p><i>Approve \$20k for one year (2023).</i></p> <p><i>As per previous years approvals – due to Covid, this remains an emerging event concept for the city of Hamilton that requires/warrants some testing.</i></p> <p><i>Links to a number of Council plans or initiatives such as – Hamilton Arts Agenda, He Pou Manawa Ora Pillars of Wellbeing, Central City Transformation Plan and supports by use of a number of council facilities including Hamilton Gardens, Ferrybank, ArtsPost, Miropiko Reserve, Wellington Street Beach, VOTR and other Hamilton CBD locations. Has potential to be an event of cultural significance with a Hamilton centric focus and presents a wide range of balanced activity with a strong emphasis on the Waikato River.</i></p>		

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2022 Major Event Sponsorship Application Form
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 Form Submitted 15 Apr 2022, 3:38pm NZST

Event Details

*** indicates a required field**

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

2022 Funding Round

The funding from the 2022/23 round is available for events taking place in Hamilton from 1 July 2022 - 30 June 2023.

More information can be found <http://www.hamilton.govt.nz/our-city/cityevents/eventfunding/>

Name of the Event *

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Waikato River Festival - He Piko He Taniwha

Start date of Event *

01/03/2023

Must be a date.

Finish date of Event *

31/03/2023

Must be a date.

Time of the Event *

Various times

Location or Venue *

Various venues

Is the Event *

☒ Annual

☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *

Other

If Other, please describe

Multidisciplinary Festival

Amount of Hamilton sponsorship sought *

\$50,000

Are you wanting this sponsorship amount for: *

☒ One year

☐ Two Years (same amount
each year)

☐ Three Years (same amount
each year)

Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

**Applicant Organisation
name ***

Tainui Waka Tourism Incorporated

Please enter the registered (legal) name of your organisation.

**Is your Organisation a
Legal Entity? ***

☒ Yes

☐ No

**Please state the type of
entity?**

Incorporated Society

If other, please state

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Is your organisation GST registered? *

☒ Yes ☐ No

If 'Yes' please provide your GST number

119-957-869
 Please enter your GST number.

Contact Person for this Application *

Mr Craig Muntz
 Please enter the name of the primary contact person for this application.

Organisation postal address *

Tainui Waka Tourism Incorporated
 PO Box 4397
 Hamilton East Hamilton 3247 New Zealand
 Must be a New Zealand post code.

Contact mobile phone number *

(02) 7346 6512
 Please enter the contact phone number for the primary contact given above.

Contact email address *

craig@aeltld.nz
 Please enter the email address for the primary contact given above.

Name of Event Organiser *

Mr Craig Muntz

Event Organiser Address (if different from above)

Event Organiser mobile phone number *

027 346 6512

Event Organiser email address *

craig@aeltld.nz

Please list prior event experience of both the organisation and event organiser *

Governing Body – Tainui Waka Tourism Inc.
 Tainui Waka Tourism Inc. (TWTI) is a Regional Māori Tourism Organisation, formed in 2011 with the mandate of the Tainui Waka Alliance (i.e. Waikato, Raukawa, Maniapoto & Hauraki Iwi Chairs). TWTI is a strategic partner of the Waikato River Festival and has supported the event since its inception. In addition to governance and event secretariat support, TWTI provides an umbrella for funding and sponsorship. Our Vision is: "Sharing our stories with the world". Our Mission is "To foster the development of Māori Tourism throughout the Tainui Waka region".
 Festival Director - Aotearoa Experience Ltd
 Aotearoa Experience Ltd (AE Ltd), a Hamilton based company, is the Festival Director and will be responsible for the overall curation of the event programme in Hamilton. AE Ltd has significant event management and

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cultural tourism experience and a particular interest in the promotion of Intangible Cultural Heritage (ICH). Their experience includes:

- Festival Director, Waikato River Festival
- Producer, HAKA Māori Cultural Experience
- Event Manager, Tainui Waka Kapa Haka Festival
- Producer, Tainui Waka Performing Arts Showcase
- Project Manager, Experience Māori (2010 Rowing World Champs)
- Producer, Ahi Kaa – Home Fires Concert (HGAF)
- Sponsorship & Events Manager – WIPCE & Ihi Cultural Extravaganza
- Inbound/Outbound Bespoke Tour Planning & Management
- Co-Producer, Hurihuri – Movement of the Human (HGAF)
- Executive Producer – Videos, Cd's, TV Programmes, Documentaries

Is there a contract in place with the event organiser or organisation team? *

- ☒ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *

- ☒ Yes
☐ No

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Waikato River, New Zealand's longest river, flows through the heart of Hamilton City. It is an intrinsic part of our city's identity and of great cultural, spiritual, physical, historical, economic, recreational, environmental and social value to mana whenua and all Hamiltonians alike.

The intention of the Waikato River Festival is to weave together the diverse stakeholders and communities of the Waikato River to plan and deliver a unique mu

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Attachment 2

Itidisciplinary festival programme with the scope and scale required to attract strong regional, national and international visitation to Hamilton City and the wider region. Of particular note, our Hamilton programming aims to bring to life the stated vision of the HCC River Plan - "The Waikato River will be the defining heart of Hamilton". through the staging of a multidisciplinary programme of art, cultural, recreational and environmental events focused on and along the Waikato River within Hamilton City.

Our proposed Hamilton programme for March 2023 includes the following events:

- HAKA Māori Cultural Experience at Hamilton Gardens;
- Toia Maia Concert at Ferrybank Precinct;
- Waiora Art Exhibition at the Arts Post Gallery;
- Pou Whenua Cultural Art Trail Launch at Miropiko Reserve;
- Waikato River Bombing Competition at Wellington Street Beach;
- Woo Koorero Tabletalk - 'Waikato Te Awa' at Victoria on the River;
- Guided Waka/Walking/Ebike Cultural Tours in/around Hamilton CBD;
- Tohi Light Installation along the Ferrybank Precinct; and
- Ahi Kaa - Home Fires Concert at Hamilton Gardens.

In addition to the above, we envisage a variety of independently produced events will also be delivered by interested Waikato River stakeholders in support of the regional Waikato River Festival umbrella. These events and activities will be promoted in a regional calendar that lists all Waikato River focused events and activities allied to the Waikato River Festival programme.

We aim to attract at least 10,000 visitors to our Hamilton event programming. We also envisage that over 300 local performing artists, cultural exemplars and production crew will be involved in producing this programming.

Our Hamilton programming will serve to broaden and strengthen Hamilton City's cultural and event tourism attributes and position Hamilton City as the hub of the regional Waikato River Festival - He Piko He Taniwha.

This event aims to support the realization of the vision for the Waikato River Festival which is based on the following proverbial saying by King Tāwhiao - "Tērā ōku nei hoa kei ngā tōpito o te ao" (Our friends will come from the four corners of the globe).

The 2023 Waikato River Festival Hamilton programming is will require approximately \$350,000 of funding and in-kind support to deliver and we are kindly seeking an Event

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**Attach any other event
outline documents here**

Sponsorship investment of \$50,000 from Hamilton City Council.

Mā te huruhuru, ka rere te manu
(With feathers, the bird will fly)
No more than 500 words

Filename: HAKA 2020 DLE Red Version Front Page.jpg
File size: 448.8 kB

Filename: HPHT Cultural Tourism Symposium - Online Poster.jpg
File size: 111.8 kB

Filename: Letter of Support - Creative Waikato - Waikato River Festival.pdf
File size: 119.7 kB

Filename: Letter of Support from HCC - Waikato River Festival.pdf
File size: 138.4 kB

Filename: Letter of support from HWT - Waikato River Festival.pdf
File size: 185.8 kB

Filename: Letter of Support NTW - WRF Nov 21.pdf
File size: 174.1 kB

Filename: Letter of Support Waikato Tainui - WRF Nov 21.jpg
File size: 219.3 kB

Filename: Letter of Support, OOTK, WRF.pdf
File size: 203.1 kB

Filename: Letters of Support MKW Nov 21 - Ahi Kaa.pdf
File size: 84.6 kB

Filename: Punui River Care Open Day 2020 Poster.jpg
File size: 7.4 MB

Filename: Rangatira For A Day - Dr Jock Phillips.pdf
File size: 2.3 MB

Filename: Toia Mai Poster 2020 WRF E Version.pdf
File size: 918.2 kB

Filename: WAIORA_INSTA anim_02.mp4
File size: 14.2 MB

Filename: WRF 2020 Waikato Iti Poster A3 Digital Ver.jpg
File size: 975.4 kB

Filename: WRF Banner.jpg
File size: 367.0 kB

Filename: WRF2020 Google Trek Poster A3 (DIGITAL).jpg
File size: 1.2 MB

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2022 Major Event Sponsorship Application Form
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Business Plan for the Event

This should include the following:

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

Attach your Business Plan for the Event here *

Filename: WRF 2023 Business Plan to HCC.pdf
 File size: 751.3 kB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

Filename: WRF 2023 Business Plan to HCC.pdf
 File size: 751.3 kB

Marketing and Promotion Plan

This should include the following:

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

Attach your Marketing and Promotion Plan here *

Filename: WRF 2023 Business Plan to HCC.pdf
 File size: 751.3 kB

Sponsorship Proposal Package

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

Attach your Sponsorship Proposal Package here *

Filename: WRF 2023 Business Plan to HCC.pdf
 File size: 751.3 kB

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 Form Submitted 15 Apr 2022, 3:38pm NZST

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	300	50	5	
Spectators	6000	3500	500	
Trade	50	10		

Entry Fees

Adult	Child	Older people	Other

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	100	1
Motels	500	1
Camping ground	100	1
Schools / Marae	200	1
Home hosted	600	1

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

1 night

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1

This event will broaden and strengthen the cultural tourism attributes of Hamilton City by progressing research, development & delivery of cultural events and cultural tour experiences in Hamilton City.

Idea 2

This event directly supports the realisation of the stated vision of the HCC River Plan - "The Waikato River will be the defining heart of Hamilton", through the development of a multidisciplinary festival programme of river focused events and activities. In also supports the HCC Sponsorship policy by "providing exposure and promotion for the city; economic benefits for the city & promoting pride and sense of place for residents". Of particular note, this event provides a platform for HCC to demonstrate support for the cultural and arts sectors of the city and acknowledge the significant Maaori population of the city given the nature of our event.

Idea 3

HCC Sponsorship will be acknowledged through the placement of the HCC Logo on collateral associated with the Hamilton City programming as well as placement of the HCC logo on generic Waikato River Festival collateral distributed across the wider region. We are also happy to erect HCC banners and flags at all events supported by HCC event sponsorship and our event MC's will be briefed to provide verbal acknowledgement of HCC support.

Idea 4

HCC Councillors, Maangai Maaori and/or key staff will have the opportunity to be invited and hosted at the various events and experiences associated with the HCC programming and we will also facilitate media interviews with HCC representatives for promotion to the community.

Idea 5

HCC sponsorship will be acknowledged through formal press releases and at key Waikato River Festival stakeholder meetings.

Idea 6

This event will bring in new funding and sponsorship to the city which will be used to support local artists and suppliers to our event - many of whom will be HCC ratepayers and residents.

Idea 7

HCC support will greatly enhance our marketing and promotional efforts to drive visitation to Hamilton (particularly from outside of the city) thereby providing economic benefits and increased visitor spend within the city.

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
Application MESF-008-2022 From Tainui Waka Tourism Incorporated
Form Submitted 15 Apr 2022, 3:38pm NZST

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Children's Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here [Privacy Policy](#), and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *

☒ Privacy Statement read

I confirm that I agree with the declaration statement above *

☒ Yes

Full Name of Organisation *

Tainui Waka Tourism Incorporated

Full Name of Authorised Signatory *

Craig Muntz

Position of Authorised Signatory *

Secretariat Officer

Date of Declaration *

14/04/2022

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
Application MESF-008-2022 From Tainui Waka Tourism Incorporated
Form Submitted 15 Apr 2022, 3:38pm NZST

Item 10

Attachment 2

WAIKATO RIVER FESTIVAL



He Piko He Taniwha

EVENT PLAN FOR
HAMILTON CITY COUNCIL
15 April 2022

i CONFIDENTIALITY STATEMENT

The information contained in this document is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of Tainui Waka Tourism Inc.

Item 10

Attachment 2

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iii. EXECUTIVE SUMMARY

Kia ora koutou katoa.

Thank you for providing the opportunity to apply for event sponsorship from Hamilton City Council. We are seeking financial support towards the staging of the following 2023 Waikato River Festival – He Piko He Taniwha programming in Hamilton City over the month of March 2023:

- HAKA Māori Cultural Experience at Hamilton Gardens
- Toia Maia Concert at the Ferrybank Precinct
- Waioara Art Exhibition at the Arts Post Gallery
- Pou Whenua Cultural Art Trail Launch at Miropiko Reserve
- Waikato River Bombing Comp at Wellington Street Beach
- Woo Koorero Tabletalk – Waikato Te Awa at Victoria on the River
- He Piko He Taniwha Promotional Cultural Tours throughout Hamilton CBD
- Tohi Light Installation along the Ferrybank Precinct / Hamilton CBD
- Ahi Kaa – Home Fires Concert at Hamilton Gardens / Hamilton CBD

We aim to attract at least 10,000 visitors to our Hamilton based event programming and envisage that over 300 local performing artists, visual artists, cultural exemplars and event production crew will be involved in producing the Hamilton programming.

This event is being staged by Tainui Waka Tourism Inc. (TWTI), a Regional Māori Tourism Organisation formed in 2011 with the mandate of the Tainui Waka Alliance (i.e. the Waikato, Raukawa, Maniapoto & Hauraki Tribal Chairs). Our vision is: “Sharing our stories with the world”.

The intention of the Waikato River Festival is to weave together the diverse stakeholders and communities of the Waikato River to plan and deliver a multidisciplinary festival programme with the scope and scale required to attract significant local, regional, national and international interest. Our Hamilton programming aims to broaden and strengthen Hamilton City’s cultural tourism attributes and position Hamilton City as the hub of the regional Waikato River Festival. The vision for the Waikato River Festival is based on the following proverbial saying by King Tāwhiao: **Tērā ōku nei hoa kei ngā tōpito o te ao** (*Our friends will come from the four corners of the globe*).

The Waikato River, New Zealand’s longest river, flows through the heart of Hamilton. It is an intrinsic part of our identity and of great cultural, spiritual, physical, historical, economic, recreational, environmental and social value to mana whenua and all Hamiltonians alike. An event that aims to deliver a multidisciplinary programme of events along the Hamilton riverbanks and focused on showcasing the Waikato River is therefore a most appropriate event for Hamilton City’s event sponsorship portfolio.

By way of illustration, the Waikato River Festival aligns to the stated vision of the Hamilton City River Plan **“The Waikato River will be the defining heart of Hamilton!”** and to the stated vision of the Hamilton & Waikato Tourism RTO **“The Waikato River is the vibrant lifeblood of a region recognized for its manaakitanga and alive with visitors enjoying authentic experiences, journeys and communities”**. The Waikato River Festival also aligns to Iwi aspirations as outlined in the Waikato Tainui Environmental Plan **Tai Tumu, Tai Pari, Tai Ao** and **Te Ture Whaimana** - The Waikato River Vision & Strategy.

The development of a festival focused on the celebrating the iconic Waikato River aligns naturally to Hamilton's uniqueness as an inland river city. It reflects our historical and cultural foundations, supports our current & future cultural tourism offering and aligns to the stated HCC Event Sponsorship Criteria. We believe there is ample evidence to justify a strong strategic event sponsorship investment into this event by HCC.

In addition to the Hamilton programming, the 2023 Waikato River Festival focuses on the development of events and cultural tourism along the 72 km Te Awa Great River Ride (with Hamilton City being the central hub, Ngāruawāhia the northern anchor and Maungatautari the southern anchor). The Hamilton City hospitality sector will be the major beneficiary of this broader regional programming as Hamilton is the main hospitality and commercial hub for the region.

Staging the Hamilton based programme is estimated to cost \$350,000. With HCC sponsorship of \$50,000 we aim to secure the additional funding and in-kind support required from a combination of regional and national funders including: Creative NZ, NZ Māori Tourism, NZ Lottery Grants Board, Trust Waikato, WEL Energy Trust and Waikato-Tainui. Whilst grant funding and sponsorship is vital to the staging of this programme, considerable in-kind support will also be secured from our diverse stakeholder communities.

We look forward to delivering the 2023 Waikato River Festival programme and to growing the scope and scale of programming in Hamilton through your support.

Mā te huruhuru, ka rere te manu
(With feathers, the bird will fly)

1. BACKGROUND AND HISTORY

1.1 Event Team

1.1.1 Governing Body – Tainui Waka Tourism Inc.

Tainui Waka Tourism Inc. (TWTI) is a Regional Māori Tourism Organisation, formed in 2011 with the mandate of the Tainui Waka Alliance (Waikato, Raukawa, Maniapoto & Hauraki Iwi Chairs). TWTI is a strategic partner of the Waikato River Festival and has supported the event since its inception. In addition to governance, TWTI provides an umbrella for funding and sponsorship and in-kind administrative support. Our Vision is: **“Sharing our stories with the world”**. Our Mission is **“To foster the development of Māori Tourism throughout the Tainui Waka region”**. The “Tainui Waka” region covers a significant part of the central North Island as highlighted by the green area in Figure 1 below. Of particular note, Hamilton City is the main commercial hub of the Tainui Waka region.

Figure 1: TWTI Geographic Boundary – “Tainui Waka”



1.1.2 Festival Director

Aotearoa Experience Ltd (AE Ltd), a Hamilton based company, is the Festival Director and will be responsible for the overall curation of the event programme. AE Ltd has significant event management and cultural tourism experience and a particular interest in the promotion of Intangible Cultural Heritage (ICH). This experience includes:

- Festival Director, Waikato River Festival
- Producer, HAKA Māori Cultural Experience
- Event Manager, Tainui Waka Kapa Haka Festival
- Producer, Tainui Waka Performing Arts Showcase
- Project Manager, Experience Māori
- Producer, Ahi Kaa – Home Fires Concert
- Sponsorship & Events Manager – WIPCE & Ihi Cultural Extravaganza
- Inbound/Outbound Bespoke Tour Design & Management
- Co-Producer, Hurihuri – Movement of the Human
- Executive Producer – Videos, Cd’s, TV Programmes, Documentary

AE Ltd has hands on experience in staging events at all the key venues associated with the proposed 2023 Waikato River Festival programming in Hamilton City. This includes the Hamilton Gardens, Meteor Theatre, Victoria on the River, Waikato Museum, Garden Place and various riverside reserves. AE Ltd will also work in collaboration with other experienced Event Managers, Mana Whenua, Toi Waikato and project specific stakeholders to curate and deliver the Hamilton programming.

1.1.3 Mana Whenua / River Iwi

Given our interest in anchoring Māori cultural values and programming as a core part of the Waikato River Festival offering and given the legislative mandate of river iwi; our activities to date have focused on working with mana whenua/iwi along the Waikato River to socialise the concept of a regional festival that showcases the Tupuna Awa (ancestral river).

Our intention is to establish a range of Taniwha (Anchor) and Piko (Ancillary) kaupapa Māori events and activities that reflect the interests, values and priorities of mana whenua and to embed these events and experiences as core elements of the Waikato River Festival programme. We also intend to invite the wider community and river stakeholders to develop and deliver events and activities as part of the broader Waikato River Festival regional programme.

To date, we have created a number of multimedia resources in support of our initial efforts to raise awareness of the Waikato River Festival. These resources include the filming of the entire 425km of the Waikato River in collaboration with Google Street View and the filming of a video that follows a journey by waka (canoe) as described in the well-known Waikato Tainui traditional chant called 'Waikato Te Awa' (the Waikato River). These resources provide an invaluable promotional platform to reach out to the wider community. For example, the video of the Waikato Te Awa chant has been viewed well over 330,000 times to date.

1.1.4 Event Production Companies

We have an excellent track record of working with Hamilton based event production companies to ensure that our events are delivered to very strong production values. Specialist expertise will also be contracted as required and reputable Gourmet Food Stall operators and experienced cultural exemplars will be engaged to support our F&B offering.

1.2 **Event History**

1.2.1 Context

The Waikato River, New Zealand's longest river, flows through the heart of Hamilton and the Waikato region. It is an intrinsic part of our city identity and of great cultural, spiritual, physical, historical, economic, recreational, environmental and social value to a diverse range of river stakeholders and riverside communities, including Hamilton City Council.

For Tainui Waka Tourism Inc. the Waikato River Festival provides an appropriate and logical platform to develop kaupapa Māori events and cultural tourism experiences in support of our cultural tourism strategy "[He Piko He Taniwha – Realizing the Cultural Tourism potential of the Waikato](#)". To date we have focused our limited time and resources to work with mana whenua to socialize the concept of a regional festival focused on the ancestral Waikato River. We have also focused on R&D into establishing events and experiences that reflect the cultural values and interests of mana whenua so that these are embedded as a core part of the Waikato River Festival programme.

We have chosen March for the festival delivery as March falls outside of the peak summer tourism season and the weather is still conducive to enable outdoor programming along the river. Furthermore, a number of significant Waikato River events (such as, the NZ Iron Man, Tūrangawaewae Regatta, Maadi Cup and Kirikiriroa Marathon) are traditionally held in March and the aim is to complement these significant events by developing additional events and experiences along the river to provide a diverse multidisciplinary programme that can be promoted as an integrated regional festival offering.

The Waikato River Festival aims to weave together the collective interests and resources of the diverse stakeholder communities along the Waikato River to plan, package and deliver a programme of events and activities with the scope and scale required to attract significant local, regional, national and international interest. Such a festival will serve to broaden and strengthen Hamilton's arts and cultural tourism attributes and help realise the TWTI vision of "Sharing our stories with the world" as well as the Waikato River Festival vision by driving and anchoring visitation.

1.2.2 Programming to Date

We begin each Waikato River Festival programme with dusk karakia and ceremonial at Waikato Iti, the starting point of the Waikato River, located in the shadow of Mt Ruapehu. This opening event is hosted by Ngāti Rangi, Ngāti Hikairo and Ngāti Tuwharetoa Iwi with representatives from other Waikato River Iwi and key stakeholder organisations in attendance. We end each festival with dusk karakia and ceremonial at Port Waikato, where the river enters the Tasman sea. This closing event is hosted by Te Pūaha O Waikato Iwi Development Trust, Huakina Iwi Development Trust and the Taniwha Marae collective. In between these two points we aim to establish and grow a diverse programme of events and activities that showcase and celebrate the Waikato River. The intention of our Hamilton programme is to anchor Hamilton City as the main hub of the regional Waikato River Festival programme.

We have staged four Waikato River Festival development programmes to date. These have been delivered with limited resourcing. It is also important to note that our work plan to date has been largely dictated by the timeframes, priorities and interests of mana whenua / river iwi. Events and experiences delivered to date cover multiple sectors and genres, including:

- Ceremonial (e.g. Karakia)
- Art Exhibitions (e.g. Tupuna Awa)
- Concerts (e.g. Riverfest)
- Educational (e.g. He Piko He Taniwha Cultural Tourism Symposium)
- Cultural (e.g. Haka Māori Cultural Experience)
- Multimedia Resources (e.g. Waikato Te Awa Video)
- Sports/Recreation (e.g. Establishment of Karāpiro Waka)
- Promotional (e.g. Google Virtual Tour of the river)
- Environmental (e.g. Riparian planting)
- Economic (e.g. Cultural Tours / R&D)
- Social (e.g. Woo Table Talk)
- Political (e.g. Regional/National Advocacy)

Our initial programming has raised awareness and attracted strong interest from a diverse cross section of the community. We have also developed a range of multimedia resources and collateral that showcase the Waikato River and provide invaluable promotional platforms in support of the Waikato River Festival moving forward.

“He Piko He Taniwha” (On every bend a chief).

The Waikato River Festival aims to bring this famous proverbial saying to life, through the development of a unique festival programme that leverages off the comparative advantages of Hamilton City and truly reflects our point of difference in the world. The development of a strong Hamilton programme will serve to support and showcase our cultural tourism and creative sectors, complement the existing mainstream events calendar and enhance social, cultural, environmental and economic well-being in Hamilton.

1.2.3 Covid-19

Covid-19 restrictions resulted in the cancellation of many events associated with our 2022 programming. However, despite the restrictions we were able to continue with some of our programming in 2022 and have also undertaken significant R&D in support of our 2023 programme. For instance, we managed to stage the inaugural Waiora Art Exhibition at Arts Post in Hamilton and we aim to build upon this in the 2023 reiteration. We also believe the city, region and country will be in a much better position with respect to delivery and staging of a full festival event programme in March 2023; and with our international borders reopening, the opportunity exists to target international visitors and New Zealanders travelling back to visit friends and family after two years of isolation.

2. 2023 EVENT OVERVIEW

2.1 Vision & Mission

2.1.1 Vision

Our vision for the 2023 Waikato River Festival is: **“He Piko He Taniwha – Realising the cultural tourism potential of the Waikato”.**

Our 2023 Waikato River Festival programme will have a particular focus on the 72km Te Awa Great River Trail which commences at Ngāruawāhia, flows through the heart of Hamilton City and ends at Lake Karāpiro.

2.1.2 Mission

Our Mission for the 2023 Waikato River Festival is: **“To plan and deliver a multidisciplinary regional festival that showcases and celebrates the Waikato River and provides a platform to broaden and strengthen our city and regional events and cultural tourism offering”.**

2.2 Goals & Objectives

2.2.1 Goals

- a. Build upon the success, awareness and interest generated by previous Waikato River Festival programmes by sharing our Vision & Mission with a broader cross section of the community.
- b. Continue to strengthen the cultural foundation and values of the Waikato River Festival by working with mana whenua and Waikato River Iwi.
- c. Grow the scope and scale of events and experiences allied to the Waikato River Festival programme with a particular focus on activating the Te Awa Great River Trail and the development of programming in Hamilton City.

- d. Develop new Taniwha (Anchor) Events and Piko (Auxiliary) Events that engage a broader cross section of stakeholders from across the Waikato River catchment and neighbouring regions.
- e. Develop and stage events and activities that provide enduring benefits for Hamilton City and the region and that enhance cultural, environmental, social and economic well-being.
- g. Realize the full potential of the Waikato River cycle trails through the development of events and experiences that bring the trails to life, enhance the mauri (life force) of the river and provide a platform for sharing our unique stories with the world.
- f. Develop a regional umbrella calendar that lists and promotes our Taniwha (Anchor), Piko (Ancillary) and Kato (other independently produced river events) held in March.

2.2.2 Objectives

- a. Stage at least three Taniwha (Anchor) Events at the northern, central and southern ends of the 72km Te Awa Great River Trail respectively.
- b. Support R&D into 10 Piko (Auxiliary) Events along the 72km Te Awa Great River Trail.
- c. Grow attendance to the HAKA Māori Cultural Experience at Hamilton Gardens by 50% (from 2021).
- d. Attract at least 10,000 visitors to our Taniwha (Anchor) Events with at least 30% of these being out of region visitors.
- e. Attract an additional 5,000 visitors to our Piko (Auxiliary) Events with at least 30% of these being out of region visitors.
- f. Develop and distribute an inaugural regional calendar (online & print version) that lists all our Inhouse Taniwha and Piko Events and at least 15 other independent community events/experiences allied to the Waikato River Festival umbrella.
- g. Secure at least \$350,000 in funding/sponsorship/in kind support towards the staging of our Hamilton City event programming.

2.3 Hamilton Event Programming

The development of a strong Waikato River Festival programme in Hamilton provides an ideal platform for the realisation of the HCC River Plan vision - "The Waikato River will be the defining heart of Hamilton!" It also provides an excellent platform to acknowledge the many historical paa sites and places of deep cultural significance that exist along the Hamilton city riverbanks and acknowledge the importance of the river to Hamilton's past, present and future cultural identity. It is also appropriate that a kaupapa Māori led organisation is supported to develop programming focused on the ancestral Waikato River and cultural tourism development within the city. Events proposed for our 2023 Hamilton programme are as follows:

a. HAKA Māori Cultural Experience

This is a showcase of Māori art and culture in the heart of the international award-winning Hamilton Gardens. Over 120 performing and visual artists are expected to participate in this event. This event will also include guided walking tours, ebike tours and waka tours from Hamilton Gardens to the Hamilton CBD and live hangi along the banks of the Waikato River.

b. Toia Mai

The Toia Mai concert will be held at the Ferrybank Precinct. This project is being planned and staged in collaboration with WINTEC. It will include a fusion of traditional and contemporary performing arts along the Ferrybank and next to the Toia Mai installation.

c. Pou Taniwha Cultural Art Trail

This event will include performances and presentations in support of the launch of the Pou Taniwha cultural art trail from Port Waikato to Lake Taupo. Existing installations in Hamilton (such as Miropiko Pā, Toia Mai, Te Arero o Te Kuri etc.) will be featured as part of this regional cultural art trail. More importantly, Pou Taniwha also aims to act as a catalyst for new works to be installed at key sites along the Hamilton riverbank.

d. Woo Koorero Table Talk – Waikato Te Awa

Cultural exemplars and guest speakers will talk on subjects relating to the Waikato River and our city / regional history and identity. The koorero will be supported by live performing artists and multimedia presentations.

e. Waiora Māori Art Exhibition

This will be a public exhibition of contemporary and traditional Māori arts works that reflect the Waiora (Healthy Waters) theme. This will be a curated exhibition that will cover all visual art mediums. It will build upon the success of the inaugural exhibition held in March 2022.

f. He Piko He Taniwha

Realising the cultural tourism potential of Hamilton City is a key aim of the Waikato River Festival. Our programme will continue the work being undertaken to research, develop and promote guided Waka, Walking & E-bike Cultural Tours in and around the Hamilton CBD and Hamilton Gardens.

g. WRF Regional Programme Calendar Launch

We aim to design, print and launch a regional calendar programme that lists all in house (Taniwha and Piko) events as well as other independently produced (Kato) events and activities; held in Hamilton and along the Waikato River over the month of March. There are a number of significant recreational and cultural events held in March that have expressed interest in being part of this regional promotional calendar. The inclusion of these events will dramatically increase the scope and scale of the umbrella Waikato River Festival programme, thereby enhancing regional, national and international interest to visit Hamilton.

h. Waikato River Bombing Competition

This event aims to combine live dj's, youth culture, graf art and a bombing competition at the Wellington Street beach. This will be a youth-oriented event that will also include strong water safety promotion.

i. Tohi Light Installation

This event involves the commissioning and display of a light installation on and/or along the river in the Ferrybank Precinct - Hamilton CBD. This event will be designed to complement the other event programming planned for Hamilton including Toia Mai and Waiora.

j. Ahi Kaa – Home Fires

This event involves the curation and delivery of a concert showcase of traditional and contemporary Māori Performing Arts. Previous reiterations of this concert (held in support of the Hamilton Gardens Arts Festival and Matariki Ki Waikato events), attracted the largest box office audiences experienced by these respective events.

2.4 Hamilton Event Development

The Waikato River is an iconic feature of Hamilton City and it is appropriate that a strong Waikato River Festival programme is developed for the benefit of the city. Our aim is to establish the Waikato River Festival as a truly unique regional festival offering on our national events calendar, with Hamilton City positioned as the regional festival hub.

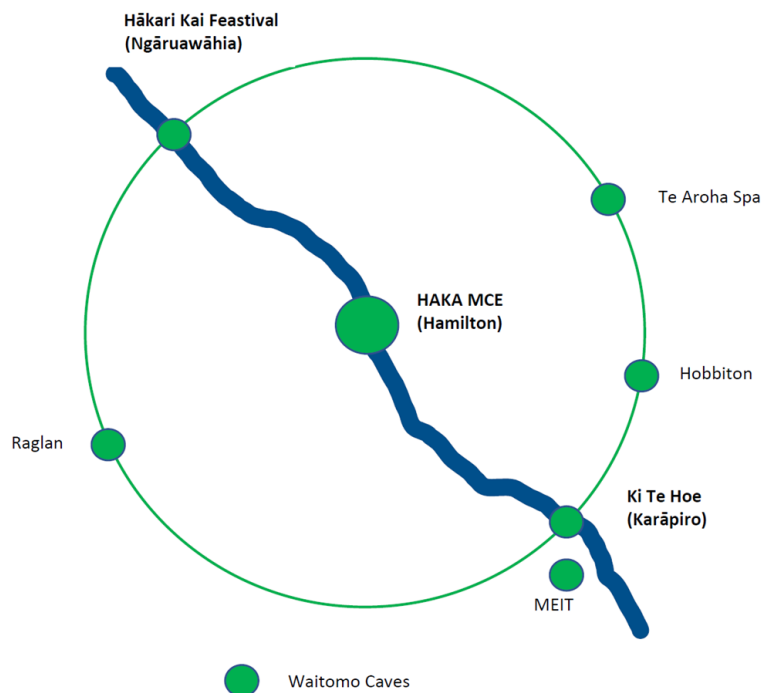
This festival also has a very strong cultural tourism focus which aligns to the key goals of the HCC Event Sponsorship Policy and the TWTI cultural tourism strategy “He Piko He Taniwha – Realising the cultural tourism potential of the Waikato”.

Hamilton City stands to benefit significantly through the growth of our festival programme, as Hamilton is the major accommodation and hospitality hub of the region, and given that our 2023 festival programme focuses on the development of events and activities along the 72km Te Awa Great River Ride trail. Events planned along the Te Awa Great River Ride (but outside the scope of the HCC application) include:

- a. Ki Te Hoe – a significant Waka Ama event featuring sprints as well as a long-distance race at Lake Karāpiro.
- b. Cultural tourism product development at Lake Karāpiro and Sanctuary Mountain in collaboration with Karāpiro Waka.
- c. Promotion and support of the Turangawaewae Marae Regatta as an iconic river & cultural tourism event for the region.
- d. Haakari Event at The Point at Ngāruawāhia along with the Hakarimata Steps Challenge.
- e. Development of cultural tourism product at Ngāruawāhia (Te Puna Wai Cultural Tours).
- f. Development of ebike tours from Hamilton to Ngāruawāhia and to Karāpiro in collaboration with Gourmet at the Lake, Dinner on Durham, Karāpiro Waka and River Riders.
- g. Support the development/staging of the Turangawaewae Regatta.
- h. Support the opening of Rangiriri Battle Trenches
- i. Opening and Closing events at Waikato Iti and Port Waikato (including the Riverfest event)

In addition to the above, Tainui Waka Tourism Inc is working with tourism industry stakeholders to develop cultural itineraries that showcase Hamilton and the Waikato region. The aim is to schedule and package Taniwha and Piko Events in support of our He Piko He Taniwha Cultural Tourism Strategy (as illustrated in Figure 2) with Hamilton City being the central hub and primary hospitality base.

Figure 2: Te Awa Great River Ride Cultural Tourism Strategy



The Haakari – Kai Festival, HAKA Māori Cultural Experience and Ki Te Hoe – Paddling Festival are Taniwha (Anchor) Events along the Te Awa Great River Ride. Furthermore, a number of the proposed 2023 events (e.g. Ahi Kaa – Home Fires and Tohi) also have strong potential to be developed into Hamilton based Taniwha (Anchor) Events.

2.5 Stakeholder Involvement and Benefits

2.5.1 River Iwi Stakeholder Benefits

The well-known proverbial saying “*Ko au te awa. Ko te awa ko au*”. (I am the river. The river is me) reflects the intrinsic relationship that Māori have with Waikato River. It is a core part of the cultural identity of river Iwi and the Waikato River Festival naturally aligns to many of the stated aims and objectives of river Iwi, as outlined in the following strategic plans:

- Te Ture Whaimana - The Waikato River Vision & Strategy
- Tai Tumu, Tai Pari, Tai Ao – Waikato Tainui Environmental Management Plan
- Raukawa Environmental Management Plan
- Ngāti Hauā Environmental Management Plan
- Ngāti Koroki Kahukura Maunga Ki Te Awa Strategic Plan
- Ngāti Tahu – Ngāti Whaoa Iwi Environmental Management Plan
- Te Arawa River Iwi Environmental Management Plan
- Ngāti Hikairo Iwi Management Plan – Freshwater
- Ngāti Tūwharetoa Iwi Environmental Management Plan
- Ngāti Rangi Taiao Management Plan

The opportunity exists for the Waikato River Festival to develop programming in support of many KPIs contained within the Environmental and Strategic Plans of river iwi & mana whenua stakeholder groups.

2.5.2 Māori Community Stakeholder Benefits

There is an intrinsic relationship between tourism and land, language, culture, arts and identity. Our interest in fostering cultural tourism is derived from our passion for our unique intangible cultural heritage, our natural environment and our desire to advance the social, cultural, spiritual, economic and environmental well-being of our stakeholders and the wider community. Positive benefits to be derived by Māori through this event can be summarised as follows:

Whakapapa (Identity): The Waikato River Festival provides a wonderful opportunity to celebrate and promote ancestral connections to the Waikato River. The regional scope brings river iwi, river authorities and river communities together to strengthen their historical relationships and promote Māori cultural values, histories and sites of significance along the ancestral river.

Oranga (Wellbeing): Māori being confident of enjoying both opportunities and outcomes that are equal to those of all New Zealanders. The awa provides an appropriate platform to develop a wide range of recreational, educational & cultural opportunities for Māori that enhance physical, mental, spiritual and cultural well-being.

Whairawa (Prosperity): The Waikato River Festival also provides an invaluable platform to research & develop cultural tourism events and experiences along the length of the river that will realize economic benefits for Māori and enhance their connection to their ukaipo (ancestral homelands).

Whanaungatanga (Relationships): The Waikato River Festival provides an excellent opportunity for Māori to engage with agencies, organizations and communities across the region with shared interests in the protection and promotion of the river and the realization of its full economic, cultural, recreational, environmental and educational potential.

Reconnecting with place (e.g. the Whenua/Awa) is the foundation of the well-known “Te Whare Tapa Wha” health model, which focuses on the following areas of well-being:

- taha wairua (spirituality)
- taha hinengaro (mental health)
- taha tinana (physical health)
- taha whānau (social relationships)

The Waikato River Festival programme provides an invaluable platform to achieve positive outcomes of well-being for Hamilton’s significant (and rapidly growing) Māori population in line with the Te Whare Tapa Wha model by:

- Providing Māori with the opportunity to showcase their unique art and cultural values and by providing non-Māori the opportunity to enhance their appreciation and understanding of such
- Enhancing cultural awareness and understanding – through storytelling and the learning and sharing of local history and stories.
- Safeguarding of matauranga Māori – through researching, learning, developing and sharing of traditional knowledge and practices within our respective communities.
- Enhancing environmental wellbeing - by protecting and restoring sites of scenic & historic value in support of our cultural tourism offering.

- Enhancing social relationships through the staging of cultural events and community activities that bring people together to learn, share & celebrate.
- Strengthening cultural identity – by supporting Ahi Kaa and the physical connection and relationship between Māori (as tangata whenua) with our lands and waterways.
- Boosting mental by providing meaningful and sustainable employment pathways, performance, learning and earning opportunities for Māori cultural exemplars and artists through the development of social enterprises.
- Growing community cohesiveness – by helping to retain and/or attract youth back to the region through the development of cultural tourism initiatives (particularly in more isolated rural areas).
- Building resilience and physical well-being through the offering of recreational programming and activities such as waka ama and physical challenges such as the Hakarimata Steps.

2.5.3 RTO Stakeholder Benefits

From a regional tourism perspective, the Waikato River Festival complements the stated aims and goals of our Regional Tourism Organisation (RTO). For instance, our event aligns with the stated Vision of the Hamilton & Waikato Tourism, Tourism Opportunities Plan “the Waikato River is the vibrant lifeblood of a region recognized for its manaakitanga and alive with visitors enjoying authentic experiences, journeys and communities”.

This event also benefits the Hamilton & Waikato Tourism RTO by:

- enhancing collaboration and connectedness across the sector;
- boosting awareness of the diverse offering across the city/region with a particular focus on experiences along the Waikato River catchment;
- supporting product development opportunities with a particular focus on cultural tourism in Hamilton and along the Waikato River; and
- providing a unique point of difference to compete against other regions for our share of visitor growth in a post Covid19 operating environment.

Of particular note, it is well recognised that there is a real absence of Māori cultural tourism experiences in Hamilton City and the Waikato region - despite the presence of a significant Māori population and the existence of significant Māori arts and cultural capital and capacity. The Waikato River Festival aims to address this gap in the market.

2.5.4 Regional Economic Development Agency Benefits

The Waikato River Festival aligns with many goals and strategies of regional economic development agencies. For instance, a Te Waka Ministerial Briefing Paper identified cultural tourism development along the Waikato River as a key platform for boosting regional economic activity and employment and the Mayoral Forum - Waikato Plan also identifies the potential of cultural tourism along the river as a key platform for regional economic growth.

2.5.5 Hamilton City Council Benefits

As previously mentioned, this event aligns to the central Vision of the Hamilton City River Plan - **“The Waikato River will be the defining heart of Hamilton!”** and to HCC Event Sponsorship criteria by providing:

- *exposure and promotion for the city;*
- *economic benefits for the city;*
- *promoting pride and sense of place for residents; and*
- *broadening and strengthening the city/regional brand.*

The Waikato River Festival also complements the stated aims contained within other key HCC plans and/or to plans by organisations funded by HCC, such as:

- HCC Draft Hamilton Gardens Management Plan;
- HCC Hamilton Arts Agenda Plan;
- HCC Council Partnership with Māori;
- HCC Central City Transformation Plan;
- HCC Economic Development Agenda; and
- HCC He Pou Manawa Ora – Pillars of Wellbeing.
- Toi Waikato - Kia Hua Kia Puāwai Māori Arts Report
- Hamilton Waikato Tourism – Tourism Opportunities Plan
- Ngā Tapuwae o Hotumauea Riverside Reserves Management Plan

In addition to the above, a tailored sponsorship benefits package can be designed to meet HCC’s specific marketing and communications objectives. These benefits could include:

Prior to the event:

- acknowledgement of HCC at trust & stakeholder meetings;
- inclusion of HCC logo in the event programme & all event collateral;
- acknowledgement of HCC support in media releases & interviews; and
- inclusion of HCC logo and support status on all promotional material.

During the event:

- presentation rights for specific events/activities;
- verbal acknowledgment of HCC support by MC’s;
- HCC logo acknowledgement on multimedia presentations;
- free premium banner & exhibition space at events;
- VIP passes & hospitality for HCC representatives; and
- Complimentary tickets & personalised tours.

After the event:

- inclusion of HCC logo and display footage in event archival material;
- acknowledgement of HCC in post event media releases and editorial;
- inclusion of HCC logo and acknowledgement in evaluation report & annual report;
- complimentary HCC promotional images from the event; and
- accountability report including quantifiable outcomes & relevant post event data.

2.6 Delivery Mechanism

Given the regional focus of the Waikato River Festival it is necessary to engage with a diverse range of stakeholders across the city and region to plan and deliver this event. We start and end our festival programme with Mana Whenua opening and closing the event at the beginning and ending points of the river. Mana whenua are also involved in the delivery of our inhouse event programming along the entire river.

We will contract in event production companies and organisations to provide core infrastructure (such as staging, sound and light) and specialist support (such as, waka tours). Of particular note, our respective Taniwha and Piko Event Managers are charged with responsibility for delivering these events in support of our programme. They will work in collaboration with the Festival Director, with Tainui Waka Tourism Inc. providing governance oversight and an umbrella body for funding.

This year we intend to undertake a call for EOI for Kato (other independent events and activities) that wish to be part of the Waikato River Festival kaupapa. This promotional calendar will also include our Taniwha and Piko Events. We have already received very strong interest from a diverse range of mainstream events and activities wishing to be part of this umbrella regional promotional campaign, and the inclusion of these events will greatly enhance the scope and scale of the Waikato River Festival as an integrated regional programme offering to the region and country.

Tainui Waka Tourism Inc. is the logical vehicle for bringing about transformational change in our sector and the realization of our regional Māori community aspirations, given our specialist tourism focus, our strategic tourism relationships and our tourism experience at the local, regional, national and international level. Of particular note, Tainui Waka Tourism Inc. is the most appropriate vehicle for a festival programme focused on the ancestral river and the development of cultural tourism along the river.

3 STRATEGIC DEVELOPMENT PLAN (2023 - 2025)

3.1 Strategic Vision & Mission

3.1.1 Strategic Vision

Our strategic vision for the festival is based on supporting the following proverbial saying by King Tāwhiao:

Tērā ōku nei hoa kei ngā tōpito o te ao
(Our friends will come from the four corners of the globe)

Whilst the Covid19 pandemic has had a devastating impact on our tourism and hospitality sectors we need to plan for a brighter future. We envisage a strong rebound of international visitation once our borders safely reopen, given pre-Covid19 demand and growth projections and given that our international profile has been greatly enhanced by our successful response to the Covid19 pandemic. The Waikato River Festival is very much focused on ensuring that our key stakeholders, city and the region is better positioned to capitalise on this future visitor demand and growth.

3.1.2 Strategic Mission

Our strategic mission is: **“To develop an iconic multidisciplinary regional festival programme of national and international interest that provides an invaluable platform for sharing our stories with the world”.**

To realize our Vision and Mission we have established the following Strategic Goals and Objectives for the Waikato River Festival for 2023 - 2025:

3. Strategic Goals & Objectives

3.2.1 Strategic Goals

- a. Establish Taniwha Events and Piko Events along the length of the Waikato River in collaboration with river Iwi, Māori tourism sector and community stakeholders to broaden and strengthen our cultural tourism offering.
- b. Establish relationships with stakeholders across the region & country that wish to provide independently produced events and experiences as part of an integrated regional programme allied to the Waikato River Festival.

3.2.2 Strategic Objectives

- a. Establish at least seven inhouse Taniwha Events and 20 Piko Events along the length of Waikato River.
- b. Secure key stakeholder commitment for the establishment of a permanent HAKA Māori Cultural Experience at Te Parapara.
- c. Attract at least 37,500 visitors to the Taniwha events along the Te Awa Great River Ride with 60% of these being Inter Regional visitors.
- d. Attract an additional 19,500 visitors to our wider regional event programming with 60% of these being Inter Regional visitors.
- e. Develop and distribute a regional calendar (online & print version) promoting our Taniwha and Piko Events and a minimum of 30 independently produced allied events and experiences.
- f. Secure grant funding, sponsorship, in kind support of at least \$1.2 million in support of the 2023 - 2025 Waikato River Festival development programmes.

3.3 Values

In pursuing our strategic goals and objectives our actions will be underpinned by the following traditional Māori values of the Kīngitanga:

- a. Whakaiti (Humility)
- b. Whakapono (Belief)
- c. Aroha (Affection)
- d. Rangimarie (Peacefulness)
- e. Manaakitanga (Hospitality)
- f. Kotahitanga (Unity)
- g. Mahitahi (Togetherness)

Given our mandate to represent the Māori tourism sector throughout the Tainui Waka region, our activities will also be guided by the following traditional values:

- h. Mana Motuhake (Authority)
- i. Rangatiratanga (Self Determination)
- j. Kawanatanga (Governance)
- k. Kaitiakitanga (Guardianship)
- l. Kawenga (Responsibility)

We believe Māori participation in the events and tourism sector needs to be brought to the forefront to complement and grow our distinctive regional tourism offering and to ensure that tourism development and promotion is undertaken in a manner that is environmentally responsible, economically sustainable and acknowledges the spiritual, physical and cultural values of tangata whenua (the indigenous people of Hamilton City and the Waikato region).

3.4 SWOT analysis

- a. Strengths:
 - Strong concept & unique events based on tikanga/history
 - Tainui Waka / Iwi mandate
 - Strong cultural tourism development focus
 - Past experience in delivering 4 programmes
 - Personal networks – mana whenua
 - Event managers with strong site specific experience/understanding
 - Have developed brand collateral
 - Strong social media platform established
 - Known for delivering high production values
 - Significant promotional resources developed
 - Timing of event (e.g. outside of peak tourism)
 - Regional reach – includes major centres & smaller communities
 - Kaupapa Māori organisation & event
 - Diverse range of programming experience
 - Strong relationships established along the river
 - Flexibility to respond to Covid-19
- b. Weaknesses:
 - Limited funding/resources
 - Administrative constraints
 - Still a relatively new event
 - Lack of dedicated marketing and comms resource
 - Risk adverse
 - Limited mainstream advocacy undertaken to date
 - Working to stakeholder priorities, timeframes and capacity (e.g. mana whenua)
 - Heavily reliant on volunteers / goodwill of stakeholders
 - Regional focus requires greater consultation/ground work

c. Opportunities:

- Build upon existing mana whenua, Iwi and community support
- Growing interest & support from local government & funders
- Opportunities to tap into educational market – sharing our stories
- Potential to weave together a diverse stakeholder base to support programming
- Align programming to support Iwi Strategic & Environmental KPI's
- Widespread regional acknowledgement of the cultural tourism potential of the river
- Build upon strong relationships with production companies & creative community
- Collaborate with Perry Foundation regarding activation along the Te Awa Great River Ride
- No direct competition – develop/grow financially sustainable events
- Events with strong traditional and historical relevance.
- Large Auckland market on our doorstep
- Large corporate entities dependent on the Waikato River (e.g. Mercury)
- Seek corporate sponsorship/major partner funding
- Strong events infrastructure and attractions along the river
- Grow administrative support from TWTI / community
- Wide range of potential funders/sponsors – local, regional, national
- Develop umbrella calendar to boost scope and scale of regional programme
- Iwi social, political, community and economic power base is growing

d. Threats:

- Direct competition for funding/sponsorship
- Lack of local government event sponsorship funding in Hamilton (V8 legacy)
- Lack of cultural representation / interests on funding bodies
- Short term KPI focus of local government staff / venues
- Covid19 lockdown
- Clashes with other events

Our SWOT analysis provides a useful reference point to inform future actions to capitalise upon our strengths and opportunities and mitigate the impact of identified weaknesses and threats. Our biggest constraint to date has been a lack of administrative resourcing. The recent confirmation of a multi-year Community Impact Grant from Trust Waikato to Tainui Waka Tourism Inc. will enhance our administrative capacity to address some of the SWOT Analysis points, which will also benefit the management and administration of the Waikato River Festival.

Our work programme is also designed to provide an important foundation to progress the development of a number of major events proposed for delivery in a post Covid19 environment (i.e. when the international borders safely reopen). This includes work being undertaken to progress the International Traditional Arts Festival of New Zealand event concept.

4. EVENT REQUIREMENTS

4.1 Venues

Liaison with the respective Taniwha (Anchor) Event Managers, venue operators, mana whenua and key stakeholders is already underway. Key venues (such as the Hamilton Gardens) have already been booked. Tentative enquiries have also been made with respect to our Piko (Auxiliary) Event venue options. However, we are not too concerned about the Piko Event venues at this stage as we have greater flexibility regarding the scheduling of these events.

4.2 Facilities

Key infrastructure required to deliver our Taniwha (Anchor) Events include:

Infrastructure	Status
Waka Ama	<ul style="list-style-type: none"> • TWOA has agreed to sponsor
Ablutions	<ul style="list-style-type: none"> • Sufficient on site and/or hired as required
Parking	<ul style="list-style-type: none"> • Sufficient on site and/or temporary street/parks
Communication RT's	<ul style="list-style-type: none"> • To be hired from Dove Radio Communications

4.3 Services

Key services and the proposed suppliers of these services are as follows:

Service	Proposed Supplier
Tikanga	<ul style="list-style-type: none"> • Mana Whenua
Security	<ul style="list-style-type: none"> • NZ Māori Wardens
Traffic Management	<ul style="list-style-type: none"> • NZ Māori Wardens, Mana Whenua Groups
Fire	<ul style="list-style-type: none"> • Fire Permit for Hangi (if required)
Personal Health	<ul style="list-style-type: none"> • Tu Tonu (PT's, Massage Therapists etc.)
First Aid	<ul style="list-style-type: none"> • St Johns / NZ Red Cross
Police	<ul style="list-style-type: none"> • NZ Police - Māori Liaison Officers (if required)
VIP / Staff Catering	<ul style="list-style-type: none"> • Mana Whenua
Event Transport	<ul style="list-style-type: none"> • Ruakura Fleet Management (Shuttles)
Public Transport	<ul style="list-style-type: none"> • Coordinate bus services with Waikato Regional Council
Staff/Artist Accommodation	<ul style="list-style-type: none"> • Commercial accommodation locally

4.4 Production

Key production equipment requirements for our Taniwha & Piko Events and proposed local suppliers are as follows:

Production Equipment	Possible Suppliers
Staging	<ul style="list-style-type: none"> • Stronglite Staging
Power	<ul style="list-style-type: none"> • ACLX
Sound	<ul style="list-style-type: none"> • ACLX / Above Productions
Light	<ul style="list-style-type: none"> • ACLX
Vision	<ul style="list-style-type: none"> • SBI Productions
Fencing	<ul style="list-style-type: none"> • Central Rent A Fence

We have worked well with all these production companies in the past and have a good relationship with each of them. We will however be seeking competitive quotes from various suppliers for each production value.

4.5 Legal & Insurance

Our Event Managers have direct experience in running events at each venue and are therefore well aware of the venue hire terms and conditions, permits, insurance and documentation requirements pertaining to each site. Venue Hire Agreements will be completed by the Festival Director in collaboration with each Event Manager. Key insurance and legal requirements are listed below:

Insurance & Legal Requirement	Status
PL Insurance	• Minimum of \$2 million to be secured through Vero
Liquor Licensing	• Application to Hamilton City Council, NZ Police
Traffic Management	• Adopt existing Traffic Management Plans
Venue Booking	• Venue Agreement/Permits to Hamilton City Council
Waka Ama	• Sanctioned event covered by the national body
Health & Safety	• Event Health & Safety plan to Venue Operator
River Closure	• Temporary Maritime Event Application to WRC
Waka Ama Paddlers	• Individual paddlers to sign standard waiver
Tour Participants	• Individual participants to sign standard waiver
Tour Operators	• Have own Public Liability & H&S Policies
Commercial Food Stalls	• Permits from Council (as required)
Event Production Suppliers	• Have own Public Liability & Equipment Certification
Artists / Event Leads / Staff	• Service Contracts/JD's, Complete IRD330C/Invoices
Permits	• Hamilton City Council (e.g. Parks)
Public Notifications	• Processed through Venue Operators
Financial Reporting	• Accounts to be Audited by independent Auditor

2.6 Event Feasibility

4.6.1 Logistical Feasibility

We have no concerns relating to the capacity of the proposed venues to cater for our Hamilton based events. Of particular note, the Hamilton Gardens is a dedicated event venue and is well set up to cater for the Haka Māori Cultural Experience. Traffic Management Plans (including possible temporary partial street closure) may be required for some events (e.g. Toia Mai at the Ferrybank Precinct) and we will need to apply for permits for events based on public spaces/reserves/parks.

2.6.1 Financial Feasibility

From a financial perspective each event has potential to attract support from a combination of local, regional & national stakeholders with TWTI providing an umbrella for funding and sponsorship development. The aim is to establish our Taniwha Events as independently produced anchor events in support of the Waikato River Festival. This will enable the Secretariat to focus on the development of select Piko Events into additional Taniwha Events. We would like to develop at least 3 Taniwha (Anchor) Events in Hamilton City within the next three years.

At present, the TWTI Secretariat is assisting with the development of funding and sponsorship in support of this event programme. As the Waikato River Festival programme grows it is envisaged that a separate charitable trust will be established for the event. Through the support of HCC we aim to boost investment in Waikato River Festival infrastructure and event capacity on the ground. This is required if we are going to boost the marketing and promotion of these events.

5. MARKETING AND COMMUNICATION PLAN

5.1 Situational Analysis

This section provides preliminary details relating to our Marketing and Communications activity. As we are still in the early stages of planning there is more detail to be included in time. Furthermore, we aim to engage a dedicated Marketing & Communications specialist who will be responsible for reviewing, amending (as required) and implementing a marketing and communications plan that generates strong media interest, integrates all communications across the festival and creates a cohesive online strategy utilising website, EDMs and social media.

We envisage making extensive use of social media and will seek the support of event partners such as Te Wānanga o Aotearoa to help leverage publicity, news stories and advertising through their existing media partners, agencies and channels. We will also be making direct approaches to print, radio and TV media to support our events as media partners and/or through publicity. Of particular note, the Waikato River Festival provides an invaluable opportunity for media organisations like Stuff Media to complement their recent “Our Truth, Tā Matou Pono” campaign - by supporting a kaupapa Māori led festival initiative, to address the historical imbalance of their reporting to date. Respective event stakeholders (e.g. WINTEC, Waikato Tainui etc.) also have invaluable promotional channels.

5.1.1 Existing Marketing Collateral

We have established a strong marketing and promotional platform that we can draw upon to help promote our kaupapa and event programming, including:

- A video of a traditional chant titled ‘Waikato Te Awa’ that follows a journey by waka along the entire river. (This video has been viewed over 330,000 times to date).
- A Virtual Tour of the entire river (425km) with a separate gallery featuring sites of significance along the river (including our Taniwha sites - Karāpiro, Te Parapara & Ngāruawāhia).
- We have an established social media presence i.e. www.facebook.com/waikatoriverfestival
- We have developed a festival logo, flags and allied event collateral
- Waioara Art Exhibition – 5 promotional videos produced

5.1.2 Proposed Marketing Collateral

We intend to develop the following promotional resources:

- An album featuring karakia, waiata & haka (by river iwi) and supported by soundscapes of the river.
- “Pou Taniwha” - a promotional brand with a vision of showcasing/establishing 100 cultural art installations along the length of the Waikato in acknowledgement of the proverbial saying “Waikato Taniwharau” (Waikato of a hundred chiefs).
- A Waikato River Festival calendar that will list all Taniwha Events, Piko Events as well as allied mainstream events wishing to be part of the Waikato River Festival whānau.
- Design and build an attractive and functional Waikato River Festival Website.
- Prepare a Brand Management Guide for Waikato River Festival stakeholders.

5.2 Competitor Analysis

5.2.1 Indirect Competitors

At this stage, we are competing indirectly against other events for funding and sponsorship. We are also competing against other activities for a share of our target market(s) time and discretionary spend. And from an organisational perspective, we are competing against the demands and pressures on our own limited resourcing and the short-term sales promotional focus of some agencies and venue operators that tend to have a bias for supporting large sporting events.

Our natural environment and unique intangible cultural heritage provide the greatest potential to broaden and strengthen our tourism attributes to strategically grow visitation throughout our region. We therefore strongly believe that funding agencies such as HCC need to invest in a balanced portfolio of events, including kaupapa Māori led arts and cultural events (such as the Waikato River Festival), to realize broader investment in our cultural, social, environmental and economic wellbeing.

5.2.2 Direct Competitors

We are not aware of any direct competitors that intend to provide similar programming in our region in March 2022. The Tūrangawaewae Marae regatta is held in the third weekend of March and we will be supporting this event through our Waikato River Festival stall and other activities. For example, this year we were involved in supporting the Para Kore (Zero Waste) service at the Tūrangawaewae Regatta and through Tainui Waka Tourism Inc. we are working with whānau from the marae to explore and develop cultural tourism opportunities. In addition, the Hamilton Gardens Arts Festival is traditionally held in February and there is potential to collaborate/dovetail part of our programme with this event.

Our Taniwha Event and Piko Events are unique as they have been developed from very strong cultural foundations and draw upon our regions core comparative advantages, namely:

- Te Awa Waikato (our iconic Waikato River)
- Te Kīngitanga (the Māori King Movement)
- Toi Māori o te rohe (our unique intangible cultural heritage)

This combination of rich site-specific history, strong cultural foundations, leveraging off our comparative advantages, utilising existing built capital and our strong production values; provides a very persuasive and compelling source of competitive advantage to promote our events to the wider community.

We do however need to remain vigilant to protect our interest in the development of cultural tourism events and experiences focused specifically on the Waikato River and we need to step up our advocacy for direct funding in support of kaupapa Māori led arts and cultural events by local, regional and national funding bodies.

5.3 Target Audience (Illustration)

The target audience for our HAKA Taniwha Event in Hamilton is as follows:

Taniwha Event	HAKA Māori Cultural Experience
Visitation	4,000
Inter-Regional	70%
Intra-Regional	30%
Demographics	WHAANAU / FAMILIES <ul style="list-style-type: none"> Families interested in Māori Arts/Culture. Ethnic / migrant communities International students / visitors remaining in NZ. Māori from though out the Central NI. General public
Emotion Drivers	<ul style="list-style-type: none"> Families interested in their respective heritage & engaging with Māori exemplars Families wishing to experience a showcase of Māori arts and culture in a relaxing setting Public wishing to view & purchase Māori art direct from artists Participating in hands-on interactive workshops. Seeking fun, family day out
Marketing Consumption	<ul style="list-style-type: none"> Social Media Arts & Cultural related media Ethnic organisations & media Mainstream media
Information Sought	<ul style="list-style-type: none"> Date/Time Workshop & Entertainment Programme Venue Details Food Offering Parking Details Ticket Costs
Average Stay	1 night

In addition to the above, our other Hamilton Event programming is designed to appeal to a diverse range of target markets. Of particular note, these events will be designed to appeal to domestic visitors and to international visitors.

5.4 2023 WRF Marketing Goals & Objectives

5.4.1 Marketing Goals

- To raise awareness and interest in the story of the Waikato River Festival amongst the wider community, central north island region and county.
- To drive visitation to the Waikato River Festival event programming and facilitate support for its ongoing strategic development.

5.4.2 Marketing Objectives

- a. Establish a dedicated Marketing & Comms role for the Waikato River Festival.
- b. Design and build an attractive and functional Waikato River Festival website.
- c. Secure a print and radio media partner in support of the 2023 Waikato River Festival.
- h. Grow attendance to the HAKA Māori Cultural Experience by 50% (from 2021) .
- i. Attract at least 10,000 visitors to our Taniwha (anchor) Events in 2023 with at least 30% of these being Inter Regional visitors.
- j. Attract an additional 5,000 visitors to our Piko Events in 2023 with at least 30% of these being Inter Regional visitors.
- k. Develop and distribute an inaugural regional calendar (online & print version) that lists all our Taniwha Events, Piko Events and a minimum of 15 independently produced events and experiences allied to the Waikato River Festival umbrella.
- g. Secure income through grant funding, sponsorship, in kind and box office revenue of at least \$350,000 in support of the Hamilton 2023 Waikato River Festival programming.

5.5 Ticket Strategy

Our initial ticketing strategy will need to provide for a mix of ticketed & free events and the processing of registrations fees. We aim to keep ticketing as simple as possible. Key requirements for 2022 are as follows:

- Undertake a scoping exercise into current ticketing options
- Establish simple registration processes for events
- Box office sales for the Haka Māori Cultural Experience
- Establish online booking system for select workshops/artists/performances/tours
- Ensure recording of attendance/visitor statistics is automatically built into ticketing
- Allocate free registrations & tickets for contra media promotion and event ‘ambassadors’

5.6 Indicative Marketing Budget

We have established an indicative marketing and comms budget of \$30,000.00 to promote the Hamilton programming (see below). In addition, we will be investing an additional \$30,000.00 in allied marketing and promotional initiatives as highlighted in the table below:

Budget	Amount	Activity
Marketing & Comms	\$30,000.00	<ul style="list-style-type: none"> • Creative Design • Printing Costs • Advertising (Radio, Print, Social Media, Outdoor) • Website
Regional Calendar	\$5,000.00	<ul style="list-style-type: none"> • Design & development of Regional Calendar • Print & distribution of calendar (online & print). • Event Flags/Banners
Photography/Videography	\$5,000.00	<ul style="list-style-type: none"> • Collation of professional still/video collateral
Marketing Manager	\$20,000.00	<ul style="list-style-type: none"> • Dedicated Marketing & Comms Manager • Review & Implement Marketing & Comms Plan • Prepare Press Releases / Copy / Newsletter • Facilitate PR & Social Media • Leveraging media promotional support
Total	\$60,000.00	

Whilst the above budget is very modest in comparison to some major events and local government communications spend, it is a big step-up in terms of supporting and promoting the Waikato River Festival. A dedicated Marketing & Comms role will also help secure In Kind promotional support from Waikato River Festival stakeholders. Such support could be of greater value in comparison to some of our Above The Line activities.

5.7 Proposed Marketing Channels

Marketing channels that will be pursued include:

Marketing Channel	Considerations
Social Media	<ul style="list-style-type: none"> A key focus of Marketing & Comms Role Social media & advertising campaign in support of each event Encourage sharing (incentivise interest) Leverage links to stakeholder websites and social media platforms e.g. Iwi websites & local government
Radio	<ul style="list-style-type: none"> Tainui FM as Official Media Partner Contra/Paid spots through Iwi & Mainstream radio Seek publicity support through media contacts Contra & paid advertising – mainstream/Māori/Ethnic
Print	<ul style="list-style-type: none"> Proposal to Stuff /Waikato times as a print media partner Secure feature / photo stories for each Taniwha event Press releases to announce key milestones/ appointments Prepare articles for tribal magazines (Te Hōkioi) Publicity and paid advertising through regional/national newspapers – e.g. Waikato Times, NZ Herald, Community Papers Seek printing of Festival Programme insert by major metropolitan
TV	<ul style="list-style-type: none"> Approach Māori TV & TVNZ to report on events / festival Utilise networks to invite programmes/personalities to report live from the awa
Event Listings	<ul style="list-style-type: none"> List events on key event listing websites, tourism notice boards, local government comm's etc.
Website	<ul style="list-style-type: none"> Design & build functional website linked to social media platforms Mobile friendly Consider online hui and webinars (e.g. River – Connection Symposium)
Stakeholders	<ul style="list-style-type: none"> Negotiate discounted media rates through corporate partners (e.g. TWOA, Waikato Tainui) Negotiate sponsorship of Adshel space with Iwi commercial arms (e.g. Tainui Group Holdings) Develop collateral / content for posting on allied stakeholder websites (e.g. RTO's, Local Government, Funders/Sponsors etc.) Leverage In Kind creative design & promotional support through key Stakeholders and sponsors such as TWOA
Experiential	<ul style="list-style-type: none"> Promote "Give it a Go" opportunities, workshops & tours Hākarimata Step Challenge Tainui Discovery promotional tour packages Approach river operators to support with prizes etc.

Merchandise	<ul style="list-style-type: none"> Investigate merchandise options e.g. Caps, Pin's T's Limited runs to test market & mitigate risk Event staff/volunteers/personalities as event/brand ambassadors
Direct Marketing	<ul style="list-style-type: none"> Emails to event stakeholders Invite Corporates to events Mail inserts/drop's, poster placement Banner advertising through corporate stakeholders
International	<ul style="list-style-type: none"> Ongoing social media posts to raise profile Develop feature stories / press releases for international publications
Live Event marketing	<ul style="list-style-type: none"> Live social media posts from events Live reporting of events through Māori Television (e.g. Te Ao Tapatahi News Programme) and Tainui FM Tap into Ethnic Media
Outdoor	<ul style="list-style-type: none"> Investigate cross street banner options & flags Investigate poster & bill-board placement options

5.8 Partnership Strategy

There is strong potential for the Waikato River Festival to develop sponsorship support from corporates that rely on the river for their existence. These corporates include utility companies such as Mercury Energy, Genesis & Transpower. Other major corporates such as Watercare and Fonterra are also very dependent on water taken from the Waikato River. Many of these corporates have partnership funding agreements with river Iwi for projects that could very easily align with Waikato River Festival programming.

The health and well-being of the Waikato River is of great regional and national concern and dedicated funding bodies, such as the Waikato River Authority Trust (WRAT), have been established to provide financial support for community projects designed to address these concerns. Of particular note, the need for a festival as a vehicle for reconnecting the wider community to the Waikato River was clearly identified in the foundational report prepared in support of the establishment of the WRAT. Staff of the WRAT have advised that they are interested in supporting the broader Waikato River Festival programme.

The Waikato River Festival kaupapa aligns to many of the stated KPI's contained within the Strategic and Environmental Plans of River Iwi and local/regional government agencies. Community funding bodies such as Trust Waikato and the Perry Foundation are also potential sources of funding support. The following table identifies potential partners of the Waikato River Festival and the type of support that could be provided:

Potential Partner	Sponsorship Potential
Te Wānanga o Aotearoa	<ul style="list-style-type: none"> Waka Ama Fleet & Support Boats Creative Design & Promotion Marquees Corporate Teams Marketing Channels
Waikato Tainui	<ul style="list-style-type: none"> Promotional Support Grant Funding / Sponsorship Marquees, Chairs, Tables Corporate Teams

	<ul style="list-style-type: none"> • Marketing Channels
Mercury	<ul style="list-style-type: none"> • River Iwi Partnership Funding • Sponsorship • Marquees • River Flow Control • Corporate Teams • Marketing Channels
Waikato Regional Council	<ul style="list-style-type: none"> • Support Boats (Harbour Masters) • Public bus services • Grants
Genesis	<ul style="list-style-type: none"> • Sponsorship • Corporate Teams • River Iwi Partnership Funding
Waikato River Authority	<ul style="list-style-type: none"> • Grant Funding – Ki Te Hoe • Riparian Planting Support • Future Festival Sponsor • Marketing Channels
Ngāti Koroki Kahukura	<ul style="list-style-type: none"> • In Kind Use of Venue • Mana Whenua Support / Volunteers • Tikanga
Toi Ki Waikato	<ul style="list-style-type: none"> • Arts Programming Support & Promotion • Marketing Channels
Matariki Ki Waikato	<ul style="list-style-type: none"> • Networks & Promotion Support • Collaborative programming
Local City Councils / RTO's	<ul style="list-style-type: none"> • Grant / Sponsorship Funding • Promotional Support • Comm's Support • Venue Support • Advocacy
Tainui FM	<ul style="list-style-type: none"> • Live event reporting • Official Iwi Radio Partner • Advertising & promotion
Tainui Group Holdings	<ul style="list-style-type: none"> • Marketing Channels • Outdoor billboard spaces
Stuff NZ / NZ Herald	<ul style="list-style-type: none"> • Media Partner & Publicity • Sponsorship to complement Tā Matou Pono – Our Truth Campaign

5.9 Public Relations & Communications Plan

5.9.1 Goal

- Raise awareness of the Waikato River Festival and allied events by sharing our stories with the wider regional and national community.

5.9.2 Objectives

- Secure funding / budget for a dedicated Comms person to prepare and implement an effective and efficient PR and communications plan for the WRF and allied events.
- Commence Below The Line activities at least 6 months prior to the festival
- Commence Above The Line activities a month prior to the festival
- Secure a patron for the Waikato River Festival

5.10 Brand Development



5.10.1 Logo Description

The Waikato River Festival logo portrays the flowing waters of the river with the figureheads on each end representing the beginning and ending points of the river (Waikato Iti) and Te Pūaha o Waikato (Port Waikato).

The flowing design also reflects the importance of the river as a source of traditional foods such as tuna (eels) and kanae (mullet) and the important role that the river played as a means of transportation and communication.

The manaia motifs at the bends relate to the proverb “He Piko He Taniwha” (At every bend stands a chief) and acknowledges the many communities that have lived and that continue to live along the river. The manaia motifs also represent the obligations that we have as kaitiaki (guardians) of the river and its waterways.

The pākati niho taniwha pattern that runs through the centre of the logo represents the flow of whakapapa (genealogy), kōrero (stories) and the life flow that is the river. This pattern also symbolises the importance of the river as the backbone of our regions spiritual, cultural, physical, environmental and economic well-being.

The swirling patterns flowing from the sides into the central pākati niho pattern represent the currents, tributaries and influences that impact on the physical and spiritual well-being of our tupuna river (our ancestral river).

The river is a taonga that connects and sustains us all. It is an absolutely intrinsic part of our unique regional cultural identity.

5.10.2 Brand Development

We have completed the following brand development to date:

- Design of logo
- Carving of logo
- Whakamarama (Explanation)
- Printing of Flags
- Digitisation
- Domain registration

The Waikato River Festival logo provides ample scope for us to draw upon to create additional collateral (e.g. abstract, contemporary design elements) to represent the future look and feel of our festival brand such as: a website, merchandise (t-shirts, hats, pins etc.), promotional material (posters, DLE's, banners etc.), event signage and advertising.

The strapline "He Piko He Taniwha" will be used as a common source of reference with respect to story lines and press releases by linking in the metaphoric references to events and activities along the river.

We have registered the Waikato River Festival domain name and will look at trademarking our festival brand and all anchor event sub-brands through IPONZ. We will develop a clear brand guideline document to share with allied events and partners that wish to become part of the umbrella Waikato River Festival programme.

A 1800mm x 400mm carving of our logo has been produced by Master Carver, James Webster. This artwork will be a central feature of the Waiora Exhibition event and will share the story of the Waikato River Festival. This artwork will also be used as a mould for the production of fibreglass copies to dress stages at Waikato River Festival events across the region.

6. FINANCIAL PLAN AND CONSIDERATIONS

6.1 Income Projections – Hamilton Programming

We are aiming to secure at least \$350,000 in funding and in-kind support towards the staging of the Hamilton 2023 Waikato River Festival programming as illustrated in the following table.

Income Type	Est. Income
NZ Maori Tourism (confirmed)	\$50,000.00
NZ Lottery Commission (confirmed)	\$50,000.00
Tainui Waka Tourism Inc (confirmed)	\$50,000.00
Hamilton City Council	\$50,000.00
Creative New Zealand	\$30,000.00
Waikato Tainui	\$30,000.00
Waikato Regional Council	\$5,000.00
Mercury Energy Partnerships	\$10,000.00
Trust Waikato	\$15,000.00
WEL Energy Trust	\$10,000.00
Ticket Sales / Fees	\$10,000.00
In Kind	\$20,000.00
Gaming Trusts	\$15,000.00
Wintec / TWA / UOW	\$5,000.00
Income Total	\$350,000.00

Our primary financial aim for the 2023 Waikato River Festival programme is to breakeven. Our intention is to work towards securing major corporate sponsors for the Waikato River Festival and to develop a number of events with strong box office potential to help diversity income and enhance financial sustainability. At present, a formal Event Sponsorship Plan and commercial strategy is being developed for the Waikato River Festival by Glenn Hawkins & Associates (GHA).

6.2 Expenditure Projections – Hamilton Programming

The projected costs for the staging the Hamilton 2023 Waikato River Festival programming is as follows:

Expenditure Type	Est. Cost
Contracted Artists / Entertainers / Volunteers	\$95,000.00
Creative Design	\$5,000.00
Event Management & Administration	\$50,000.00
Governance	\$5,000.00
Legal & Financial / Accounts	\$5,000.00
Logistics (Traffic, Ticketing, Security etc)	\$5,000.00
Marketing & Communications	\$50,000.00
Multimedia (Photography & Videography)	\$10,000.00
Production (Staging, Sound, Light, Power etc.)	\$100,000.00
Regional Calendar	\$5,000.00
Travel & Accommodation	\$5,000.00
Venue Hire & Infrastructure	\$10,000.00
VIP / Stakeholder Hospitality & Liaison	\$5,000.00
Expenditure Total	\$350,000.00

TWTI WRF Business Plan, HCC, 15 Apr 2022 - CONFIDENTIAL

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We are confident that we can deliver a quality programme with the proposed budget. Any additional income secured will be invested in enhancing the scope and scale of the programming and boosting promotional activity in support of this. Box office income is the biggest risk factor as this will be heavily dependent on the final event production values and the scale and scope of marketing activity undertaken.

6.3 In Kind Support

To successfully stage this event we will also draw upon our extensive networks and stakeholders to provide significant In-Kind support:

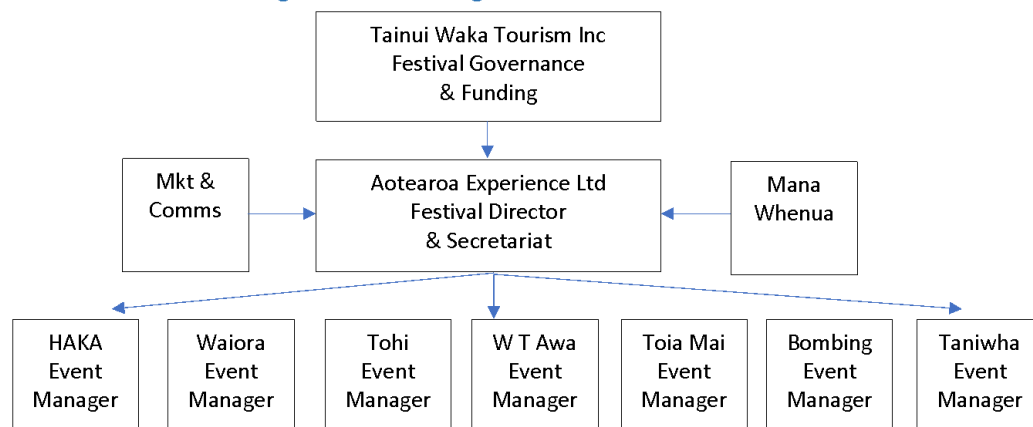
- provision of equipment and resources in support of the event;
- establishment of allied events & activities including workshops and exhibitions;
- event management, advocacy & planning;
- marketing & promotional support from project stakeholders;
- training by performing artists/volunteers in preparation for the event;
- event volunteers, ticketing, cleaning, parking, venue & security;
- promotional and publicity support through key regional organisations;
- loan of art works from visual artists & arts organisations for display purposes;
- production and manufacture of works for sale/exhibition;
- participation of local artists and cultural exemplars at discounted rates;
- participation in planning, consultation & evaluation hui.

7. MANAGEMENT & BUSINESS CONTROLS

7.1 Festival Organisational Structure

The basic reporting structure for organising and delivering this festival programme is outlined in Figure 3 below starting with the TWTI board who will provide governance oversight and the legal umbrella for funding & sponsorship. The Festival Director (Aotearoa Experience Ltd) will report to TWTI and will be responsible for the overall curation of the festival programme working in collaboration with our stakeholder communities. Each project associated with the Hamilton based programming will have a dedicated Event Manager or Operations Manager reporting to the Festival Director and responsible for successful delivery of their respective events. A Marketing & Communications Role will also report to the Festival Director.

Figure 3: Festival Organisational Structure



TWTI WRF Business Plan, HCC, 15 Apr 2022 - CONFIDENTIAL

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7.2 Event Action Plan Template

The following Event Action Plan provides an indicative schedule of key milestones to be undertaken from April 2022 to festival delivery in March 2023. This working document will be reviewed at monthly team meetings and adjusted as required. The general aim is to complete core funding/planning applications by August 2023. With Below the Line activities commencing by October 2022 and Above the Line activities commencing in February. With festival delivery over the month of March 2023 and festival evaluations and reporting to be completed by May 2023.

Event Date: Mar 2023																
Activity	Who	A	M	J	J	A	S	O	N	D	J	F	M	A	M	Status
Governance																
Confirm Programme (D)	TW															Underway
Confirm Programme (F)	TW															
Confirm Budget (D)	TW															Underway
Confirm Budget (F)	TW															
Review Financial Policy	TW															
Festival Secretariat																
Update Business Plan	FD															Underway
Review/Develop SOP's	FD															
Draft JD's	FD															
Appt Event Managers	FD															Underway
Appt Accounts Admin	FD															
Appt Mkt & Comms	FD															
R&D Piko Event Tours	TW															Underway
Activity	Who	A	M	J	J	A	S	O	N	D	J	F	M	A	M	Status
Financial																
Funding & Sponsorship	FD															Underway
In Kind	FD															Underway
Venues																
Confirm Bookings	FD															Underway
Complete Agreements	FD															Underway
Review TM Plan	EM															
Review H&S Plan	EM															Underway
Complete Permits	EM															Underway
Programming																
EOI – Events	FD															Underway
EOI – Regional Calendar	FD															
Appt Op's Manager																
Production																
Confirm Sound																
Confirm Light																
Confirm Power																
Confirm Staging																
Confirm Transport																
Event Personnel																
Confirm Artists	EM															
Engage Team Leads	EM															
Confirm Volunteers	EM															
Confirm Merchandise	FD															

7.3 The Business – Management & Administration systems

Role	Organisation	Key Responsibilities
Festival Governance	Tainui Waka Tourism Inc	<ul style="list-style-type: none"> • Oversight of the festival • Umbrella body for funding and sponsorship • Establish Budget • Report to funders / stakeholders
Festival Director	Aotearoa Experience Ltd	<ul style="list-style-type: none"> • Development & curation of the festival programme • Funding & sponsorship development • Engagement of Festival Suppliers & Key Personnel • Report to Governance body (TWTI)
Event Managers	Various	<ul style="list-style-type: none"> • Planning & delivery of Events • Report to Festival Director (AE Ltd)
Financial Auditor	Jefferies Nock & Associates	<ul style="list-style-type: none"> • Auditing of project & accounts
Mkt & Comm's Manager	To be appointed	<ul style="list-style-type: none"> • Review & Implement Marketing & Comms Plan for the Festival, Taniwha Events & Piko Events
Mana Whenua	Various	<ul style="list-style-type: none"> • Tikanga • Inform Programming

The Festival Director will provide formal reports to Tainui Waka Tourism board on a monthly basis including written reports at all general meetings. The individual event managers and key personnel contracted to support the festival will also provide formal reports to the Festival Director on a monthly basis. The frequency of reporting will increase to fortnightly in January 2023 and to weekly reporting in February 2023.

Each event will have a dedicated event manager and/or operations manager responsible for successful delivery. The budget for each event will be approved by the Festival Director and all project expenditure will be controlled in line with Festival SOP's and TWTI Financial Policy. Interest in events will be monitored and supported by sales promotional activity throughout the year.

7.4 Monitoring & Evaluation of Outcomes

We have a strong track record of delivery and reporting to stakeholders and will utilise a range of quantitative and qualitative measures to monitor and evaluate outcomes including:

Quantitative Data:

- Funding / Sponsorship Income
- Registration Numbers
- Box Office / Ticketing Income / Sales
- Number of Events Completed
- Recording Media Coverage
- Google Analytics

Qualitative Data

- Online Comments
- Collating Media Coverage
- Sample Satisfaction Surveys
- Post Event Evaluation Meetings

We will also host key stakeholders at our events to provide them with direct observation and experience of these and greater insight into the aims and aspirations of the Waikato River Festival.

As a community based non-profit organisation it is also in our best interests to ensure full reporting and accountability for all funding and sponsorship received in support of the festival. Our accounts are externally audited.

7.5 Risk Factors & Initial Risk Assessment

Key risks and our initial assessment of the probability and impact of these risks are as follows:

Risk	Mitigation	Probability	Impact
Funding & sponsorship targets not achieved	• Adjust programme to meet budget or scale back as required	Low - Med	High
Poor weather effecting event delivery	• Plan for wet weather delivery and cancellation policy.	Low – Med	Med
Future Covid19 Lockdown	• Develop Covid19 Plan & Policies to protect festival (e.g. cancellation policies etc.)	Low – Med	High

Injuries from recreational activities	• Ensure strong H&S policies are in place and adhered to and that all participants in recreation events sign waivers	Low	Low
Consents / Venue Bookings not obtained	• Secure pencil bookings and complete venue hire agreements and any permit applications as early as possible	Low	High
Audience projections do not materialise	• Invest in event scope/scale & raise awareness as early as possible to mitigate clashes with other events and kaupapa	Low	Med

8. CONCLUSION

Tōku awa koiora me ōna pikonga he kura tangihia o te mātāmuri”

The river of life, each curve more beautiful than the last

- *King Tāwhiao*

The development of a festival focused on the iconic Waikato river aligns naturally to our point of difference, our cultural foundations, our current and desired tourism offering and to stated HCC aspirations reflected in key documents such as the HCC River Plan and HCC Event Sponsorship Policy.

The Waikato River Festival – He Piko He Taniwha has the potential to become an iconic festival for Hamilton City.

There is significant community interest in the Waikato River Festival concept and the support of HCC will enhance our capacity and efforts to develop the Waikato River Festival into an inclusive regional celebration and showcasing event for the entire community, with Hamilton positioned as the hub of the regional festival programme.

The support of this event will also provide HCC the opportunity to demonstrate support for kaupapa Māori led events and for the arts and creative sectors. HCC sponsorship of the Waikato River Festival will also complement sponsorship of existing sporting and mainstream events thereby providing a more strategic and balanced portfolio of investment into Hamilton City events.

There is a line in the traditional chant titled “Waikato Te Awa” that refers to “Te mauri o te motu”. This metaphoric reference acknowledges the Kingitanga as the life force of the region and country. In a similar manner, we aim to develop the Waikato River Festival – He Piko He Taniwha, as a platform to reflect, represent and project the unique mauri (life force) of our city and region to our community and to the rest of the country.

We look forward to discussing this event with you in further detail and to the possibility of receiving HCC sponsorship towards the development and staging of the 2023 Waikato River Festival – He Piko He Taniwha programme in Hamilton.

Mā te hurihuri, te manu ka rere

With feathers, the bird flies

Kia ora / Thank you.

APPENDICES

- Letters of Support
- He Piko He Taniwha - Realising the cultural tourism potential of the Waikato Poster
- Rangatira for A Day Article
- Selection of past Event Collateral

MEDIA

<https://www.beehive.govt.nz/speech/he-piko-he-taniwha>

<https://www.nzherald.co.nz/waikato-news/news/waikato-river-waka-rides-part-of-new-hamilton-venture/6CUFMN7D5OQRAHL2Y4QHQ3P6WE/>

<https://www.visithamilton.co.nz/whats-on/visual-arts-and-exhibitions/waiora>

<https://www.stuff.co.nz/travel/destinations/nz/105169388/waikato-river-filmed-for-google-street-view>

<https://www.teaomaori.news/paddle-waka-tangata-highlight-waikato-river-festival>

<https://www.beehive.govt.nz/release/waikato-tainui-continue-break-mould>

<https://www.youtube.com/watch?v=GfUAaQGz8XA>

<https://www.stuff.co.nz/waikato-times/business/90083156/waikato-river-tourism-potential-ready-and-waiting>

<https://fb.watch/cnBC5pxJjz/>

<https://www.facebook.com/TeWanangaoAotearoa/videos/444048196463163/>



28 October 2020

Tēnā koe,

RE: Waikato River Festival – Arts and Cultural programme

This project from Tainui Waka Tourism around the concept of the 'Ahi Kaa' arts and cultural programme for the Waikato River Festival is a great Waikato regional initiative and I am happy to provide this letter of support.

Creative Waikato staff have been working alongside and supporting the development of this Kaupapa for a number of years. The Waikato River Festival has real exciting possibilities for the region, and the inclusion of a more focused arts and cultural offering as part of the broader festival, exploring the ideas of "He Piko He Taniwha" with a predominant Maaori arts/community programme, serves with the potential of filling an important gap in the creative cultural landscape of Kirikiriroa and the wider Waikato region.

The Waikato River Festival – He Piko He Taniwha provides an ideal platform to broaden and strengthen the regional cultural arts activity through the development of a multidisciplinary arts programme in celebration of the Mighty Waikato River and its communities.

There are a range of arts events that are being explored as part of the programme which include a number of local artists, as well as the support of a range of other local organisations. This has the potential to become an important celebration for the region, a space to bring people together to share arts experiences, and for the broader community to connect with unique art that is created from an ao Māori perspective.

This project aims to bring together the community, to celebrate Waikato te awa, and to create high quality arts experiences that utilise the river as a core part of the unique sharing of local stories. Creative Waikato recognises the value in what this offering would contribute to the local community.

I am happy to support Tainui Waka Tourism and the Waikato River Festival in their application, and I acknowledge that this initiative sits well alongside our vision for arts and culture in the Waikato region.

Ngā mihi nui,

A handwritten signature in black ink, appearing to read "J Mayall", written in a cursive, flowing style.

Dr Jeremy Mayall
CEO
Creative Waikato
jeremy@creativewaikato.co.nz

30 October 2020

Tainui Waka Tourism Inc.
PO Box 4397
Hamilton East 3247
Hamilton

Teenaa koutou katoa

Hamilton City Council is pleased to confirm event sponsorship funding of \$25,000 + GST towards the 2021 Waikato River Festival – He Piko He Taniwha. This was approved by Council's Economic Development Committee at its meeting on 8 September 2020.

This is a new sponsorship for Hamilton City Council and we look forward to working with Tainui Waka Tourism Inc. to develop this regional festival initiative for the benefit of Hamilton City and wider region. In addition to event sponsorship funding, Hamilton City Council has a range of communication platforms that could be accessed to help promote the festival programme.

The Waikato River cuts through the heart of Hamilton City and it is therefore an integral part of our city and regional identity. There is very strong alignment between the Waikato River Festival and the Hamilton City Council River Plan. The Waikato River Festival – He Piko He Taniwha provides an ideal platform to broaden and strengthen our cultural brand attributes through the development of a multidisciplinary arts programme in celebration of the Mighty Waikato River and its stakeholder communities.

We note the following arts events are planned for Hamilton City in support of the 2021 Waikato River Festival programme:

- Toia Mai Concert (Ferrybank Precinct);
- HAKA Māori Cultural Experience (Hamilton Gardens);
- Waikato Taniwharau Cultural Art Trail Launch (Creative Waikato);
- Ahi Kaa – Home Fires Concert (Riverside Beaches);
- Waiora Exhibition (Meteor/Arts Post).

We wish you well with your festival planning and the realisation of your vision of "Sharing our stories with the world" through the development of this exciting regional arts and cultural initiative.

Ngaa mihi



Sean Murray
General Manager
Venues, Tourism and Major Events

H3 Office, 800 Heaphy Terrace
Claudelands
Hamilton 3214
New Zealand
Phone 07 838 6403 Mob | 021 912 772
Email sean.murray@hcc.govt.nz
Website www.hamilton.govt.nz
D-3506000



30 October 2020

LETTER OF SUPPORT : WAIKATO RIVER FESTIVAL – HE PIKO HE TANIWHA

Teenaa koutou katoa

Hamilton & Waikato Tourism Ltd (HWT) is the official Regional Tourism Organisation (RTO) for the Waikato region in New Zealand. Our role is to increase domestic and international visitation, length of stay and expenditure in the region by creating and coordinating effective marketing, promotional and development activity.

We encourage visitors to enjoy the great experiences our region has to offer and in turn contribute valuable economic, social and cultural benefits to our communities. The following vision has been established to help set the direction for the Hamilton & Waikato region. It is linked to the Waikato Story vision and has engaged the community, industry and stakeholders through consultation.

“The mighty Waikato River is the lifeblood that flows throughout the region that embraces visitors, is recognised for its manaakitanga, and is alive with people enjoying authentic experiences, journeys and vibrant communities”

The ‘Mighty Waikato’ region’s experience and credibility with hosting large-scale events means the region is well suited to the hosting of events of scale. As host to the annual New Zealand National Agricultural Fieldays, an event that attracts over 120,000 visitors across four days each year; Rugby World Cup 2011; 2010 World Rowing Championships; 2015 Cricket World Cup; 2017 DHL Lions Series; 2019 UCI Track World Cup and the 2018-2020 HSBC World Rugby Sevens; our region has a proven track record as a successful events destination, including high performance sport.

Events are a key element for recovery of the economy in the current post-Covid environment. By enhancing existing events and developing new events, this will assist in driving domestic visitation to our region, in turn adding value to our local economy, benefiting our communities.

To ensure the region is able to sustainably leverage the growth of the visitor economy long-term, Hamilton & Waikato Tourism along with regional stakeholders, developed the Tourism Opportunities Plan in 2016. The plan sets the direction for future development opportunities across the region to ensure we fully extract the ‘value’ of the visitor economy rather than the meet the ‘volume’ only.

Hamilton & Waikato Tourism, C/- Hamilton Airport, Airport Rd, RD2, Hamilton 3282
P +64 7 843 0056 | F +64 7 843 2365 | info@hamiltonwaikato.com | www.hamiltonwaikato.com

The goals set out in the tourism plan state that by 2025 the Hamilton and Waikato region will:

- Be established as a competitive destination that attracts visitors who stay multiple nights, spend money on experiences, recommend the region to others and return
- Be recognised by visitors as the home of Kiingitanga with exceptional visitor experiences that enable the visitor to immerse themselves in our unique Maaori culture
- Have a range of quality events and experiences that attract domestic and international markets year-round
- Offer a range of ways to engage with the Waikato River in vibrant settings in Hamilton and across the region
- Provide a cluster of well-managed and promoted conservation areas/sites that are of interest to particular market segments.

The Waikato River Festival – He Piko He Taniwha not only meets the targets in our regional Tourism Opportunities Plan 2016, it also aligns with Tourism New Zealand and the Government's strategy of driving regional dispersal and addressing seasonality.

With a central focus on the Waikato River, Hamilton & Waikato Tourism strongly supports the Waikato River Festival – He Piko He Taniwha. This festival reaches across our region and has the potential to develop into a truly distinctive regional celebration that leverages off our iconic river - a key source of regional identity.

The Waikato River Festival – He Piko He Taniwha has developed relationships along the length of the Waikato River – with a particular focus on engagement with river hapuu and iwi. The development of a dedicated multidisciplinary arts festival, with the theme "Ahi Kaa – Home Fires", provides an invaluable platform for supporting our creative sector to help realise the Tainui Waka Tourism Inc. vision of "Sharing our stories with the world".

In conclusion, Hamilton & Waikato Tourism fully supports and endorses the Waikato River Festival – He Piko He Taniwha application.

Please feel free to contact me should you require any further information.

Mauriora!



Jason Dawson
Chief Executive



30 November 2021

Tainui Waka Tourism Inc
PO Box 4397
Hamilton East 3247

WAIKATO RIVER FESTIVAL – He Piko He Taniwha

It is with great pleasure that I write in support of the WAIKATO RIVER FESTIVAL – He Piko He Taniwha event.

Our school, Ngā Taiātea Wharekura, is an immersion language Māori secondary school based in the Waikato and the Waikato River is central to the identity of many of our students and comprises an important part of our academic curriculum.

This regional event provides an invaluable opportunity for our students and community to connect with and learn about the river. This event also offers great potential to support a range of curriculum learning areas.

We are constantly looking for opportunities for our students to learn more about our place in the world and the Waikato River Festival, being such an intrinsic part of our regional cultural identity, provides an excellent vehicle for learning about our history, culture and environment.

We envisage that many primary and secondary schools will be interested in attending the programming associated with this unique regional festival.

We therefore have no hesitation in supporting this initiative and look forward to the development of this event.

Nei rā te mihi nui

Michelle Treadaway-Ohia
Tumuaki (Principal)
Ngā Taiātea Wharekura
134 Rotokauri Road, Baverstock, Hamilton 3200
(07)8506358
(0204)1810003
E puta ki Taiātea....

E Puta ki Taiātea
Ph (07) 850 6358 Fax (07) 850 6359 Rachel.Stone@taiatea.school.nz
134 Rotokauri Rd. HAMILTON 3200

Te Tari o te Kiingitanga



6 December 2021

E ngaa rangatira, teenaa koutou

LETTER OF SUPPORT: Waikato River Festival – He Piko He Taniwha

*Tuu te rangi aniwaniwa, ka pai
Tuu te rangi awhiowhio, ka pai
Kiingi Tuheitia Pootatau Te Wherowhero VII, toona ahurewa tapu
Rire rite hau, Paimaarire.*

On behalf of Kiingi Tuheitia Pootatau Te Wherowhero VII, we acknowledge you for your efforts and progress with the Waikato River Festival – He Piko He Taniwha.

The iconic Waikato River, which flows through the heart of the Waikato, has sustained our people, our communities and our region for generations. The historical, cultural, spiritual and physical value of the Waikato River to Waikato tribes is reflected by the well-known saying 'Waikato taniwharau, he piko he taniwha, he piko he taniwha' (Waikato of a hundred chiefs, on every bend a chief, on every bend a chief). The Waikato River has been, and continues to be absolutely central to our regional and tribal identity.

The Waikato River Festival, a regional festival focused on showcasing the river provides an exciting opportunity to leverage, reinforce and complement our point of difference in the world and the unique stories and sites of significance along the Waikato River and its catchment.

This event which aims to develop, promote and present a regional programme of events and experiences inclusive of all tribes, communities and people of the Waikato River, aligns to Kiingitanga principles of: Whakaiti (Humility), Whakapono (Trust), Aroha (Respect), Rangimaarie (Peace), Manaakitanga (Caring), Kotahitanga (Unity) and Mahi Tahi (Collaboration).

The development of a multi-disciplinary programme of events and experiences along the length of the river provides a platform for communities along the river to reconnect with the awa and with each other and work collaboratively and cooperatively to restore and protect the health and well-being of the river.

We look forward with great interest to the ongoing development of the Waikato River Festival – He Piko He Taniwha and to the exciting cultural events and experiences currently being planned in support of this regional festival event. We fully support this exciting initiative and I wish the host festival organisers the very best of luck with their event planning and preparations.

*Tooku awa koirā me oona pikonga he kura tangihia o te maataamuri
The river of life, each curve more beautiful than the last
- Kiingi Taawhiao*

Please do not hesitate to contact us should you have any further paatai in the meantime by calling 07 824 7678 or contacting us directly.

Paimaarire. Naaku noa, naa

Rukumoana Schaafhausen

Takapou Matua – Chairperson

Archdeacon Ngira Simmonds

Ranga Tiki | Chief of Staff

The Office of the Kiingitanga
P.O Box 63, Ngaruawahia, New Zealand

30 November 2021



Tainui Waka Tourism Inc.
PO Box 4397
Hamilton East 3247
Hamilton

Tēnā koutou katoa

Re: The Ahi Kaa -International Arts Festival of Aotearoa

On behalf of Te Ohu Whakaita Charitable Trust (TOW), It is with pleasure we provide this letter of support for Ahi Kaa. We would like to endorse their application to NZ Major Events for the project -International Arts Festival of Aotearoa

Te Ohu Whakaita is the governing body for the Matariki ki Waikato working group. Our vision is that "Te Ao Māori is valued and celebrated by all." Our purpose is "To support events that share Te Ao Māori through experiences that weave people together."

I have no hesitation in writing in support of the Ahi Kaa – International Traditional Arts Festival of Aotearoa as this event aligns very well to our stated vision and mission and to the four guiding principles of Te Ohu Whakaita, namely:

1. Te Paki o Matariki (recognising the Kīngitanga)
2. Te Rangatiratanga (kaupapa Māori festival events)
3. Whanaungatanga (celebrating and strengthening communities)
4. Kotahitanga (sharing Te Ao Māori with all communities)

This is an exciting initiative that draws off the traditional strengths of the region such as the presence of a large Māori population, tertiary education providers such as Te Wānanga o Aotearoa, University of Waikato and Wintec, extensive tribal infrastructure, and the regions unique role as the guardians of the Kīngitanga.

We look forward the development of the Ahi Kaa – Traditional Arts Festival of Aotearoa as a distinctive international event on or regional and national events calendar and to supporting the realisation of the Tainui Waka Tourism Inc. vision of "Sharing our stories with the world" with people from the four corners of our region, our country and the globe.

Ngā mihi

Marleina Ruka

A handwritten signature in blue ink that reads "Marleina Ruka".

Chair- Te Ohu Whakaita Charitable Trust

[Home - Te Ohu Whakaita Charitable Trust \(matarikiwaikato.nz\)](http://matarikiwaikato.nz)



2 December 2021

Teenaa koe,

Letter of support for Waikato River Festival & Ahi Kaa Festival

Waikato – Tainui represents over 82,000 registered tribal members affiliated to 33 sub-tribes and 68 marae throughout our region. We are guided by our overarching mission of growing a prosperous, healthy, vibrant, innovative and culturally strong iwi that enables mana motuhake (self-sufficiency).

The Waikato River is an inseparable part of Waikato – Tainui tribal identity and is of great cultural, spiritual, historical, recreational, social and economic value to our people and region. The Waikato River Festival and the Ahi Kaa Festival are both exciting initiatives, acknowledging and celebrating our most iconic geological feature and regional point of difference – our ancestral river, the Waikato.

These events provide a vehicle to support key implementation strategies in Te Ture Whaimana – the Vision and Strategy for the Waikato River, including:

- promote and foster public knowledge and understanding of the health and wellbeing of the Waikato River among all sectors of the Waikato regional community; and
- support the establishment of new, and enhance existing, relationships between Waikato-Tainui, other river iwi and stakeholders with an interest in advancing, restoring and protecting the health and wellbeing of the Waikato River.

The events also provide great scope to complement the aims and aspirations of Te Whakatupuranga 2050, the blueprint for cultural, social and economic advancement for Waikato-Tainui people; and the realisation of our stated mission, Kia tupu, kia hua, kia puaawai – To grow, prosper and sustain.

Waikato-Tainui looks forward to realisation of these exciting initiatives led by tribal members and enabling tribal economies.

Waikato Taniwharau. He Piko, He Taniwha. He Piko He Taniwha

Ngaa mihi

A handwritten signature in black ink, appearing to be "Glenda Taituha".

Glenda Taituha
General Manager Heritage & Identity
glenda.taituha@tainui.co.nz

WAIKATO-TAINUI TE KAUHANGANUI INC.

Telephone: +64 7 858 0430 Freephone: 0800 TAINUI Email: Reception@tainui.co.nz Fax: +64 7 858 0431
Address: 4 Bryce Street, PO Box 648, Hamilton 3240, NEW ZEALAND

Rangatira for a day

Posted on October 2, 2011 by REAL New Zealand Festival

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,

mhtml:file:///C:/Users/Craig/Haka NZ/Haka Marketing & Promotion/Rangatira for a d... 10/10/2013

- 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.

- [Hikoī](#): 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 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'.

Tōia

Mai

21.03.20

Ferrybank,
Grantham Street
Saturday 21 March
7:00pm

Performers:

Te Pou o Mangatāwhiri
Adam Whauwhau
Horomona Horo
Waimihi Hotere
Jeremy Mayall

A musical celebration of
Waikato te Awa fusing
kapahaka, waiata, taonga
puoro, and contemporary
soundscapes



WAIKATO RIVER FESTIVAL



He Piko He Taniwha

CEREMONIAL OPENING



WAIKATO ITI

DATE: Sunday 1st March, 2020
TIME: 6.00am to 9.00am
OTHER: By Invite Only

HOSTED BY:
Ngāti Hikairo, Ngāti Tūwharetoa & Ngāti Rangī



WAIKATO RIVER FESTIVAL



He Piko He Taniwha



Sharing our stories with the world



www.waikatoriverfestival.nz

WAIKATO RIVER GOOGLE TREK DISPLAY

SMART SPACE

📍 9 Garden Place, Hamilton

DATE: Wednesday 4th March

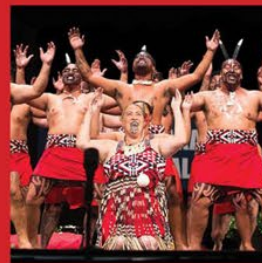
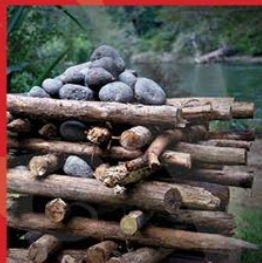
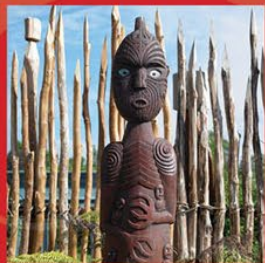
TIME: 7.00pm to 8.00pm

Light refreshments provided



MORE INFO:  waikatoriverfestival





HAKA

MĀORI CULTURAL EXPERIENCE

Experience authentic Māori arts & culture in the heart of the international award winning Hamilton Gardens!



HAMILTON GARDENS, Cobham Drive, SH1, Hamilton
Sunday 15th March 10.30am to 5.30pm



TAINUI WAKA TOURISM INC.
Sharing our stories with the world

HE PIKO HE TANIWHA

REALISING THE CULTURAL TOURISM POTENTIAL OF THE WAIKATO

CULTURAL TOURISM SYMPOSIUM

TUESDAY

5TH MARCH 2019

8.30AM – 5.30PM

REGISTER NOW: RSVP TO
[https://hepikohetaniwha.
eventbrite.co.nz](https://hepikohetaniwha.eventbrite.co.nz)

SIR DON ROWLANDS CENTRE
LAKE KARAPIRO

MIGHTY RIVER DOMAIN,
601 MAUNGATAUTARI ROAD,
CAMBRIDGE

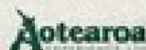
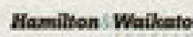
WAIKATO RIVER FESTIVAL



He Piko He Taniwha

PROGRAMME DETAILS - VISIT:
<https://hepikohetaniwha.eventbrite.co.nz>

Proudly supported by:





Nau Mai, Haere Mai
OPEN Day 2020

Friday 27th March

9am-3pm

Mangatoatoa Pā,
66 Te Mawhai Road
Tokanui

PŪNĪU RIVER CARE
OPEN Day 2020

In support of

WAIKATO RIVER FESTIVAL



He Piko He Taniwha

Application Summary			
Event Name	Matariki ki Waikato		
Event Date	June/July 2023, June/July 2024 and June/July 2025		
Applicant Organisation	Te Ohu Whakaita Charitable Trust		
Event Venue	Various across city – including Hamilton Gardens, Hamilton City Libraries and Waikato Museum	Event Type	Cultural
Event Overview	<p>Matariki ki Waikato is an annual winter festival celebrating Māori New Year. It is delivered by Te Ohu Whakaita Charitable Trust (est 2009), supported by the Matariki ki Waikato working group.</p> <p>The role of the trust is to raise awareness of the celebration of Matariki throughout the Waikato regional. Its vision is to honour the new national holiday (2022 onwards) by increasing the festival events portfolio to reach a vast range of diverse audiences, engage regional communities and attract from visitors.</p> <p>The event opens annually with a dawn ceremony and breakfast to celebrate the birth of King Koroki who was born under the Matariki star on 16 June 1906. This reference to the Kiingitanga makes the Waikato Festival a specific regional observance of Matariki, unique to our rohe</p> <p>The event will feature six signature events, in addition to other supporting events across the full six weeks:</p> <ol style="list-style-type: none"> 1. Karanga o te Tau Hou Hamilton Gardens (dawn ceremony) 2. Matariki in the City 3. Manu Tukutuku Kite Day 4. Whiti Open Mic Night 5. Matariki ki te Whare Taonga o Waikato 6. Waikato Tainui Kaumatua Ball 		
Target Market	<ul style="list-style-type: none"> • All people – families, youth, elderly, kohanga reo, kura and mainstream schools, ethnic communities, Hamilton and Waikato residents, maaori artists and performers. • National visitors – including overnight visitors from the wider Waikato region, Bay of Plenty, Taupo, Taranaki, Hawkes Bay and Greater Auckland, visitors staying on for Matariki post Fieldays 2023, Hamilton Gardens Arts Festival attendees • Specialist interest groups – sponsors, Iwi, Maaori and Mataawaka, historians, astrologers, other indigenous cultures, artists and performers, academics, designers, students, alternative medicine, wholistic healing community 		
Event Objectives	<p>The Strategic objectives of Matariki ki Waikato are social, cultural, environmental and economic:</p> <ul style="list-style-type: none"> • Growth of community identity and indigenous identity in Waikato • Increase awareness of the relevance of Matariki for New Zealanders • Increased appreciation and respect for Maori culture • To capitalise on the opportunities of wider maaori networking, community partnerships and fostering new relationships. 		
Attendance	Not provided	Anticipated Bed Nights	Not provided
External Funding	External partner funding is pending application decisions but tbc with:		

	NZ Lotteries, Toi o te Tau Hau, WEL Energy Trust, Trust Waikato, DV Bryant Trust
Previous Council Support	<p><i>In June 2018, Te Ohu Whakaita applied for event sponsorship funding for their 2019 event and were successful in receiving \$30,000 from Council from the 2018/19 event sponsorship fund. In 2020, they received a three-year multi sponsorship for \$40,000 per annum for their 2020, 2021 and 2022 events.</i></p> <p><i>The Matariki ki Waikato Working Group includes members from Friends of Hamilton Gardens, Hamilton Libraries, Waikato Museum, Community Development Unit, HCC's Maaori Relationships advisor and City Events plus external groups.</i></p> <p><i>In 2022 (and assuming ongoing), Council will also deliver an event on the 24th June public holiday, funded by Council and in conjunction with the overall Matariki ki Waikato event programme.</i></p>
Past Event Performance	<p><i>ToW has delivered the event in Kirikiriroa since 2018 and are currently in planning for their 2022 event.</i></p> <p><i>They completed sponsorship agreement conditions as set and are seen as a capable organisation with a level of integrity to deliver the events in alignment with their organisational values and brand management. They have recently appointed a dedicated Event Manager for their 2022 event who has prior experience with the Matariki celebrations in Tamaki Makaurau.</i></p> <p><i>The 2021 post event report reported the festival delivered 129 events shows over 6 weeks within the Matariki ki Waikato programme.</i></p>
Sponsorship Benefits to Council	<ul style="list-style-type: none"> • NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none"> ○ <i>Naming rights alignment to a major event within the festival – to be determined</i> ○ <i>Council achieves economic and social objectives through supporting the Maaori economy and realizing of new opportunities for Maaori tourism</i> ○ <i>Leveraging of a number of council venues and facilities – Hamilton Gardens, Hamilton City Libraries, Waikato Museum.</i> ○ <i>Partial achievement of He Pou Manawa Ora goals and objectives – “to support and celebrate Maaori and bicultural events including Matariki”</i> • ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> ○ <i>Social media post recognition to recognise Council's support</i> • BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none"> ○ <i>Council logo appearing on official event documentation, merchandise and advertisements, across all platforms (digital and printed)</i> • COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES <ul style="list-style-type: none"> ○ <i>Council representatives (12) invited to attend the festival launch event</i> ○ <i>An opportunity to address key civic and business and Maaori leaders at the launch event</i> ○ <i>Invitations to key events on request</i> • RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> ○ <i>Recognition of Council as a “Major supporter” and “Festival Partner”</i> ○ <i>Council given verbal acknowledgement during presentations/public announcement(s) at the event plus promotional material newsletters, social media, event website, news and press/media releases</i>

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	\$100,000 per year for three years (2023, 2024 and 2025 events)
MANAGEMENT ASSESSMENT AGAINST CRITERIA	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	2
Number of anticipated participants	3
Utilisation of city assets	4
Total	17 / 30
MANAGEMENT COMMENT	
<p>Approve \$50K per year for three years (2023, 2024 and 2025)</p> <p><i>As in previous funding decisions, management acknowledge the Matariki ki Waikato application does not strictly align with the application of the fund in respect of all the above criteria. However, this is an example of an event that warrants support from Council as a valuable major community event. The event is seen to have opportunity to build traction and have significant long-term growth potential for the city and management further recommend another multi-year funding commitment from Council.</i></p> <p><i>The significance of the announced public holiday from 2022 should also be taken into consideration and we note the increased community interest in Matariki events and celebrations due to this.</i></p> <p><i>Management are aware that other large NZ cities commit funding to celebrate and observe Matariki (i.e. Auckland, Wellington, Tauranga and Christchurch). Investment in a significant Māori celebration can only enhance the reputation of Hamilton and the region. As an event of cultural significance, it also has a distinctiveness for Hamilton and presents a wide range of balanced activity with strong emphasis on Hamilton's places and spaces.</i></p>	

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
Application MESF-003-2022 From Te Ohu Whakaita Charitable Trust
 Form Submitted 26 Apr 2022, 2:03pm NZST

Event Details

* indicates a required field

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

2022 Funding Round

The funding from the 2022/23 round is available for events taking place in Hamilton from 1 July 2022 - 30 June 2023.

More information can be found <http://www.hamilton.govt.nz/our-city/cityevents/eventfunding/>

Name of the Event *

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
Application MESF-003-2022 From Te Ohu Whakaita Charitable Trust
 Form Submitted 26 Apr 2022, 2:03pm NZST

Matariki ki Waikato

Start date of Event *

June 2023

Must be a date.

Finish date of Event *

July 2025

Must be a date.

Time of the Event *

Various times

Location or Venue *

Various locations and venues - please see attachment for further detail

Is the Event *

☒ Annual

☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *

Community

If Other, please describe

Amount of Hamilton sponsorship sought *

\$100000

Are you wanting this sponsorship amount for: *

☐ One year

☐ Two Years (same amount
each year)

☒ Three Years (same amount
each year)

Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

**Applicant Organisation
name ***

Te Ohu Whakaita Charitable Trust

Please enter the registered (legal) name of your organisation.

**Is your Organisation a
Legal Entity? ***

☒ Yes

☐ No

**Please state the type of
entity?**

Charitable Trust

If other, please state

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
Application MESF-003-2022 From Te Ohu Whakaita Charitable Trust
 Form Submitted 26 Apr 2022, 2:03pm NZST

Is your organisation GST registered? *	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If 'Yes' please provide your GST number	Please enter your GST number.
Contact Person for this Application *	Ms Marleina Ruka Please enter the name of the primary contact person for this application.
Organisation postal address *	11 Garden Place Hamilton Hamilton Hamilton 3240 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 1294 9601 Please enter the contact phone number for the primary contact given above.
Contact email address *	marleina.ruka@gmail.com Please enter the email address for the primary contact given above.
Name of Event Organiser *	Ms Leesa Tilley
Event Organiser Address (if different from above)	14 Renall St Freemans Bay Auckland 1011 New Zealand
Event Organiser mobile phone number *	021 243 6899
Event Organiser email address *	matarikikiwaikato@gmail.com
Please list prior event experience of both the organisation and event organiser *	<p>Leesa Tilley is the appointed Event Manager. She is the Director at Publicity+, a PR and Marketing company. She brings a wealth of high-level event management and marketing experience. Her qualifications include a BA in Project & Event Management, Dip in Audio Engineering and Music Production (MAINZ) and a Dip in Graphic Design (AUT). As an events promoter, media consultant, publicist, artist/tour manager and sound engineer, her work has taken her all over Aotearoa and the globe. Locally, she has worked on Matariki celebrations in Tamaki Makaurau, and in the Waikato the launch of Claudelands Arena Please find attached her CV.</p> <p>As an organisation, the current Te Ohu Whakaita Trust has delivered this event in Kirikiriroa since 2018. During this time despite the Pandemic, we have cultivated new relationships, grown funding, and participation and</p>

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developed a high quality series of events that celebrate Matariki on a local level.

Is there a contract in place with the event organiser or organisation team? *

☒ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *

☒ Yes
☐ No

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Our Matariki ki Waikato festival is unique as a Maaori led and kaupapa Maaori driven festival that engages the wider Waikato community. The many events we facilitate targets a broad range of people, including children, youth and the elderly across Kirikiriroa, Hamilton's diverse nationalities. Events are hosted at accessible venues, including parks, gardens, libraries, schools, marae, theatres, and other community facilities.

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 all peoples, celebrate our indigenous culture, give thanks for the bounty of our river and its lands, reflect on the legacy we have been given and collectively aspire to create a more prosperous future.

The vision of Te Ohu Whakaita for 2023 is to honour the new national holiday by increasing the festival events portfolio to reach a vast range of diverse audiences, engage regional communities and attract more visitors right across the region.

The celebration of Maori culture and history, that is rooted in Te Ao Maori with a clear agenda for empowering local communities is our aim

Our main objectives are the following:

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- growth of our community identity and our indigenous identity in Waikato.
 - Increased awareness about the cultural significance of Matariki.
 - Improved understanding of the relevance of Matariki for all New Zealanders.
 - increased appreciation and respect for Maaori Culture, in general,
 - to capitalise on the opportunities arising from wider Maaori networking, community partnerships and fostering new relationships

We launch our Festival annually with a dawn ceremony and breakfast to celebrate the birth of King Koroki who was born under the Matariki star on 16 June 1906. This reference to the Kiingitanga makes our festival a Waikato specific observance of Matariki, unique to our rohe.

No more than 500 words

Attach any other event outline documents here

Filename: LT CV July 2020.pdf
 File size: 97.0 kB

Filename: Te Ohu Whakaita Report 2021-Final (3).pdf
 File size: 13.2 MB

Business Plan for the Event

This should include the following:

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

Attach your Business Plan for the Event here *

Filename: 1 Business Plan - Matariki 2022-edit.docx
 File size: 470.2 kB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

Filename: Copy of 2023 Projected budget - 2023 Budget.pdf
 File size: 75.8 kB

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Marketing and Promotion Plan

This should include the following:

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

Attach your Marketing and Promotion Plan here *

Filename: MATARIKI MARKETING PLAN NEW 2023- edit.docx
 File size: 460.8 kB

Sponsorship Proposal Package

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

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Plan -edit.docx
 File size: 462.7 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

Filename: Economic Impact Data Report for HCC Application2-edit.docx
 File size: 191.8 kB

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants				
Spectators				
Trade				

Entry Fees

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Adult	Child	Older people	Other
			Free & paid events

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels		
Motels		
Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1

Hamilton City Council logo added to printed marketing (posters, programmes, PR etc) collateral as a partner

Idea 2

Hamilton City Council named in press releases and acknowledged where possible media news stories

Idea 3

Hamilton City Council logo added to the MKW website as a partner

Idea 4

Hamilton City Council tagged in MKW social media posts and digital channels

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Idea 5

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 6

Hamilton City Council banners/flags and promotional materials welcomed on site during signature MKW events

Idea 7

Hamilton City Council name included in radio promotions as a supporting partner

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [Children's Act 2014](#) to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here [Privacy Policy](#), and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *

☒ Privacy Statement read

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**I confirm that I agree
with the declaration
statement above ***

☒ Yes

**Full Name of
Organisation ***

Te Ohu Whakaita

**Full Name of Authorised
Signatory ***

Marleina Ruka

**Position of Authorised
Signatory ***

Chair of Te Ohu Whakaita

Date of Declaration *

25/04/2022



2023 Business Plan

Introduction

Te Ohu Whakaita (TOW) Trust is the Governing Group for The Matariki ki Waikato Working Group. Our vision is that Te Ao Maaori is valued and celebrated by all. Our purpose is to support events that share Te Ao Maaori through experiences that weave people together.

Maataapono (Principles):

- **Te Paki O Matariki:** Recognising the Kiingitanga.
- **Tino Rangatiratanga:** Kaupapa Maaori Festival events
- **Whanaungatanga:** Celebrating and strengthening communities
- **Kotahitanga:** Sharing Te Ao Maaori with all communities.

The Strategic Objectives of Matariki ki Waikato are social, cultural, environmental and economic

- To expose cultural distinctiveness for Kirikiriroa Hamilton and the Waikato 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.
- To extend the utilisation of Hamilton 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;
- To generate overnight visitation throughout the festival. Māori led events including Kiingitanga celebrations (e.g. Koroneihana, Regatta and Kiingitanga anniversary) attract thousands into the region. The 160th celebration 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

- To grow interest in and showcase the strength and vitality Nga Toi Māori and its unique value. This includes visual arts, oratory and performing arts, digital and screen arts,
- To grow 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
- To make Maori cultural events accessible to everyone, and grow unity in a diversifying community.

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, NZEIR calculates how much tourists currently spend on Māori tourism in Auckland. This information should be seen in alignment to what the Waikato can offer, including realising the potential of the Māori economy in our region.

There are over 110,000 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.

Matariki will be marked with an official public holiday on the 24th of June 2022. The marking of this event by the government has generated increased community interest in Matariki events and celebrations. Matariki ki Waikato has a widely recognised, positive track record, built up over many years, for organising, coordinating and promoting Matariki events throughout the region. Investing in Matariki ki Waikato builds on the established expertise and networks of Te Ohu Whakaita.

Potential

Te Ohu Whakaita and Matariki ki Waikato have contributed to the capacity and capability of community organisations for the provision of Matariki events in our region. However, 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 that the same 'robust' organisations deliver events year-to-year as these organisations can withstand the impact of no external funding and still deliver quality events, 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. Secure and stable funding for signature events would effectively double the scale and impact of the festival.

Receiving the HCC Event Sponsorship fund would enable Te Ohu Whakaita to continue to take a strategic approach to growing the festival and achieving the goals outlined in this Business Plan.

Goal One: To offer a wide range of events that attracts a nationally significant and diverse audience, making Matariki ki Waikato the most 'inclusive' and highly participatory region-wide event for Waikato.

Objective One:

Secure funding to enable the umbrella organisation Te Ohu Whakaiti and its operational arm 'The Matariki working group' to support and foster the continuation and growth of the following key signature events:

- 1) Karanga o te Tau Hou at Hamilton Gardens
- 2) Matariki in the city
- 3) Manu Tukutuku Kite Day
- 4) Whiti Open Mic Night
- 5) Matariki ki te Whare Taonga o Waikato
- 6) Waikato Tainui Kaumatua Ball

Objective Two:

Foster new events through an extension of the Matariki ki Waikato working group and the development of strategic relationships. Note: The Matariki ki Waikato Working Group already involves a vast network of organisations noted in our Marketing Plan.

- Grow stronger relationships between Te Ohu Whakaiti Board, the Festival Director and members of the Working Group
- Network to 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 Fieldays 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 of the arrival of Matariki star cluster

Potential future event additions are:

1. Matariki business summit- growing the Māori economy in the Waikato, sustainable business = economic success
2. Marae -based event and participation, including hapu led events across the region

3. Work alongside Tainui Tourism to deliver a 'river based' event portfolio, starting at Te Parapara gardens and ending at Turangawaewae (e.g River portage history, Waka ride, waka ama, workshop etc)
4. A heritage event with the inclusion of HCC Parks & Reserves, Cemeteries, Planning, Museum and libraries, and the Kings Office to reflect on the region's 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 Fieldays, 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)

Objective Three:

Grow event attendance and awareness through increased marketing reach, expanding diversity and demographics.

In 2022, we have decided (alongside the usual promotional toolkit of banners, billboards, posters, print, radio, digital and online), to print A5 programme booklets and distribute 10,000 throughout the Waikato Region. As this print asset grows, we can offset the sale of advertising within the booklet to help pay for the free promotion this gives our increasing number of community events.

Objective Four

Form media partnerships and sponsorships to reach more into mainstream media, alongside our current independent and iwi media networks.

See Marketing Plan

Goal Two: To review and measure the social, cultural and economic impact of the Matariki ki Waikato Winter festival, so to enable ongoing strategic growth and strengthened impact reporting.

Objective 1

To develop baseline impact data to inform the ongoing strategic growth of the Matariki ki Waikato.

- In 2022 we will be working with Creative Waikato & Huber Social to survey Matariki ki Waikato festival event organisers and participants.
- As a voluntary, community-led organisation we do not have the resources and budget to facilitate detailed economic impact data. However, we are now partnering with Tourism Waikato and will have access to their data during the time of our festival from this year onwards.

Current project plan for Matariki Waikato 2023

Action /milestones	Infrastructure required	Timeframe
Call for participation and initiate massive interest in the 2023 festival	Use all existing networks advertise the coming 2023 festival	January 2023
Appoint administrator	Begin work April 2023	April 2023
Review new participant applications and present draft programme to TOW Trust	Matariki Ki Waikato	April/May 2023
Assist confirmed new participants with event and seed funding	Te Ohu Whakaita	April/May 2023
Confirm programme & sign off Comms strategy for programme	Te Ohu Whakaita. Matariki Ki Waikato	May 2023
Close print programme deadline	Te Ohu Whakaita. Matariki Ki Waikato	May 1st 2023
Programme announcement and media launch	Te Ohu Whakaita. Matariki Ki Waikato	May 30th 2023
Distribute posters and media for street campaign throughout Waikato	Te Ohu Whakaita. Matariki Ki Waikato Working Group.	30 May – 6 June

Assist participant groups on the preparation of their event	Te Ohu Whakaita. Matariki Ki Waikato	May 2023
Build Volunteer base	Matariki Ki Waikato working group to source	May 2023
FESTIVAL DELIVERY – See programme- June to End July		
Provide participant groups and organisations with a review template for their event	Matariki ki Waikato	June /July 2023
Summarise findings of the review template	Te Ohu Whakaita	August 2023
Publish report for sponsors and funders	Te Ohu Whakaita	August 2023
Make recommendations for following year festival	Te Ohu Whakaita	September 2023



Economic Impact Data – Matariki ki Waikato

As a voluntary, community led organisation we do not have the resources and budget to facilitate detailed economic impact data. However, we are now partnering with Tourism Waikato and will have access to their data during the time of our festival from this year onwards.

What we do know is that during the period of our event, visitor numbers to Hamilton are traditionally low (except for the week of the Fieldays). We are confident that our event will drive visitation in a quiet period for the city.

Community Impact:

In 2022 we will be working with Creative Waikato & Huber Social to survey Matariki ki Waikato festival event organisers and participants.

We can report on the community impact of our event, including community engagement, celebration and social cohesion. These are all indicators of success achieved through the promotion and celebration of Maaori culture on a local level in an accessible way.

Social Media analytics will also assist in evaluating our impact. We know that Facebook page delivery was up 381% from our previous event.



MATARIKI COPY DECK

Title	Matariki ki Waikato Festival
Logos/Branding	
Sub title	Sharing Te Ao Maaori through experiences that weave people together.
Presenter Credit	<p>Maataapono/ Our Why</p> <p>Te Ohu Whakaita (TOW) Trust is the Governing Group for The Matariki ki Waikato Working Group. Our vision is that Te Ao Maaori is valued and celebrated by all. Our purpose is to support events that share Te Ao Maaori through experiences that weave people together.</p> <p>Maataapono (Principles):</p> <ul style="list-style-type: none"> • Te Paki O Matariki: Recognising the Kiingitanga. • Tino Rangatiratanga: Kaupapa Maaori Festival events • Whanaungatanga: Celebrating and strengthening communities • Kotahitanga: Sharing Te Ao Maaori with all communities. <p>Endorsed by Te Ohu Whakaita Trust, the Matariki ki Waikato Working Group was formed to bring together a variety of organisations across the Waikato region to raise awareness around the Celebration of Matariki, the Māori New Year.</p> <p>The Matariki ki Waikato Working Group are people representative of Waikato organisations who deliver festival events during the festival period. Representatives from the following organisations have at times contributed to the Matariki ki Waikato Working Group since Matariki celebrations in Kirikiriroa began in 2009:</p> <ul style="list-style-type: none"> • Aotearoa Experience; • Creative Waikato; • Department of Conservation; • Entertainment Suite; • Friends of Hamilton Gardens; • GoEco; • Hamilton Astronomical Society; • Hamilton City Council; • Hamilton City Libraries; • Hamilton Immersive Group; • Hamilton Gardens. • Jeremy Mayall Composer • Kirikiriroa Explorers • Indigo Festival; • Mareikura Creations;



	<ul style="list-style-type: none"> • Matahuru Papakainga Marae; • Rauawaawa Kaumatua Trust; • Tainui Waka Tourism; • Tanui Group Holdings; • Te Awamutu Space Centre; • Te Puna o Waikato; • Te Puni Kōkiri; • Te Rūnanga o Kirikiriroa; • Te Wānanga O Aotearoa; • Te Whare Taonga o Waikato – The Waikato Museum; • The Meteor Theatre; • The University of Waikato; • TKDevents; • Transformation from Roots Up; • Twin Rivers Arts Centre Ngaruawahia; • Two Wise Kumara; • Waikato District Council; • Waikato Food Inc; • Waikato Tainui; • Waikato Tourism • Waitomo Caves • WINTEC – Māori Achievement Unit • WINTEC – School of Media Arts • Woo Wellbeing Limited
Strap line	The festival provides an opportunity to unite our peoples, celebrate our indigenous culture, give thanks for the bounty of our river and its lands, reflect on the legacy we have been given and collectively aspire to create a more prosperous future.
Long Copy	TBC
Short Copy	<p>The Matariki ki Waikato (MKW) festival celebrations see in our Maaori new year with events that collectively aspire to create a more prosperous future for our communities. We commence with a dawn ceremony that commemorates the birth date of King Koroki and continue with Kaupapa Maaori events that span across the arts, music, hauora, taiao and education. We acknowledge the bounty of the Waikato rohe, including our Kiingitanga, histories, whenua, and peoples.</p> <p><i>E whakawhiti atu ai ite te koopu mania o kirikiriroa me oona maara kai, te ngaawhaa whakatupu ake o te whenua moomona.</i></p>
Media Quote	<p>Chairperson of Te Ohu Whakaita Trust, Marleina Ruka said</p> <p>"Launching our festival with Kingi Koroki's birthday is significant to Matariki Ki Waikato because of our ties with the Kingitanga,"</p> <p>"This sacred date marks a time when we give thanks for the past and ask for health and blessings for the future."</p> <p>"It is also a time when we remember those who have passed that year,"</p>



	"Our community partners have put a lot of energy and time into making the festival an incredible and exciting space for whānau (families) to discover what Matariki means to them."
Dates and Venues	The Matariki ki Waikato is a regional festival held annually. 2022 will be the 13 th year of the festival. Dates for the 2022 Matariki Festival are 17 June – 17 July 2022
Marketing Objectives	<ul style="list-style-type: none"> To communicate through media channels all events for taking place during Matariki 2022 within the Waikato region Attract and increase visitors to each event Grow online audiences To grow reach through all media channels Receive positive visitor feedback 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
Recommended age	<p>Suitable all ages</p> <p>Target Audience</p> <ul style="list-style-type: none"> All people living within the Waikato region including but not limited to: <ul style="list-style-type: none"> Whānau - Families Rangatahi – Youth Kaumatua - Elderly Kohanga Reo, Kura and mainstream Schools Ethnic communities Hamilton and wider Waikato residents Maori artists and performers National visitors, including <ul style="list-style-type: none"> 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 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
Web and Social	<p>https://www.matarikiwaikato.nz/</p> <p>https://www.facebook.com/matarikiwaikato/</p> <p>https://www.instagram.com/matarikiwaikato/</p> <p>Facebook / Instagram: @matarikiwaikato</p> <p>YouTube: https://www.youtube.com/channel/UC-wp1FjoR5WiY8GPez3J9mA</p>



Key selling messages	<p>The festival is a catalyst for cultures and communities to engage and take part in kaupapa Māori.</p> <p>The regional effort has local events running from as far north as Rangiriri down to Waitomo.</p>
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MATARIKI MARKETING PLAN 2023-2025

Sponsorship Benefits	<p>Sponsors can receive the following benefits</p> <ul style="list-style-type: none"> - Inclusion in the official programme/ on print materials (fliers, posters, online, social media and other branding opportunities) - Inclusion/thank you on the MKW website - Opportunity to be a naming sponsor of an individual event and/or have marketing material the festival itself - Invitations to key events on request
Media Partnerships	<p><u>POTENTIAL PARTNERSHIP OPTION Number 1 - Digital and Print</u> STUFF www.stuff.co.nz – 190K readers monthly in Waikato Waikato Times (51K daily) - https://www.stuff.co.nz/waikato-times AgTrader (17K distro in Waikato) NZFarmer Neighbourly (30K in Waikato)</p> <p><u>POTENTIAL PARTNERSHIP OPTION Number 2 – Digital, Print, Radio</u> NZME NZ Herald (daily) - https://www.nzherald.co.nz/ (BeWell on Mon/ Viva on Wed/ Timeout on Thurs/ Canvas on Sat) Waikato Herald (Fridays) - https://www.nzherald.co.nz/waikato-news/ Radio – NTZB, Coast, Hauraki, Flava etc</p> <p><u>POTENTIAL RADIO PARTNERSHIPS</u> IWI NETWORK STATIONS RNZ MEDIAWORKS – Mai FM</p> <p><u>OTHER POTENTIAL DIGITAL PARTNERSHIPS (TBC – starter list)</u> Eventfinda - https://www.eventfinda.co.nz/ Tourism Waikato - https://www.waikatoz.com/events/ iSite HCC - https://www.visithamilton.co.nz/whats-on Hamilton Central Business Association - https://www.hamiltoncentral.co.nz/ WUSA WINTEC Waikato Regional Council</p>



Direct Marketing Press releases	<p>The Matariki ki Waikato website 2021 creates an online platform that ties together all information both as a place for incoming communications but also out going communications.</p> <p>Social Media: Each week 3 x posts for relevant history, resources and information links about Matariki to be posted</p> <ul style="list-style-type: none"> 1 – Photo – historic – place - environment 2 – Museum – Resource 3 – Libraries - Resource 4 – Photo – person or event 5 – Quote – in both Maaori and English <p>6 x Newsletters per annum</p> <p>Promote the festival data, social media, competitions, evaluations, surveys, local updates and information</p>
Marketing Assets (\$10K)	<p>Photography (key events)</p> <p>Videography (key events)</p> <p>2 x pull up banners</p> <p>2 x teardrops</p> <p>100 x T Shirts</p>
Digital Marketing (\$5K)	<p>Digital Partnership (Ads Eventfinda)- \$2K</p> <p>Digital social adds - \$3K</p>
Street (\$20k)	<p>Street Digital Signage - \$2K</p> <p>Street & café posters - \$2K</p> <p>A5 Programmes print and distro - \$12K</p> <p>Potential Sponsored Street Flags (110 flags for Wairere Drive and Mill Street) \$4K</p>
Print (\$10K)	<p>Print Partnership Ads - \$10K</p>
Radio (\$10K)	<p>Radio Partnership Ads - \$6K</p> <p>Iwi Radio - \$4K</p> <p><u>IWI STATIONS</u></p> <p>Radio Tainui</p> <p>Nga Iwi FM</p> <p>Maniapoto FM</p> <p>Raukawa FM</p> <p>Mai FM</p> <p><u>OTHER</u></p> <p>Free</p> <p>Raglan Community Radio</p> <p>Coast</p> <p>Breeze</p> <p>Hits</p> <p>Newstalk ZB</p> <p>Hauraki</p> <p>More FM</p> <p>The Sound</p>



	Rhema The Rock PMN (Pacific Media Network) RNZ
TOTAL MARKETING CAMPAIGN PA (\$55K+gst)	

Item 10

Attachment 2



Sponsorship Proposal for Hamilton City Council

All sponsors of Matariki ki Waikato can receive the following benefits

- Inclusion in the official programme/ on print materials (fliers, posters, online, social media and other branding opportunities)
- Inclusion/thank you on the MKW website
- Opportunity to be a naming sponsor of an individual event and/or have marketing material for the festival itself
- Invitations to key events on request

Hamilton City Council 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.

Matariki ki Waikato offers Hamilton City Council:

- 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.

Benefits of sponsorship to Hamilton City Council:

- Recognition of Hamilton City Council as a Major supporter and Festival Partner
- Hamilton City Council achieves some of its economic and social objectives through growing the Māori economy and realising new opportunities for Māori tourism

- Partial achievement of He Pou Manawa Ora goals and objectives stating: **To support and celebrate Maori and bicultural events including Matariki.**
- Hamilton City Council appears to be developing stronger relationships with Mana Whenua and Mataawaka
- Hamilton City Council being seen to commit to its Te Tiriti o Waitangi partnership with Mana Whenua
- Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.
- Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).
- Hamilton City Council being acknowledged in the news and press/media releases(s).

Te Ohu Whakaita Charitable Trust						
Matariki Ki Waikato 2023, Projected Budget						
PROJECTED INCOME					INCOME IN KIND 2023	
NZ Lottery	Grant - Operations and events	\$50,000.00				
Toi o te Tau Hou	Grant - to be used over 2 years (145K over 2 years)	\$75,250.00	Confirmed			
Hamilton City Council	Sponsorship fund	\$40,000.00	confirmed			
WEL ENERGY TRUST	Funding/Grant	\$35,000.00				
Trust Waikato	Funding/Grant	\$60,000.00				
DV Bryant Trust	Funding from DV Bryant Trust	\$3,000.00				
Te Ohu Whakaita Trust	Market day Stall holders fee	\$2,200.00	Estimate			
Te Ohu Whakaita Trust	Matariki ki Waikato Tshirt Sales	\$2,600.00	Estimate			
Interest		\$30.00	Estimate			
		\$268,080.00				
PROJECTED EXPENSES						
Admin and services						
Bank Fees	Bank Fees \$10 a month	\$120.00	per year			
Website Domain	\$99 per year	\$99.00	per year			
Charities Trust	Te Ohu Whakaita charities Trust Fee	\$51.11	per year			
Director Fee - Staffing	Festival Director Fee	\$50,000.00				
Zeald	Design and creation for hosting online- Contingency COVID-19	\$6,000.00				
Marketing Comms - Staffing	Services Comms and Marketing Fee	\$25,000.00				
Tax	Tax paid on Interest	\$60.00	Estimate			
Volunteering Waikato	Volunteer support via Volunteering Waikato	\$60.00	per year			
Graphic Designer -	Design work for Festival ind online contingency	\$12,000.00	yearly cost			
Administrator - Staffing	Services TOW Trust and MKW administration	\$25,000.00	yearly cost			
Administrator - Contract staffing	Funding support and services	\$5,000.00	yearly cost			
Auditor and accountant fee	Auditor and accountant fees and charges	\$6,000.00				
			\$129,390.11			
Marketing and Adversiting Costs						
Marketing and Adversiting	Marketing/adversiting (Programme booklets, Marketing/advertising, posters, report booklets, programmes and printing for events	\$55,000.00			Venues in house Marketing	10,000
Varies	Marketing budget Facebook advertising	\$1,500.00				
Direct Group	Purchase Matariki ki Waikato Tshirts	\$5,000.00	(to sell off)			
Globox digital	Globox digital billboard campaign	\$5,000.00				
			66,500.00			
Catering Costs						
Catering	Yearly catering budget - Hui a manaaki	\$3,000.00				
			3,000.00			
Website Monthly Costs (143.75 per month)						
Zeald	Website Monthly fee	\$1,725.00	per year			
			1,725.00			
EVENTS - Signature events						

Application Summary			
Event Name	Boon Events Suite 2022-2025		
Event Date	<ul style="list-style-type: none"> Boon Street Art Festival – Nov 2022, Nov 2023 and Nov 2024 Boon After Dark – June 2023, June 2024 and June 2025 HCC Custom Mural Festivals – time to be determined across three financial years 		
Applicant Organisation	Hamilton Arts Trust		
Event Venue	Hamilton CBD and surrounding suburbs	Event Type	Cultural - Arts
Event Overview	<p>This application is a combined application to support three individual (but connected) events organised by Hamilton Arts Trust.</p> <ul style="list-style-type: none"> Boon Street Art Festival 2022-2024: Annual outdoor street mural art festival that brings artists and audiences together across a 4-day period where audiences can visit mural sites, see the artists at work and the murals remain as part of Hamilton. Boon After Dark 2023-2025: Annual Light sculpture and installation festival to align with Matariki public holiday for a 6-week period. This event attracts people to the CBD mid-winter to a fun, free event that creates “joy and wonderment” and transforms civic spaces HCC Custom Mural Festival: Proposed bespoke/custom festival(s) to be determined by Council and Event Organisers and in response to requests from staff and elected members to paint murals on Council assets (3-5 walls) to help achieve objectives such as uplifting local areas and increasing local community amenity and engagement. 		
Target Market	Described as wide, primarily community, interest value to visitors (potential for ‘day trippers’)		
Event Objectives	<p>The objectives for the suite of boon events are to celebrate Hamilton by creating beautiful artworks – permanent and temporary.</p> <ul style="list-style-type: none"> The vision is “art everywhere, everyday” The mission “enliven the streets of Hamilton with art” 		
Attendance	TOTAL: 210,085 <ul style="list-style-type: none"> Hamilton: 205,070 Outside Hamilton: 5015 Overseas: 330 	Anticipated Bed Nights	TOTAL: 10 <ul style="list-style-type: none"> Airbnb: 10
External Funding	<p>The budgets provided are split across events and for various years:</p> <ul style="list-style-type: none"> BAD22 – shows a number of external funders (confirmed – HCC \$15K, Trust Waikato, WEL Energy Trust, HCBA \$30k). Unconfirmed amounts with a number of key external funding partners. No budget for 2023 onwards. BSAF22 – budget shows significant external funding sources and number of in-kind sponsors and corporate support. HCC Custom Murals – Council funded due to overall concept and council benefit 		
Previous Council Support	<p>This event was declined for major event funding in 2018 (for the 2019 event) due to the event already receiving support (\$7k) from Council’s community event fund. In 2019 (for 2020 event), the management recommendation was the funding request be declined (due to it not being a fit for the criteria). However, the Committee resolved to support the event with a new arrangement for Boon Street Art Festival for \$25k in 2021, 2022 and 2023.</p>		

Past Event Performance	<p><i>The event organisers have been arranging the events together since 2015. The Boon Street Art Festival started in 2015 and has resulted in a range of murals across Hamilton. In addition, the Hamilton Arts Trust has run 3 successful Boon After Dark events since 2019 in the central city. There is significant experience, and the organisation is seen to have the capability to organise and deliver the events.</i></p> <p><i>Previous events have been run by an operational committee team and governed by an active and effective board of trustees. Previous street art festivals have been successful in providing legacy for Hamilton. There is a sense of community pride created by the works across the city.</i></p> <p><i>The organisers have delivered six street art festivals and three temporary sculpture event.</i></p>
Sponsorship Benefits to Council	<ul style="list-style-type: none"> • NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none"> ○ Naming rights for HCC Custom Mural Events in the form of "Hamilton City Council presents..." ○ Physical presence at the festivals or tailored experience • ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> ○ Social media post recognition to recognise Council's support ○ Personalised recognition and acknowledgement in social media postings • BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none"> ○ Prominent use of logo on printed media, digital assets and produced videos. ○ Customised coffee table book – outcome of festival(s) • COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES <ul style="list-style-type: none"> ○ VIP access to Councillors and staff for launch party • RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> ○ Council given verbal acknowledgement during presentations/public announcement(s) at the event plus promotional material newsletters, social media, event website, news and press/media releases

MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$100,000 per year for three years (2022/23, 23/24 and 24/25)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		0
Generation of overnight visitation to city		0
Generation of incremental income to city businesses		0
Number of anticipated participants		4
Utilisation of city assets		4
Total		12 / 30

MANAGEMENT COMMENT

Not recommended for funding.

Management view is this new “events suite” application does not strictly align with the application of the fund in respect of all the criteria. However, it acknowledges various events within the suite have in the past received sponsorship funding via Council funds. Due to the contestable nature of the fund and against other applications this year, the management recommendation is not fund the application.

There are existing sponsorship arrangements (across two council funds) for Boon Street Art Festival 2022 and Boon After Dark 2022 plus indirectly from Council via Hamilton Central Business Association a further \$20k through the Central City Come Back Campaign for Boon After Dark 2022. These amounts are confirmed, and agreements are in place.

The application for \$100,000 total per year for the next three financial years is does not clearly articulate its case in the context of the outcomes sought via the Event Sponsorship Fund. That and given the existing funding (for 2022 events) that is in place, management are recommending that the application be declined.

2022 Major Event Sponsorship Fund
2022 Major Event Sponsorship Application Form
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 Form Submitted 25 Apr 2022, 10:10pm NZST

Event Details

*** indicates a required field**

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of [Council's Event Sponsorship Policy](#)

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

2022 Funding Round

The funding from the 2022/23 round is available for events taking place in Hamilton from 1 July 2022 - 30 June 2023.

More information can be found <http://www.hamilton.govt.nz/our-city/cityevents/eventfunding/>

Name of the Event *

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Boon Events Suite 2022-24

Start date of Event *

17/06/2022

Must be a date.

Finish date of Event *

22/11/2024

Must be a date.

Time of the Event *

Various

Location or Venue *

Hamilton CBD and surrounding suburbs

Is the Event *

☒ Annual

☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *

Arts

If Other, please describe

Amount of Hamilton sponsorship sought *

\$100,000

Are you wanting this sponsorship amount for: *

☐ One year

☐ Two Years (same amount
each year)

☒ Three Years (same amount
each year)

Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

**Applicant Organisation
name ***

Hamilton Arts Trust

Please enter the registered (legal) name of your organisation.

**Is your Organisation a
Legal Entity? ***

☒ Yes

☐ No

**Please state the type of
entity?**

Charitable Trust

If other, please state

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Is your organisation GST registered? *	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If 'Yes' please provide your GST number	112-015-000 Please enter your GST number.
Contact Person for this Application *	Ms Grace Homan Please enter the name of the primary contact person for this application.
Organisation postal address *	PO Box 12360 Chartwell Hamilton 3248 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 8403 9487 Please enter the contact phone number for the primary contact given above.
Contact email address *	graceliznewman@gmail.com Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr Craig McClure
Event Organiser Address (if different from above)	893 Heaphy Ter Claudelands Hamilton 3214 New Zealand
Event Organiser mobile phone number *	027 212 4071
Event Organiser email address *	craig@craigmcclure.com
Please list prior event experience of both the organisation and event organiser *	Craig McClure, Paul Bradley, and the Hamilton Arts Trust have been putting on amazing events together since 2015. This will be the 7th 'Boon Street Art Festival' that they have put on. In addition the Hamilton Arts Trust has run 3 successful 'Boon After Dark' events since 2019.
Is there a contract in place with the event organiser or organisation team? *	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does your organisation hold intellectual property rights to the event? *	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
If not, who?	

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Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The proposed suite of Boon events include the Boon Street Art Festival, Boon After Dark, and a new proposed HCC Custom Mural Festival; 3-5 walls in a location of your choosing.

Boon After Dark has been running for 3 years and in 2022 onwards will occur around the period of Matariki to tie in our light sculpture and installation festival with this new public holiday. This festival attracts people into the CBD at a time when the city is fairly quiet - the middle of winter. This is a fun, free event that creates joy and wonderment.

The Boon Street Art Festival has been running since 2015 and provides Hamilton with a fun outdoor street festival during the summer months. This festival draws people into the city from Hamilton and around New Zealand. The murals become an ongoing legacy for the city, building pride in who we are and how we express ourselves as a city.

The proposed HCC custom mural festivals in Dinsdale, Libraries, the Museum, Zoo etc. will bring Boon's brand of colour and liveliness to Hamilton City Council focus areas and council assets. These custom mural festivals are being proposed in response to requests from council staff and elected members to paint murals to help achieve council objectives. These objectives include uplifting the shopping area of Dinsdale for the pride and enjoyment of locals, and increasing engagement in Council services like the libraries.

Please note that marketing has been left out of the budget for the proposed HCC Custom Mural Festival and it is proposed that marketing and comms would be handled internally by HCC.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan - including milestones and timeframes

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- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Business Plan - HCC Major Event Sponsorship Application Information-2020.docx
 File size: 356.5 kB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

Filename: BAD2022-budget.pdf
 File size: 580.7 kB

Filename: Dinsdale SAF draft budget.xlsx
 File size: 60.4 kB

Filename: NC Copy of BSAF22 - Budget DRAFT.xlsx
 File size: 86.4 kB

Marketing and Promotion Plan

This should include the following:

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

Attach your Marketing and Promotion Plan here *

Filename: Marketing Plan - HCC Major Event Sponsorship Application Information_2022.docx
 File size: 437.4 kB

Sponsorship Proposal Package

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

Attach your Sponsorship Proposal Package here *

Filename: Boon sponsorship doc HCC.docx
 File size: 2.0 MB

Economic Impact and Profile

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Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

- ☐ Yes
☒ No

If yes, please attach latest data along with who collated this material.

No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	40	7		
Spectators	205000	5000		
Trade	30	8		

Entry Fees

Adult	Child	Older people	Other
0	0	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Air BnB	10	10

Will all accommodation be located in Hamilton? If not, where? *

- ☒ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?

A week per festival

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Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1

Hamilton City Council being acknowledged in the news and press/media releases(s).

Idea 2

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 3

Physical presence at Festival or tailored experience.

Idea 4

VIP access to counsellors and staff for launch party.

Idea 5

Customised coffee table book - outcome of the festival.

Idea 6

Naming rights for the HCC custom mural events in the form of "Hamilton City Council presents..."

Idea 7

Logos on printed media, digital assets, and produced videos

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.

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6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here [Privacy Policy](#), and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *

☒ Privacy Statement read

I confirm that I agree with the declaration statement above *

☒ Yes

Full Name of Organisation *

Hamilton Arts Trust

Full Name of Authorised Signatory *

Grace Elizabeth Homan

Position of Authorised Signatory *

Administrator

Date of Declaration *

24/04/2022

B:On

Item 10

Attachment 2



BUSINESS PLAN

Organisational structure

Hamilton Arts Trust | Governance

Our Purpose: Bringing the streets of Hamilton alive with art

Our Vision: Art everywhere, everyday

Hamilton Arts Trust is a charitable trust with charitable status and was previously registered as **Draw Inc Charitable Trust** until 2019. Between 2018 and 2019 the board went through some drastic changes and a new name to stand behind was deemed necessary.

Hamilton Arts Trust AKA HAT is the governing body for the Boon Street Art Festival. Its board members include;

Iain White (Chair)

Nancy Caiger (Treasurer)

Charlotte Chuen

Bernd Neumann

Catherine Downes

Boon Operational Committee | Management

Our team include

Paul Bradley (visual artist, performer, festival director, production manager)

Craig McClure (visual artist, festival director, production manager)

Grace Newman (administrator)

As well as several volunteers for each festival.

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 our Street Art festival, with the intention of exposing Hamilton to great art, but with a wider purpose of impacting our citizens with access to art everyday. We know art is good for us and art in the public space is the best place for it. We are passionate about our city we live in and power of the arts for our well being.

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 fulfill 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 relatively small festival, which has a huge impact on our city, the way it perceives itself, and the way others perceive it.

SWOT Boon Street Art 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 Bring high quality international artists to Hamilton New marketing opportunities – eg the map is developed into a comprehensive tourist experience Integration with Hamilton App New recruit/new energy to the organizing team	Threats Funding availability Artist availability Wall availability Weather plan Covid-19

SWOT Boon After Dark

Strengths Great reputation Clear goals and strategy Strong team Networks and Contacts Smooth operations Great media presence	Weaknesses Funding
Opportunities New funding partnerships Bring high quality international works to Hamilton New marketing opportunities New recruit/new energy to the organizing team	Threats Funding availability Artist availability Site availability Weather plan for opening Covid-19

SWOT HCC Custom Mural Festival

Strengths Great reputation Clear goals and strategy Strong team Networks and Contacts Smooth operations Great media presence	Weaknesses Volunteer burnout Artist burnout
Opportunities New funding partnerships Bring high quality international artists to Hamilton New marketing opportunities – eg the map is developed into a comprehensive tourist experience Integration with Hamilton App New recruit/new energy to the organizing team	Threats Funding availability Artist availability Wall availability Weather plan Covid-19

Project plan for Boon Street Art Festival - Please note it would be similar for HCC Custom Mural Festival depending on dates agreed upon.

Finance	Sponsors
July to September 2021	<ul style="list-style-type: none"> - Fosters - Craigs Investment Partners - Resene - Gordon Harris - Wintec - HCBA - Novotel - Ventura - Gravitas - Studio 386 - Creative Waikato - Craft - Total Access
approach and set agreements with all sponsors	
Funders presented to pre application;	
July - August 2021	Funders
HCC - May 31	<ul style="list-style-type: none"> - HCC major event grant - Trust Waikato - WEL Energy Trust - Creative New Zealand - Grassroots Trust
Trust Waikato -	
Wel Energy August or October	
CNZ - September	
Grassroots - monthly	
	New opportunities
	<ul style="list-style-type: none"> - Once walls are identified – approach wall owners and surrounding businesses for financial support

Locate and secure walls September - November	Site visit and determine locations. Approach wall owners
Secure artists September - November 2021	Shortlist and contact artists
Work plan for each wall: November 2021 - February 2022	Artist design Paint needs Health and safety plan Liaise Owner/tenants/neighbours Sire prep required Access equipment needed
Accommodation for Artists February 2022	Book Novotel and Ventura
Travel for Artists February 2022	Air New Zealand, shuttles, petrol allowance
Exhibition coordination November 2021 - March 2022	Contract Curator/event manager Secure venue Liaison with artist and agreement Delivery arranged of artworks Hirage of equipment: Walls Lighting Bar leaners Eftpos Catalogue Labels Packaging for art – bubble wrap, paper, tape

Launch event February 2021 - March 2022	Invitations – graphic design, printing Invite list collated Catering DJ/entertainment Sound equipment
Volunteer management November 2021 - March 2022	Enlist Volunteers Collate volunteers assign roles H&S briefing and site visits
Marketing (separate plan)	
Post event March 2022 - April 2022	Funding Reporting Tagbusters – graffiti guard Sponsorship thank yous Debrief

Project Plan - Boon Street Art Festival

1. Agreement on the artworks, the cost and date for the project - Feb 2022
2. Raise funds required to make it happen through grants and sponsorship - Feb to Jun 2022
3. Apply for necessary permits from HCC for use of the public spaces - May 2022
4. Approach other community organisations in Hamilton to see if there are collaborative, covid safe projects that can occur during Boon After Dark's run - Feb to May 2022.
5. Liaise with Project Management Company regarding pack in and pack out logistics - June/July 2022
6. Organise communication to various media outlets - June 2022
7. Set up social media programme, pre, during and post the installation to entice community participation on a wide scale - June 2022

Boon

Marketing Plan

TARGET MARKET

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

In particular – youth. Art lovers. Hamilton residents

MARKETING STRATEGY

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

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

Continue to keep the Boon presence alive during festivals with strategic social media updates. Including teaser videos each day showing highlights of the day before.

Social media – Facebook, Instagram

In lead up – bio artists (10+ posts)

Promote launch event

Promote festival event

During event – maintain constant updates of walls in progress

- Share all media coverage
- Highlight videos of festival
- Works in progress photos released each day
- Sponsor recognition thorough signage onsite and media posts

Media releases – leading up to and during the event

- Release of list of artists, profiles
- Importance of event for City
- RNZ interview
- Stuff Article - reaches Herald also

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

CREDENTIALS

For previous festivals the Boon team has developed:

- A facebook page following of 3,742 with high engagement. (Please visit and read the comments!)
- A website – boonstreetart.co.nz – which includes details of all of the previous art.
- An Instagram page with 2,727 followers
- Also a facebook event page will be developed for the event itself, previous events have generated over 1,200 interested parties, 60+ shares, and the launch event generated 200+ 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.

Stuff 2022 -

<https://www.stuff.co.nz/waikato-times/news/127095935/artists-pool-resources-to-give-new-life-to-liverpool-st-for-boon-hamilton-street-art-festival>

Stuff 2020 -

<https://www.stuff.co.nz/entertainment/arts/120094170/boon-street-art-festival-enhances-hamiltons-arts-credentials-one-wall-at-a-time>

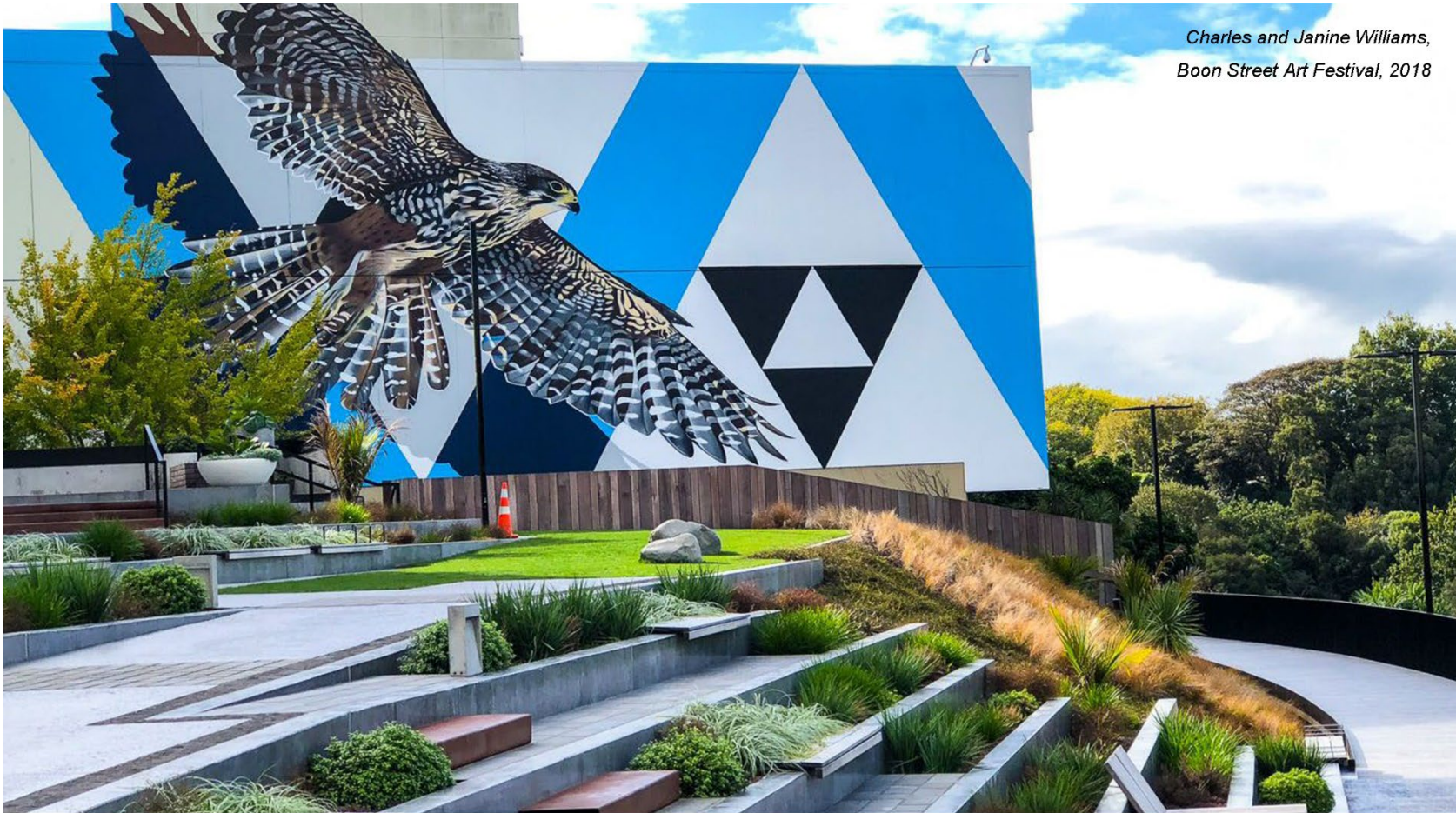
Stuff 2020

<https://events.stuff.co.nz/2020/boon-after-dark-2020/hamilton>

RNZ 2019 - <https://www.rnz.co.nz/national/programmes/standing-room-only/audio/2018686947/street-art-in-hamilton>

Scoop 2021 -

<https://www.scoop.co.nz/stories/CU2109/S00199/boon-after-dark-2021.htm>



*Charles and Janine Williams,
Boon Street Art Festival, 2018*

Boon Art everywhere, everyday

Our mission:
Enlivening the streets of
Hamilton with art

Our Story

We do what we do because of the immense value that public art brings to our city. Art brings people together and builds community, it makes our streets busier and safer, it encourages locals and visitors into the city and supports local businesses, it proudly shares who we are and tells our stories.

We've been filling the streets of Hamilton with art since our humble beginnings in 2015. We began as a response to the many empty shops in the city at that time. Wondering what we could do to bring people back into the city, we ran Hamilton's first street art festival.

Since then, through the annual **Boon Street Art Festival**, we have added over 60 murals to our city, literally transforming the face of Hamilton. We've also run three light sculpture festivals, **Boon After Dark**, transforming our civic spaces for 20 weeks in total. Our social enterprise arm, **Boon Brokerage**, has delivered over 20 murals to delighted customers.

Most importantly, we've brought pride and joy to Hamiltonians and our visitors. We're changing the way that people think of our city and what it can be.

It's a team effort. We do what we do through a lot of hard work, grants, our social enterprise, and through partnerships with our awesome sponsorship family.



Boon Street Art Festival

Every year since 2015, we've brought 10 new murals to central Hamilton. Over 4 days, audiences can visit the mural sites, see the artists paint, and hear them talk about their work.

The murals remain as a part of our beautiful city, to be enjoyed by locals and visitors alike.

We have showcased the best of Hamilton and Waikato artists, as well as muralists from around the country and from around the world.

The following is a small selection of the many artworks we have commissioned for our city.



Erika Pierce, Boon Street Art Festival, 2020



Techs, Boon Street Art Festival, 2020



Christie Wright, Boon Street Art Festival, 2019



Ten Hundred, Boon Street Art Festival, 2020



Dinho Bento, Boon Street Art Festival, 2019

Boon After Dark

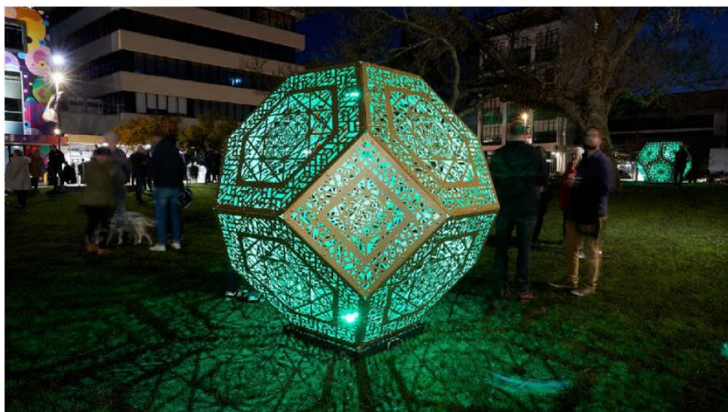
True to our mission of *Enlivening the streets of Hamilton with art*, Boon after Dark gives people a reason to be excited about being in the city at the darkest and dampest time of the year. This light-based temporary art installation festival happens every year for 6 weeks in winter.

Typically occupying Garden Place and Victoria on the River, Boon After Dark brings play, wonder, and spectacle to our city parks. These installations are a hit with people of all ages. Free, family friendly entertainment in the heart of the city.

The following photos are a selection of moments from the past 3 years of the festival.



Photo credit: Matthew Xavier Lehnsherr, Boon After Dark 2021



Hybycozo, Boon After Dark, 2019



Full Spectrum, Boon After Dark, 2021



'Shrooms' by Amigo & Amigo, Boon After Dark, 2020



Octopodia, Boon After Dark, 2021

Sponsorship

Sponsors can support the Boon Street Art Festival and Boon After Dark as a package. This spreads the benefits throughout the year - the street art festival in summer, and Boon After Dark in winter.

We can also offer bespoke solutions matched to your needs or the interests of our clients and customers. Talk to us if you want to explore ideas.

We do also offer options for sponsors wanting to align with just one of these festivals. The following gives a break-down for all of the options:

FULL SUITE SPONSORSHIP

HCC Custom Mural Festivals

PREMIUM | \$50,000 +

- Naming rights for all 3 festivals | bespoke offering
- Physical presence at festivals or tailored experience
- Most prominent logo on the year-round street art festival map
- Most prominent logo on the digital mural map
- Most prominent logo on mural sites during the street art festival
- Most prominent logo on all printed materials for both festivals including fliers and posters
- Acknowledgement in all media releases
- Most prominent logo on our website
- Most prominent logo on all videos
- Most prominent logo on the Boon After Dark on-site signage
- Personalised recognition and acknowledgment on social media
- Verbal acknowledgment and banner placement at festival launch events
- Speech opportunity to Boon VIP audiences at both launch events
- VIP access to you and clients for both launch parties
- Guided street art tour for counsellors and staff
- Director's talk at Boon After Dark just for counsellors and staff
- Customised coffee table book - outcome of the festival

Boon Street Art Festival and Boon After Dark**PLATINUM \$25,000+**

- Physical presence at festivals or tailored experience
- Prominent logo on all printed materials for both festivals including fliers and posters
- Prominent logo on the year-round street art festival map
- Prominent logo on mural sites during the street art festival
- Acknowledgement in all media releases
- Prominent logo on the digital mural map
- Prominent logo on our website
- Prominent logo on all videos
- Prominent logo on the Boon After Dark on-site signage
- Personalised recognition and acknowledgment on social media
- Verbal acknowledgment and banner placement at festival launch events
- VIP access to you and clients for both launch parties
- Guided street art tour for counsellors and staff
- Director's talk at Boon After Dark just for counsellors and staff
- Customised coffee table book - outcome of the festival

Thank you!

Your investment allows these events to happen. We look forward to partnering with you and delivering more wonderful events and experiences for our communities.

We want to work with you to make sure this partnership is as beneficial for you as it is for us. So please don't hesitate to get in touch to explore ideas together.

We'd love to have you as part of the family!

Many thanks,
The Boon Team

Iain White
Hamilton Arts Trust (Boon) Chairperson
iain.white@waikato.ac.nz

Craig McClure
Boon Street Art Festival Director
info@craigmcclure.com
027 212 4071

Paul Bradley
Boon After Dark Director
pauly.b.artist@gmail.com
027 427 8927



[illegible]

HCC Custom Mural Festival aka Boon Dinsdale - L			
EXPENDITURE			
	Units	Budget	Budget
		CASH	IN-KIND
		NO GST	NO GST
ARTISTS			
Stage 1		1750	0
Stage 2		7500	0
Total Artist Fees		\$9,250.00	\$0.00
PERSONEL			
Festival Director		22500	0
Festival Assistant		2500	0
Volunteer Management		500	0
Public Relations Strategy		0	0
Total Personel		\$25,500.00	\$0.00
ENTERTAINMENT			
General		1000	0
Volunteer Care		345	0
Total Entertainment		\$1,345.00	\$0.00
TRAVEL and ACCOMODATION			
Travel Reimbursement		205	0
Operational Petrol		100	0
Total Travel and Accomodation		\$305.00	\$0.00
TECHNICAL			
Bucket Paint		0	7500
Spray paint		1500	450
Wall Prep		1000	2500
Extra equipment		1300	0
Access Equipment		3200	1440
Health and Safety		200	0
Total equipment		\$7,200.00	\$11,890.00
PUBLIC PROGRAMME			
Post Festival Event		0	0
Total Public programme		\$0.00	\$0.00
ADMINISTRATION COSTS			
Contingency		6400	0
Total Admin		\$6,400.00	\$0.00
Total		\$50,000.00	\$11,890.00

INVOICES MD TO HAT

Date	No	Description	Amount
11/03/2021		2011 Extra Materials	891.92
11/03/2021		2011 Spray Paint	1049.91
03/11/2021		2084 Entertainment	222.61
09/11/2021		2087 Spray Paint	1950.09
09/11/2021		2087 Wall prep	1000
09/11/2021		2087 Access Equipment	6257.5
09/11/2021		2086 Artist Fees	15000
09/11/2021		2086 Volunteer management	2000
09/11/2021		2086 Festival Assistant	3000

INVOICES HAT TO CLIENT

Date	No	Description	Amount
12/02/2021		Poster Re print	130
22/02/2021		HAINZ Training	1350
27/02/2021		Pauly B - Assistant	450
06/04/2021		Mardo - Design	3000
26/03/2021		Artist Fee Gina	500
26/03/2021		Artist Fee Rachel	500
26/03/2021		Artist Fee Pounamu	500
26/03/2021		Artist Fee Gembol	500
26/03/2021		Artist Fee Abee	500
26/03/2021		Artist Fee Xoe	500

P&L - BSAF 2021**CASH BASIS ONLY**

[exclude in-kind contributions]

INCOMEGRANTS & FUNDING
SPONSORSHIP0
0**TOTAL**

\$ -

EXPENSES INCURREDARTISTS
PERSONNEL
ENTERTAINMENT
TRAVEL
MARKETING & PROMOTION
TECHNICAL#REF!
#REF!
#REF!
#REF!
#REF!
#REF!**SUB-TOTAL**

#REF!

EXPENSES -BUDGETTED, PENDING INVOCIES

MARKETING & PROMOTION

#REF!

SEE NOTE

TOTAL EXPENSES

#REF!

NET PROFIT BSAF2021

#REF!

B/F PROFIT PREVIOUS SAFs

#REF!

NET PROFIT C/F

#REF!

NOTETHIS WAS BALANCE OF BUDGET FOR SOCIAL MEDIA
INVOICE TO COME FROM CATHERINE

Boon Street Art Festival 2022 Budget			
EXPENDITURE			
		Budget	Budget
		CASH	IN-KIND
		NO GST	NO GST
ARTISTS	Units		
Artist 1		\$2,000.00	\$0.00
Artist 2		\$2,000.00	\$0.00
Artist 3		\$2,000.00	\$0.00
Artist 4		\$2,000.00	\$0.00
Artist 5		\$2,000.00	\$0.00
Artist 6		\$2,000.00	\$0.00
Artist 7		\$2,000.00	\$0.00
Artist 8		\$2,000.00	\$0.00
Artist 9		\$2,000.00	\$0.00
Artist 10		\$2,000.00	\$0.00
Total Artist Fees		\$20,000.00	\$0.00
PERSONEL	Units		
Project Manager/Business Development		\$10,000.00	\$0.00
Art Director		\$5,000.00	\$0.00
Technical Coordinator		\$10,000.00	\$0.00
Administrator		\$5,000.00	\$0.00
Festival Assistant		\$3,500.00	\$0.00
Technician(s)		\$3,500.00	\$0.00
Volunteer Management		\$2,000.00	\$0.00
Marketing Strategy and Implimentation		\$1,960.00	\$6,615.00
Total Personel		\$40,960.00	\$6,615.00
ENTERTAINMENT	Units		
General		\$2,000.00	\$0.00
Volunteer Care		\$600.00	\$0.00
Mr Pickles		\$0.00	\$1,400.00
Wonderhorse		\$0.00	\$2,000.00
CRAFT		\$0.00	\$800.00
Total Entertainment		\$2,600.00	\$4,200.00
TRAVEL and ACCOMODATION	Units (Km	0.79 per km	
Travel Artist 1	0	\$0.00	
Travel Artist 2	0	\$0.00	
Travel Artist 3	0	\$0.00	
Travel Artist 4	525	\$414.75	
Travel Artist 5	130	\$102.70	
Travel Artist 6	0	\$0.00	
Travel Artist 7	0	\$0.00	
Travel Artist 8	0	\$0.00	
Travel Artist 9	0	\$0.00	
Travel Artist 10	1	\$998.50	
Accommodation		\$3,500.00	
Total Travel and Accomodation		\$5,015.95	\$0.00
MARKETING CONTENT	Units		
Filming		\$8,000.00	\$0.00
Photography		\$2,000.00	\$0.00

Presenter		\$2,000.00	\$0.00
Print Media		\$0.00	\$4,000.00
Graphic Designer		\$3,000.00	\$0.00
Web / E-marketing		\$500.00	\$0.00
Total marketing and promotion		\$15,500.00	\$4,000.00
TECHNICAL	Units		
Bucket Paint		\$0.00	\$15,000.00
Spray paint		\$3,000.00	\$1,360.00
Wall Prep Materials and labour		\$2,000.00	\$5,000.00
Extra equipment		\$1,500.00	\$0.00
Access Equipment		\$6,022.00	\$2,815.88
Health and Safety		\$350.00	\$0.00
Operational Vehicle		\$700.00	\$0.00
Total equipment		\$13,572.00	\$24,175.88
FESTIVAL LAUNCH	Units		
Venue		\$0.00	\$500.00
Catering and Drinks		\$0.00	\$1,500.00
Display/signage		\$250.00	\$0.00
Total Public programme		\$250.00	\$2,000.00
ADMINISTRATION COSTS			
Contingency		\$10,000.00	\$0.00
Total Admin		\$10,000.00	\$0.00
Total		\$107,897.95	\$40,990.88
INCOME			
	Units		
IN-KIND SPONSORS			
Resene		\$0.00	\$15,000.00
Creative Waikato		\$0.00	\$6,615.00
Total Access		\$0.00	\$2,815.88
Tagbusters		\$0.00	\$5,000.00
WINTEC		\$0.00	\$4,000.00
CRAFT/Gothenburg		\$0.00	\$2,800.00
Mr Pickles		\$0.00	\$1,400.00
Wonderhorse		\$0.00	\$2,000.00
Gordon Harris		\$0.00	\$1,360.00
Total In-kind		\$0.00	\$40,990.88
GRANTS AND FUNDING			
Creative New Zealand		\$15,000.00	\$0.00
Trust Waikato		\$8,500.00	\$0.00
Wei Energy Trust		\$7,500.00	\$0.00
Hamilton City Council		\$25,000.00	\$0.00
Total Funding		\$56,000.00	\$0.00
CORPORATE SPONSORS			
Fosters		\$25,000.00	\$0.00

Beca		\$3,750.00	\$0.00
HCBA		\$1,000.00	\$0.00
CBD Events		\$3,500.00	\$0.00
Chow Hill		\$5,000.00	\$0.00
Total sponsorship		\$38,250.00	\$0.00
OTHER			
Previous years CF		\$3,869.06	\$0.00
Total other		\$3,869.06	\$0.00
Total		\$98,119.06	\$40,990.88
Surplus/deficit		-\$9,778.89	\$0.00

Item 10

\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00
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\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00

\$0.00		
\$0.00		
\$0.00		
\$0.00		

Notes	
Creative Waikato Sponsorship	
Lunch and coffees for artists and volunteers, bottles of water etc + Dinners at Lighthouse Coffees annd Lunchs + Delivery by Go ECO	
Hamilton	
Hamilton	
Hamilton	
Wellington	
Auckland	
Hamilton	
Hamilton	
Hamilton	
Hamilton	
Return flight to Dunedin	
Multiple outcomes - interviews, highlights, how to etc	
Muiltiple outomces documenting process and artistic profile shots	

Item 10

[illegible]

Summary of Major Event Sponsorship Fund Activity 2021-22

Event Name	Date	Event Applicant	Resolved Date	Funding Approved	Funding Paid Out	Funding Reimbursed	Notes
NZ National Badminton Championships 2021	2-4 July 2021	Badminton NZ Incorporated	3 June 2021	\$3,000	\$3,000	N/A	Event took place
Tainui Secondary Schools Kapa Haka Festival 2021	9-10 July 2021	Tainui Teachers Association Society Incorporated	3 June 2021	\$8,000	\$8,000	N/A	Event took place
Waikato Rugby Union Centenary 2021 (Mooloo parade and Legends Game)	Oct 2021	Waikato Rugby Union	3 June 2021	\$5,000	\$0	N/A	Covid-19 impact Event did not proceed
The Achilles Hope and Possibility Marathon 2021	Nov 2021	Achilles Track Club NZ Inc	8 Sept 2020	\$10,000	\$0	N/A	Covid-19 impact Event did not proceed
Boon Hamilton Street Art Festival 2021	Nov 2021	Hamilton Arts Trust	8 Sept 2020	\$25,000	\$25,000	N/A	Event took place
Round The Bridges 2021	Nov 2021 Feb 2022	Hamilton Harriers Club Inc	8 Sept 2020	\$10,000	\$8,000	Nil	Covid-19 impact Event did not proceed Council funding confirmed as spent. No refund avail
95th Aotearoa Maori Tennis Championships 2021	27-31 Dec 2021	Aotearoa Maori Tennis Association	3 June 2021	\$3,000	\$0	N/A	Covid-19 impact Event did not proceed
Hamilton Gardens Arts Festival 2022	Feb 2022	Hamilton Gardens Summer Festival Foundation	8 Sept 2020	\$120,000	\$96,000	\$40,000*	Covid-19 impact Event did not proceed Portion of council funding refunded
Wheels Along the Waikato 2022	28-Feb-22	Rotary Club of Rototuna	3 June 2021	\$10,000	\$8,000	\$1,014*	Covid-19 impact Event did not proceed Portion of council funding refunded
Waikato River Festival He Piko He Taniwha 2022	1-31 March 2022	Tainui Waka Tourism Inc	3 June 2021	\$16,000	\$5,000	N/A	Covid-19 impact Event altered – portion of funding paid out
Balloons over Waikato 2022	16-20 Mar 2022	Balloons over Waikato Trust	8 Sept 2020	\$120,00	\$120,000	N/A	Event took place
New Zealand Marching Championships 2022	17-19 March 2022	Marching Waikato	8 Sept 2020	\$20,000	\$0	N/A	Covid-19 impact Event did not proceed
Feast Waikato 2022	Apr 2022	Waikato Food Incorporated	8 Sept 2020	\$10,000	\$0	N/A	Covid-19 impact Event did not proceed
The Great Kiwi Walk Series 2022	14 May 2022	SMC Events	8 Sept 2020	\$10,000	\$10,000	N/A	Event proposed to take place and receive all funding (at writing of this report)
Matariki ki Waikato 2022	June-July 2022	Te Ohu Whakaita	4 Feb 2020	\$40,000	\$40,000	N/A	Event proposed to take place and receive all funding (at writing of this report)

Total 2021-22 Major Event Sponsorship Budget 1 July 2021 – 30 June 2022	\$410,146
Total 2021-22 Funding Decisions Approved	\$410,000
Less 2021-22 Total Funding Agreements Paid in Full	-\$206,000
Less 2021-22 Total Funding Agreements Part Paid	-\$117,000
Funding Reimbursements received*	\$41,014
Subtotal Balance in Fund	\$128,014
Less HCBA Come Back Campaign – Council contribution approved 1 March 2022	-\$85,000
2021-22 Year End Balance in Fund	\$43,015

Council Report

Item 11

Committee: Economic Development Committee

Date: 24 May 2022

Author: Nicolas Wells

Authoriser: Blair Bowcott

Position: Strategic Property Manager

Position: General Manager Growth

Report Name: Municipal Endowment Fund - Quarterly Report - Q3 2021/22 FY

Report Status	<i>Open</i>
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Purpose - *Take*

1. To inform the Economic Development Committee on the financial performance and position of the Municipal Endowment Fund as at 31 March 2022 (Q3 2021/22 FY).

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. This is a quarterly report to inform the Economic Development Committee on the financial performance and position of the assets of the Municipal Endowment Fund (MEF).
4. This report covers the third quarter (Q3) of the 2021/22 financial year from 1 January 2022 to 31 March 2022.
5. A profit and loss statement is included as **Attachment 1**.
6. The MEF has a current value of \$56.4M comprised of property assets totalling \$24.73M and reserves of \$31.7M.
7. The overall value of the MEF has increased by \$86,662 from \$56.364M to \$56.450M over the past quarter.
8. Staff consider the matters in this report have a low significance and that the recommendation complies with the Council's legal requirements.

Discussion – *Matapaki*

9. Council Municipal Endowment Fund is divided into 3 parts:
 - i. The Municipal Endowment properties consist of ground leases where Council owns the land only but the improvements and leasehold interest in the land are owned by the lessee. Typically, this asset class returns a low yield. Council has previously encouraged lessees to freehold these properties to free up Council's capital for investment in higher yielding property assets.

- ii. The Municipal Investment properties consist of property assets purchased to generate the maximum possible yield. They include two industrial properties, and a group of three suburban shops.
- iii. The Municipal Endowment Reserve (\$31M) is invested in term deposits and mixed funds. The reserve is invested in accordance with an independently designed framework that is intended to diversify the investment portfolio, support liquidity, and preserve capital over the long term, as follows:

Term Deposits - \$20M

Provider	Amount	Term	Maturity	Actual return
Westpac	\$10M	3 months	10 May 2022	1.43%
Kiwibank	\$5M	6-month	10 August 2022	1.85%
ANZ	\$5M	9-month	10 November 2022	2.3%

Mixed Funds - \$11M

Provider	Amount	Return*	Expense ratio
Milford Balanced Fund	\$6m	8.44%	1.05%
Westpac Premium Investment International Bond Fund	\$5m	2.7%	0.69%

* 5-year net average return – noting that this figure is based on past historical return averages and does not indicate or guarantee future returns.

- 10. It was intended initially to invest in Simplicity Balanced Funds but the investment process did not align with Council requirements. Alternative balanced fund options were investigated which resulted in the funds being invested in a Milford Balanced Fund (5 years net average return 8.44% expense ratio 1.05% - noting that this figure is based on past historical return averages and does not indicate or guarantee future returns). The final processes in this investment are currently underway. During the interim period these funds have been placed on term deposit earning an actual return of 1.04%.
- 11. The investment profile is based on the assumed timeline for initial investments and a desire not to materially alter the investments in funds once the first few property investments are made.
- 12. The performance of the term deposits and mixed funds (including expiry dates, interest rates, interest earned and current value) will be reported in detail in subsequent regular quarterly updates.
- 13. Since the last quarterly update, the overall value of the MEF has increased slightly (\$86k) due to the interest income generated during the period (2020/21 FY Q2), which is credited to the MEF.

Financial Considerations - Whaiwhakaaro Puutea

- 14. This is a regular operating activity funded through the Long-Term Plan. Further financial information is provided in **Attachment 1**.

Ethical Investment

- 15. As requested at the previous Economic Development meeting, staff have obtained the following information regarding the ethical status of the MEF investments.

Westpac (Premium International Bond Fund and Term Deposit)

16. Westpac's environmental, social and governance dashboard summarises non-financial performance and provides links to the source documents of published information and policies. Full details are available on Westpac's website.
17. Westpac's fund manager, BT Funds Management, has confirmed that this fund holds no exposure to Russia. They did have a very minor exposure, about 0.01% of the fund, to a Russian bank at the time of Russia's invasion of Ukraine but that was disposed of almost immediately.
18. Term deposits are used only to fund other New Zealand-based customers' lending needs. Westpac's funds management arm, BTNZ, has exited all investments in Russia, and Westpac complies with all international sanctions on Russia. This ensures that New Zealand individuals or entities doing business with those sanctioned do not support, whether inadvertently or not, Russia's invasion of Ukraine. Westpac NZ continues to monitor for any links to named Russian interests, in accordance with their obligations under the Russian Sanctions Act 2022.

<https://www.westpac.co.nz/about-us/sustainability-community/>

Kiwibank

19. Kiwibank is a B Corporation certified company committed to considering the impact of their decisions on workers, customers, suppliers, community and the environment. The impact of investment practices are assessed against the highest standards of environmental, social and governance performance. Full details are available on Kiwibank's website.
20. Kiwibank has advised that *"Our B Corp Certification means that we are doing the right thing when it comes to our people, customers, suppliers, community, and environment"*.

<https://www.kiwibank.co.nz/about-us/who-we-are/our-purpose/sustainability/>

ANZ

21. ANZ assess and manages the impact of their lending decisions through the application of a Social and Environmental Risk Policy and accompanying "sensitive sector" requirements. Full details are available on ANZ's website.
22. ANZ has advised that *"All deposits with ANZ form generally unsecured debt obligations of ANZ and are not related in any specific way to any investment or other activity of ANZ. It is not possible for such deposits to "hold exposure" in Russia. ANZ has policies and procedures in place designed to comply with the various sanctions regimes in place in each of the more than 30 jurisdictions in which it conducts business"*.

<https://milfordasset.com/about-us/sustainable-investing>

Milford Balanced Fund

23. Milford Asset Management has a clear policy of only investing in environmentally and socially sustainable enterprises. Milford *"do not invest in companies that ignore sustainability risks and are not working to a more sustainable future."* Milford do not invest in companies that produce a range of weaponry, manufacture tobacco and recreational cannabis, or who exhibit poor environmental, social or governance practices. Full details are available on Milford's website.

<https://milfordasset.com/about-us/sustainable-investing>

Legal and Policy Considerations - Whaiwhakaaro-aa-ture

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

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

25. The purpose of Local Government changed on 14 May 2019 to include promotion of the social, economic, environmental and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
26. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.
27. The recommendations set out in this report are consistent with that purpose.

Social

28. The MEF allows the Council to promote better outcomes for the community at large, helping to create a more vibrant Hamilton with greater social interaction.

Economic

29. The MEF will fund key development opportunities to help attract business growth, grow the city's economy, aid potential public and private investment and help with prioritising future funding decisions and business cases.

Environmental

30. MEF developments align with the Council's Central City Transformation Plan Refresh, taking into account connections between the central city and the river to restore and protect the balance of the environment.

Cultural

31. The MEF endorses and embraces the cultural identity of the city.

Risks - *Tuuraru*

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

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

Significance


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

Engagement

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

Attachments - *Ngaa taapirihanga*

Attachment 1 - Municipal Endowment Fund 2021/22 FY (Q3) - Profit and Loss Statement



STRATEGIC PROPERTIES

Select Financial Year:

FY20

FY21

FY22

Select Month:

Jul

Aug

Sep

Oct

Nov

Dec

Jan

Feb

Mar

Apr

May

Jun

How much money is in the Endowment fund today?

\$31,715,795

How much interest have we earned this year on the MEF fund?

\$146,176

Return on MEF Fund this year

0.46%

What is the value of our MEF Properties?

\$24,735,000

Total value of MEF assets:

\$56,450,795

What is the value of our SIP Properties?

\$22,545,000

Total Strategic Property asset value:

\$78,995,795

ENDOWMENT FUND: PROFIT AND LOSS STATEMENT

	Resource	YTD Actuals	YTD Budgets	YTD Variance	Annual Bud...
INCOME	Rates Expense - Internal Charges	\$98,877	\$86,490	(\$12,387)	\$115,320
	Water Charges - Internal Charges	\$1,163		(\$1,163)	
	Operating Contributions	(\$118,885)		\$118,885	
	Rental Income	(\$829,814)	(\$776,055)	\$53,759	(\$1,034,740)
	Total	(\$848,659)	(\$689,565)	\$159,094	(\$919,420)
EXPENSES	Labour - Internal Charges	\$87,169	\$87,165	(\$4)	\$116,220
	Interest Received Special Funds	(\$139,145)		\$139,145	
	Contractors	\$169		(\$169)	
	Service Providers	\$18,625		(\$18,625)	
	Consultants	\$10,934	\$26,253	\$15,319	\$35,003
	Legal Services	\$5,109	\$16,503	\$11,394	\$22,004
	Insurance	\$18,625	\$20,442	\$1,817	\$27,256
	Electricity	\$391		(\$391)	
	External Rates	\$29,683	\$7,797	(\$21,886)	\$10,396
	Total	\$31,559	\$158,160	\$126,601	\$210,879
GAIN/LOSS	Loss on Fair Value of Invstmnt Prop				(\$756,450)
Total				(\$756,450)	
Total (Surplus)/Deficit		(\$817,101)	(\$531,405)	\$285,696	(\$1,464,991)

STRATEGIC INVESTMENT PROPERTIES: PROFIT AND LOSS STATEMENT

	Resource	YTD Actuals	YTD Budgets	YTD Variance	Annual Bud...
INCOME	Rates Expense - Internal Charges	\$66,769	\$68,073	\$1,304	\$87,970
	Water Charges - Internal Charges	\$4,657		(\$4,657)	
	Fees & User Charges	(\$192,211)	(\$186,744)	\$5,467	(\$249,265)
	Operating Contributions	(\$44,987)		\$44,987	
	Rental Income	(\$284,269)	(\$267,321)	\$16,948	(\$356,428)
	Total	(\$450,041)	(\$385,992)	\$64,049	(\$517,723)
EXPENSES	Labour - Internal Charges	\$37,358	\$33,216	(\$4,142)	\$44,288
	Contractors	\$935		(\$935)	
	Service Providers	\$0	\$4,500	\$4,500	\$6,000
	Management Fee	\$8,460	\$6,003	(\$2,457)	\$8,004
	Consumables	\$5		(\$5)	
	Consultants	\$0	\$26,253	\$26,253	\$35,003
	Legal Services	\$2,093	\$16,503	\$14,410	\$22,004
	Advertising & Marketing	\$0		\$0	
	Vehicle Lease and GPS	\$1,505		(\$1,505)	
	Insurance	\$9,774	\$9,642	(\$132)	\$12,856
	Electricity	(\$9,448)	\$4,128	\$13,576	\$5,300
External Rates	\$1,324	\$1,200	(\$124)	\$1,200	
Total	\$52,006	\$101,445	\$49,439	\$134,655	
Total (Surplus)/Deficit		(\$398,034)	(\$284,547)	\$113,487	(\$383,068)

Council Report

Committee: Economic Development Committee

Date: 24 May 2022

Author: Sean Murray

Authoriser: Sean Murray

Position: General Manager Venues, Tourism and Major Events

Position: General Manager Venues, Tourism and Major Events

Report Name: H3 Group - Quarter 3 Activity Report 1 Jan - 31 March 2022

Report Status	<i>Open</i>
----------------------	-------------

Purpose - *Take*

1. To inform the Economic Development Committee on the performance of H3 including financial and non-financial reporting, focusing on Quarter 3 results from 1 January to 31 March 2022.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. The intention of this report is to provide a more focused commentary on H3 (Council's Major Event Venues). This includes financial and non-financial activity for Claudelands, FMG Stadium Waikato and Seddon Park.
4. The financial reporting of H3 activity is also reported to Council's Finance Committee within the Financial Monitoring Report under "Venues, Tourism and Major Events" activity.
5. Staff consider the matters in this report to have low significance and the recommendation comply with the Council's legal requirements.

Discussion – *Matapaki*

6. H3 venues held 239 events in Q3, due to the Waikato (including Hamilton) spending much of the time under the red level of the Covid-19 protection framework.
7. Despite this, Hamilton was fortunate to have hosted an exceptionally busy cricket season at Seddon Park including seven matches for the ICC Women's Cricket World Cup in March (originally scheduled for 2021).
8. H3 financial results remain slightly favourable to budget due to cost containment. By the end of this reporting quarter, an impending change from red to orange would allow for large business events, sporting and other impact (performance) events to return to H3 venues.
9. Significant customer care to retain and reschedule business remains a priority and H3 welcomes the return to usual activity levels, alongside our clients and event partners.
10. A full report providing H3's financial and non-financial results for the Q3 2021/22 period is attached.

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

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

Financial Considerations - *Whaiwhakaaro Puutea*

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

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

13. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
14. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.
15. The recommendations set out in this report are consistent with that purpose.

Social

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

Economic

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

Environmental

23. H3 venues respond to climate change challenges through several operating and built in initiatives. However continuous improvement and attention to this responsibility remains a critical element of the operations reputation and competitiveness. Refer Section 5 of the activity report.
24. H3 venues are healthy environments;
25. H3 cares about reducing, recycling and reusing water, electricity and waste.

Cultural

26. H3 venues offer a range of events for people to attend;
27. The heritage of H3 venues and locations is valued;
28. Our community has trust in H3.

Risks - *Tuuraru*

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

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

Significance

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

Engagement

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

Attachments - *Ngaa taapirihanga*

Attachment 1 - H3 Activity Report Q3 2021/22

ACTIVITY REPORT Q3 2021/22



 **Hamilton City Council**
Te kaunihera o Kirikiriroa



Claudlands - Exhibition Plaza

Item 12

Attachment 1

GENERAL MANAGER COMMENT

H3 is a business unit within the Venues, Tourism and Major Events Group at Hamilton City Council responsible for overseeing the city's premier event venues. H3's purpose is to attract and deliver exception event experiences to Hamilton. This report is a summary of H3's Q3 activity for the 2021/22 financial year and was prepared for Council's Economic Development Committee for its meeting on 24 May 2022.

QUARTERLY COMMENT

H3 venues held a small number of events in Q3, due to the Waikato (including Hamilton) spending much of the time under the red level of the Covid-19 protection framework. The continuation of event capacity restrictions from the prior quarter resulted in further rescheduling of events from 2021 to future years and the outright cancellation of events that were simply not able to withstand the ongoing uncertainties.

The January - March 2022 period is best described as patchy; with on-again off-again moments for business activity. Our customers, suppliers and staff became numbed to the prevailing uncertainty and disappointment of life under a red setting. A move back into orange - had it happened a month earlier, would have seen a much faster recovery. However, as the quarter proceeded, many event and conference organisers have reset their plans to later in the year.

Unlike previous comebacks following restricted periods, H3 suffered more cancellations than previously experienced. Of note is the rescheduling challenges with hotel accommodation availability which thwarted much hard work undertaken to recover business. Despite this, Hamilton was fortunate to have hosted an exceptionally busy cricket season at Seddon Park including seven matches for the ICC Women's Cricket World Cup in March (originally scheduled for 2021). The workloads for many people across the team just for cricket was intense, especially for the Seddon Park Turf Team and Stadia Team.

Despite the loss of \$1.56m in revenue year to date, H3 financial results remain slightly favourable to budget due to cost containment. Personnel savings are in part due to casual staff resource not being deployed and some delays in the replacement of permanent staff. While the short term gain in holding budget has been an important goal, we are facing challenges to find new staff, and this is a priority for the business looking ahead.

By the end of this reporting quarter, we had been advised of a change to capacity limits and at the writing of this report, an impending change from red to orange, which will allow the ability for the bulk of our client base, particularly for sporting and other impact (performance) events to return to our venues. Significant customer care to retain and reschedule business has been H3's priority for recent times and we welcome the return to usual activity levels, alongside our clients and event partners.

Sean Murray

GENERAL MANAGER
VENUES, TOURISM AND MAJOR
EVENTS GROUP

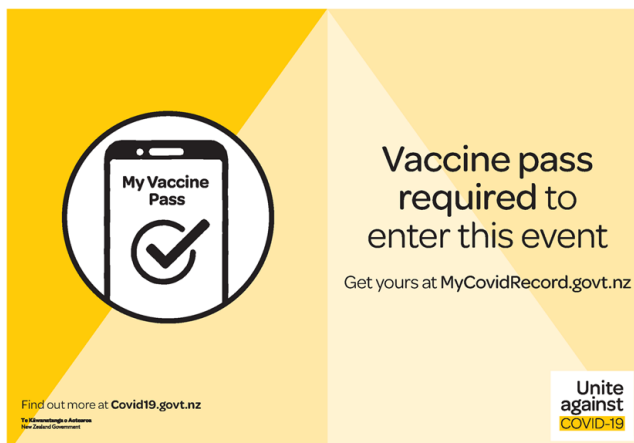
H3 GROUP | Q3 ACTIVITY REPORT 2021/22

1. VENUE HIGHLIGHTS

1.1: Q3 SUMMARY FOR CLAUDELANDS, STADIA AND SEDDON PARK

- H3 venues held 239 events in Q3 across its venues due to most of the quarter being in Covid-19 Protection Framework red setting, moving from the orange setting on 23 January 2022, following the omicron variant being identified as circulating across New Zealand. Hamilton moved into life in 'red' from this date and focused on holding events under the required capacity limits, although event activity was limited.
- As reported last quarter, H3's business focus has been to reschedule events wherever possible by working closely with clients and venue partners to secure new dates for existing bookings.
- Several venue projects have been able to continue as planned, recognising venue asset maintenance remains a priority for H3.
- From the 1 January to 31 March 2022 period, 40,742 people attended events at H3 venues. Claudelands had 17,192 people attend events and our Stadia welcomed 23,550 patrons.
Examples of the events held in Q3 include:
- Hamilton and Cambridge Farmers Markets, matches at Seddon Park for the ICC Women's Cricket World Cup, Zuru Nightglow at FMG Stadium Waikato ('live stream') and numerous small meetings and functions under capacity limits and following H3's vaccine pass entry requirements.

**YEAR TO DATE
139,182
PEOPLE HAVE
ATTENDED
EVENTS AT H3
VENUES**



H3 GROUP | Q3 ACTIVITY REPORT 2021/22

2. FINANCIAL SUMMARY

2.1: FINANCIAL SUMMARY 2021/22

TABLE 1: RESULT FOR THE PERIOD 1 JULY 2021 to 31 MARCH 2022

Prior YTD Actual 2020-21		Actual YTD	Budget YTD	Variance favourable/ (unfavourable)	Annual Budget
\$000		\$000	\$000	\$000	\$000
	Revenue				
-	Subsidies and Grants	-	-	-	-
59	Capital Revenue	91	-	91	-
4,163	Revenue from Activities	3,240	4,891	(1,651)	6,064
4,223	Total Revenue	3,332	4,891	(1,560)	6,064
	Direct Operating Costs				
1,561	Cost of Sales	1,445	2,042	596	2,478
3,698	Personnel Costs	3,886	4,384	498	5,846
1,604	Operating and Maintenance costs	1,766	1,949	184	2,620
86	Professional Costs	29	123	95	164
648	Administrative Costs	406	542	137	722
1,182	Property Costs	1,222	1,421	199	1,874
8,779	Total Direct Operating Costs	8,753	10,461	1,708	13,705
(4,556)	Direct Operating Surplus/(Deficit)	(5,421)	(5,570)	148	(7,641)
	Indirect Revenue				
86	Interest Income	34	-	34	-
	Indirect Overhead Costs				
3,895	Depreciation and Amortisation	5,030	4,349	(680)	5,799
2,033	HCC Overhead Allocation	2,593	2,625	32	3,500
912	Finance Costs	636	1,247	611	1,663
6,840	Total Indirect Operating Costs	8,258	8,221	(37)	10,962
(6,754)	Net Indirect Costs	(8,225)	(8,221)	(3)	(10,962)
(11,310)	Net Surplus/(Deficit)	(13,646)	(13,791)	145	(18,603)
(330)	Gains and Losses	(14)	-	(14)	-
(330)	Total Gains and (Losses)	(14)	-	(14)	-
(11,641)	Surplus/(Deficit)	(13,660)	(13,791)	131	(18,603)

The financials presented exclude Founders Theatre for reporting purposes. Any prior year comparatives reflect this also

NOTES:

- **REVENUE:** Unfavourable due to the impact of Covid-19 restrictions impacting the ability to host events.
- **COST OF SALES:** Favourability offsetting the revenue variance due to Covid 19 restrictions impacting the ability to host events.
- **PERSONNEL:** Favourable due to close management costs of resources during the Covid 19 Pandemic. Forecasting to be favourable at year end.
- **OPERATING AND MAINTENANCE COSTS:** Timing of key maintenance tasks, forecasting to be close to budget
- **PROPERTY COSTS:** Favourable due to lower venue activity linked to Covid-19 levels. Forecasting to spend close to budget, depending on timing of events returning.
- **DEPRECIATION:** The imbalance of H3's depreciation budget vs actual costs relates to the assumptions made in the budget preparation. Forecasting for this variance to continue, due to asset revaluations.



REVENUE SUMMARY

Item 12

2.2: GRAPH 1 - 2021/22 H3 REVENUE VARIANCE TO BUDGET 1 JULY 2021 - 31 MARCH 2022



2.2.1 NOTES

- This chart clearly demonstrates the Covid-19 hit on business events (conferencing and functions) as that market segment began to move into a peak trading period. Conference revenue year to date is \$419k below budget. The loss of conference business will have had a major impact of supporting businesses across the city reliant on income from this sector.
- Functions revenue was \$339k below budget due to budgeted functions being delayed and cancelled due to Covid-19
- Sporting events revenue was \$668k below budget. The impact Covid-19 has had in this event type has been delayed until now due to unbudgeted international rugby being held. The negative impact of Covid-19 on the ICC Woman's Cricket World Cup, domestic rugby and international netball has since occurred.
- Performance revenue was \$232k below budget due to the loss of international acts and touring capacity restraints.
- Exhibition revenue is \$48k above budget due to the facilitation of CBAC testing sites at Claudelands offsetting the negative impact Covid-19.

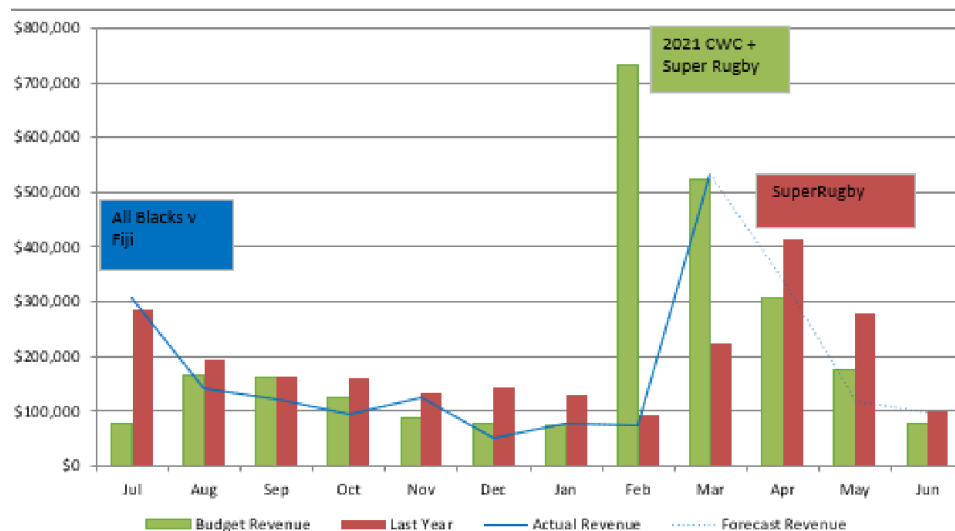
Attachment 1



H3 GROUP | Q3 ACTIVITY REPORT 2021/22

STADIA RESULT

2.3 - GRAPH 2: 2021/22 STADIA REVENUE FOR THE PERIOD 1 JULY 2021 - 31 MARCH 2022



2.3.1 - TABLE 2: STADIA SUMMARY FOR THE PERIOD 1 JULY 2021 - 31 MARCH 2022

	Actual YTD	Budget YTD	Variance Favourable/ (unfavourable)	Annual Budget
	\$000	\$000	\$000	\$000
Revenue				
Subsidies and Grants	-	-	-	-
Capital Revenue	91	-	91	-
Revenue from Activities	1,531	2,226	(695)	2,849
Total Revenue	1,622	2,226	(604)	2,849
Direct Operating Costs				
Cost of Sales	660	991	331	1,225
Personnel Costs	1,589	1,817	227	2,422
Operating and Maintenance Costs	1,095	1,350	255	1,811
Professional Costs	15	72	57	95
Administrative Costs	212	283	72	378
Property Costs	641	753	112	984
Total Direct Operating Costs	4,213	5,266	1,053	6,915
Direct Operating Surplus/(Deficit)	(2,590)	(3,040)	450	(4,066)

- Total Stadia revenue is 31% below budget driven by the impact of Covid-19 on international cricket (ICC Women's Cricket World Cup 2022). This is partially offset by unbudgeted international rugby being held.
- This is partially offset by reduced costs related to the revenue decrease (Cost of Sales).
- Personnel costs are favourable due to close management costs of resources during the pandemic. Forecasting to be favourable at year end.
- Key maintenance activity at venues is yet to occur. Forecasting to spend to budget in this area.

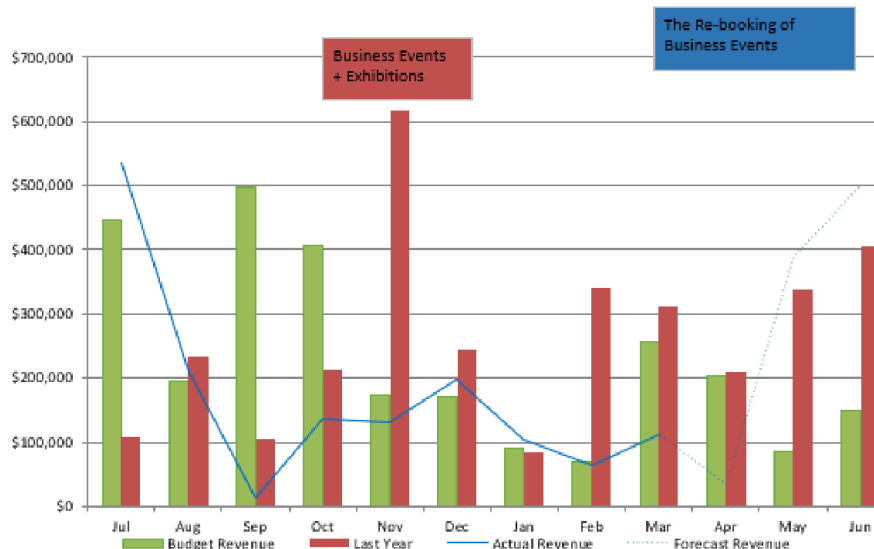


H3 GROUP | Q3 ACTIVITY REPORT 2021/22

CLAUDELANDS RESULT

Item 12

2.4 - GRAPH 3: 2021/22 CLAUDELANDS REVENUE FOR THE PERIOD 1 JULY 2021 - 31 MARCH 2022



2.4.1 - TABLE 3: CLAUDELANDS SUMMARY PERIOD 1 JULY 2021 - 31 MARCH 2022

	Actual YTD	Budget YTD	Variance Favourable/ (unfavourable)	Annual Budget
	\$000	\$000	\$000	\$000
Revenue				
Subsidies and Grants	-	-	-	-
Capital Revenue	-	-	-	-
Revenue from Activities	1,709	2,665	(956)	3,214
Total Revenue	1,709	2,665	(956)	3,214
Direct Operating Costs				
Cost of Sales	785	1,051	265	1,253
Personnel Costs	2,297	2,567	270	3,424
Operating and Maintenance Costs	670	599	(71)	809
Professional Costs	14	52	38	69
Administrative Costs	194	259	65	345
Property Costs	581	668	87	890
Total Direct Operating Costs	4,540	5,195	654	6,790
Direct Operating Surplus/(Deficit)	(2,831)	(2,530)	(302)	(3,575)

- Total Claudelands revenue is 36% below budget, due to the impact of restrictions, resulting in the postponement and cancellations of booked events.
- This is partially offset by reduced costs related to the revenue decrease (Cost of Sales).
- Current forecast assumes significant revenue activity in conferences pushed out into Q4.
- Personnel costs are favourable due to close management costs of resources during the pandemic. Forecasting to be favourable at year end as revenue rebounds.



H3 GROUP | Q3 ACTIVITY REPORT 2021/22

Attachment 1

3. ACTIVITY SUMMARY

3.1: NUMBER OF EVENTS, HIRE DAYS AND ATTENDANCE IN Q3



239 Events at
H3 Venues



131 Hire Days
across H3 Venues

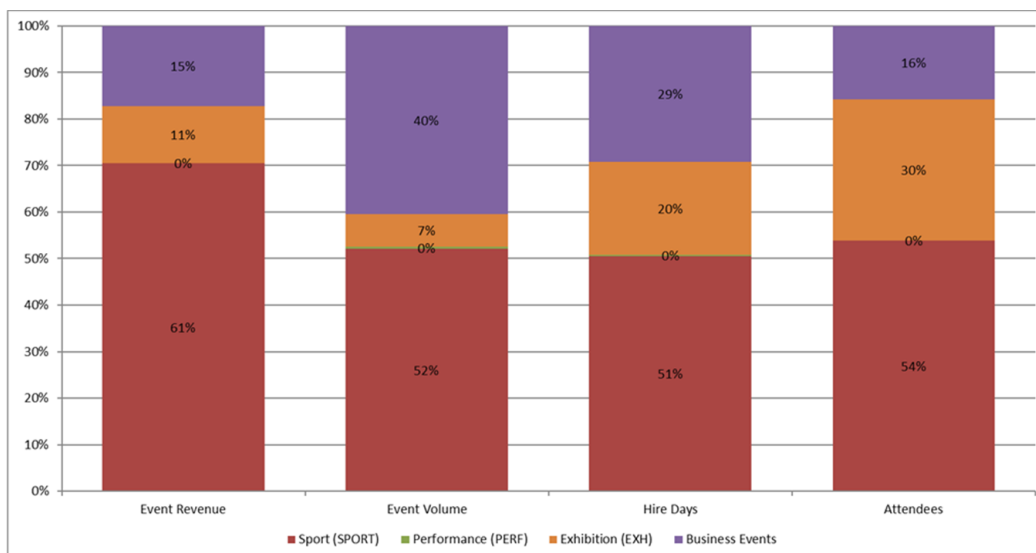


40,942 attendees
at H3 Venues

3.2: TABLE 4: BY EVENT TYPE FOR THE PERIOD 1 JULY 2021- 31 MARCH 2022

Event Type	Number of Events				Hire Days				Attendance			
	Q1	Q2	Q3	Total	Q1	Q2	Q3	Total	Q1	Q2	Q3	Total
Business Events	127	60	96	283	88.5	50	74.75	213.25	9,077	1,041	2,545	12,663
Exhibition	14	16	18	48	44.25	11.5	52.5	108.25	29,629	12,905	15,838	58,372
Performance	4	1	0	5	9	0.5	0	9.5	12,728	301	0	13,029
Sport	68	59	125	252	54.75	43.75	130.75	229.25	27,207	5,552	22,559	55,318
Total	213	136	239	588	196.5	105.75	258	560.25	78,641	19,799	40,942	139,382
FY 2020/21 comparison	<i>198</i>	<i>253</i>	<i>260</i>	<i>711</i>	<i>298.5</i>	<i>241.75</i>	<i>190.5</i>	<i>730.75</i>	<i>67,333</i>	<i>152,935</i>	<i>111,860</i>	<i>332,128</i>

3.3 - GRAPH 4: BUSINESS MIX BY EVENT TYPE FOR THE PERIOD 1 JAN - 31 MARCH 2022



H3 GROUP | Q3 ACTIVITY REPORT 2021/22

3.4: 2021-31 10-YEAR PLAN KPIS

TABLE 5: FOR THE PERIOD 1 JULY 2021 - 31 MARCH 2022

Measure	Annual Target	Q1	Q2	Q3	Total
The number of people attending events at H3 Venues	375,000	78,641	19,799	40,742	139,182

- We remain conservative around any further impacts of COVID-19 and the market which also remains cautious. We do not expect to achieve the above target with a full year forecast of 205,000 attendees at year end.

3.5: OTHER NON-FINANCIAL KPIS CUSTOMER SATISFACTION

TABLE 6: FOR THE PERIOD 1 JULY 2021 - 31 MARCH 2022

Survey Type	Q1	Q2	Q3	TOTAL
Business Events Hire Survey (1-10)	9.2	9.5	8.6	9.1
Ticketed Events Attendee Survey (1-10)	8.6	N/A	N/A	8.6

3.6: KEY SUPPLIERS

- There were no contracts issued in Q3.

3.7: OUR PEOPLE

- H3's cumulative permanent staff turnover Q1 - Q3 is 11.26% with a total of eight staff leaving employment. This is similar to the prior year result (12.34%), due to a buoyant job market in NZ at present – including staff rethinking lifestyle options and moving to industries with increased remuneration options.
- Recruitment is underway on key roles to ensure we remain a competitive market leader. The labour market remains a challenge across H3, with good candidates harder to secure.

3.8: HEALTH AND SAFETY

TABLE 7: INJURIES, MEDICAL TREATMENT & LOST TIME

INJURIES FOR THE PERIOD 1 JULY 2021 - 31 MARCH 2022

	Q1	Q2	Q3	Details
Injuries	3	1	1	Contractors: burn, fall, cut Staff: sprain Public: fall
Medical Treatment	1	0	0	Contractor
Lost time Injuries	0	0	0	



H3 GROUP | Q3 ACTIVITY REPORT 2021/22



Globox Arena, Claudelands



3.8: HEALTH AND SAFETY CONTINUED

Highlights across Q3:

COVID-19 RESPONSE

- Adjustments to covid safety processes for staff and events in line with government recommendations - RAT testing regimes, working 'bubbles', supporting staff with Council processes for covid special leave.

SAFETY PROCESS REVIEWS

- Improvement to operational activities;
- Implemented a range of improvement actions for use of hazardous substances at Seddon Park;
- Purchase of life size rescue dummy to add in training for emergency responses;
- Completed review of risk register, safety officer checklists, and other operational processes;
- Created the 'Introduction to being a H&S Rep at H3' presentation to support new representatives;
- Created the 'H3 H&S Committee – What's it all about' guidance document which set expectations for committee meetings and members.

VENUE IMPROVEMENTS TO ADDRESS SAFETY CONCERNS

- Completion of seismic construction improvements on WEL Stand at FMG Stadium Waikato;
- Additional cardax controllers installed at FMG Stadium Waikato to improve security;
- Installation of air conditioning system in Halls A&B at Claudelands completed to address issues of excessive heat and cold.



H3 GROUP | Q3 ACTIVITY REPORT 2021/22

4. MARKETING UPDATE

4.1 WEBSITE VISITS

- Over the period 1 January to 31 March, over 24,700 web visits were recorded across H3's websites – this number was significantly down on the same period last year (down 60.6% from 62,762) given events were greatly restricted and/or unable to proceed throughout this time under the Covid-19 Protection Framework.
- The website that received the most visits during the quarter was claudelands.co.nz which received 7,815 web visitors across the three months (however this was down 81.2% from 41,653 visits during 1 January-31 March 2021).
- The website to receive the most visits in a single day was hlive.co.nz (788 visits on 24 March) followed closely by fmgstadiumwaikato.co.nz (777 visits on 25 March) – these spikes followed the NZ Government announcement of the lifting of crowd restrictions and coincided with social media posts promoting tickets going on sale for the Chiefs v Crusaders game at FMG Stadium Waikato on 26 March and directing people to the websites.
- The H3 Marketing team are currently re-developing the h3group.co.nz website to better meet the needs of its clients and public, and provide greater profile for its three venues. The new site is due to be live by mid Q4.

4.2 SOCIAL MEDIA ENGAGEMENT

- Facebook is H3's primary social media platform for communicating and engaging with its audiences.
- In early January the team launched a Seddon Park Facebook page ahead of the ICC Women's Cricket World Cup as a new way to engage directly with cricket fans and bring it in line with our other venues (FMG Stadium Waikato and Claudelands) which already had dedicated Facebook accounts.
- At the end of the quarter, H3's Facebook accounts (HLive NZ, Claudelands NZ, FMG Stadium Waikato and Seddon Park) had a combined social media following of 41,930 people – up 806 from the start of this period.
- The post with the greatest reach and engagement during the period 1 January to 31 March 2022 was a post on 17 March promoting the waitlist for tickets for the NZ Darts Masters at Globox Arena, Claudelands in August 2022. This post reached an audience of 21,496 people, received 669 reactions, comments and shares, and generated 1,312 clicks.

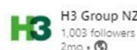


H3 Event Staff at Seddon Park



4. MARKETING UPDATE CONTINUED

- H3 also utilises Instagram and LinkedIn to connect with its business events audience.
- During the period 1 January to 31 March 2022, our Instagram following (Meet_Claudlands) increased by 19 to 607 , while our H3 Group NZ LinkedIn followers increased by 56 to 1,003.
- The Instagram post that generated the highest engagement during this time was a post celebrating the internal promotion of Leanne Jack to the Senior Conference and Functions Manager role (receiving 289 impressions and 51 reactions), while on LinkedIn it was a farewell message for former Hamilton & Waikato Tourism CEO Jason Dawson (receiving an organic engagement rate of 69.1% and generating 154 reactions, 10 comments and over 5000 clicks).



Last night we bid farewell to an incredible leader, industry colleague and dear friend of ours **Jason Dawson** who is moving on from his role as **Hamilton & Waikato Tourism** CEO to take on an exciting new opportunity at Air New Zealand. It was wonderful celebrating and acknowledging the huge contribution Jason has made to our region and city. Albeit a smaller function than planned due to red light restrictions, it was still a very special tribute for Sean and **Melissa** to be part of.

In honour of Jason the **Hamilton & Waikato Tourism** team performed a very special and heartfelt waiata, and Sean surprised Jason with the highly recognised and reputable H3 H3RO Award. We thank Jason for his guidance and support over the years and wish him happiness and success in his new role, we look forward to seeing him achieve greatness.

#mightywaikato #thankyou



Instagram post - Jason Dawson

4.3 DATABASE COMMUNICATION

- HLive has a database of 56,207 active subscribers. The most engaged audiences based on open rates and click-through statistics are those based in Hamilton, Auckland and Tauranga, which is to be expected based on their closer proximity to the events taking place.
- During the period 1 January to 31 March 2022, three electronic direct mailouts (eDMs) were sent this database and received an average open rate of 20.5% and click-through rate of 0.7% (the industry averages for 'entertainment and events' is 20.51% and 2.36% respectively).
- The eDM with the greatest engagement was promoting tickets going on sale for the Chiefs v Crusaders match at FMG Stadium Waikato on 26 March – the first game that was able to welcome full crowds back under the Covid-19 Protection Framework. This email was opened by 11,221 people, with 903 of these going on to click through on the 'buy tickets' link.



H3 GROUP | Q3 ACTIVITY REPORT 2021/22

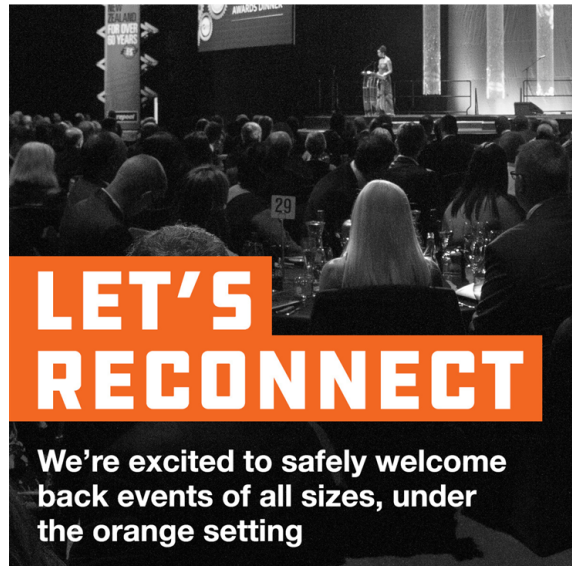
4. MARKETING UPDATE CONTINUED

Item 12

4.4 CAMPAIGNING UPDATE

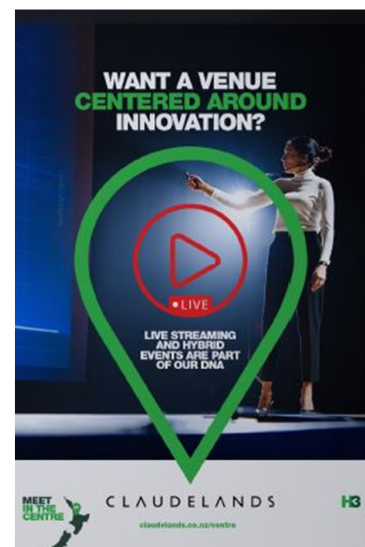
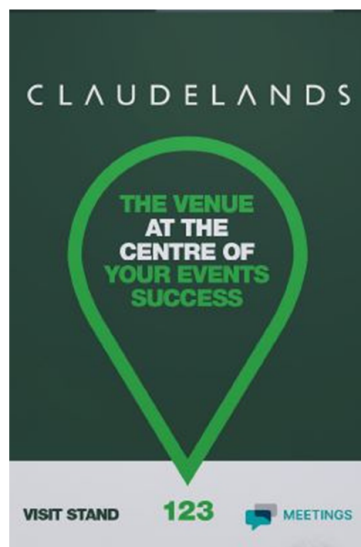
LET'S RECONNECT

- As H3 venues have been able to welcome back more business with the easing of restrictions on indoor events, communication and promotion to business events clients has been a top priority for the H3 Marketing team.
- 'Let's Reconnect' messaging was promoted immediately after the lifting of indoor capacity numbers and remains in the market as a way of encouraging clients to consider hosting meetings and functions under the orange setting.



CLAUDELANDS 'RELAUNCH'

- A new national relaunch campaign for Claudelands Conference & Exhibition Centre is currently under development – this campaign will be in the market by the end of May and run for two months, ramping up around mid-June to support Claudelands' presence at the national MEETINGS 2022 tradeshow held at Te Pae in Christchurch – a key event on the annual business events calendar. The campaign will run across a mix of digital video placements, social media posts, google advertising, print advertisements in industry publications and street posters around Christchurch to coincide with the tradeshow.



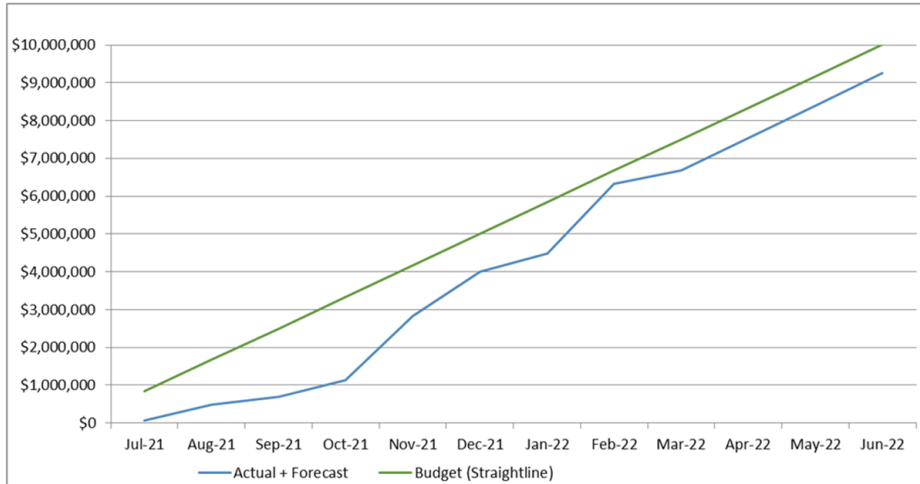
H3 GROUP | Q3 ACTIVITY REPORT 2021/22

Attachment 1

5. CAPEX & ASSET MANAGEMENT

5.1: 2021/21 CAPEX SPEND ACTUALS VERSES BUDGET

GRAPH 5: FOR THE PERIOD 1 JULY 2021 - 31 MARCH 2022



- H3's capital programme is forecasting to underspend at year end. The underspend is due to timing of project deliverables.

5.2: ASSET MANAGEMENT

FMG STADIUM WAIKATO WEL NETWORKS STAND

- The strengthening work to the East Stand (formerly WEL Networks Stand) is now complete and awaiting project close out. This project has come in on time and under budget (estimated \$750k).

FMG STADIUM WAIKATO LIGHT TOWERS

- Tendering for the various components are underway at various stages and continuing to work to the project completion in Q2 of 2022/23. Some nervousness over supply for critical steel components out of China prevails.

OTHER PROJECTS UNDERWAY

- Venue Security – Claudelands Cardex, Claudelands arena lighting
- Venue Improvements – Bollard upgrades at FMG Stadium Waikato, Wicket block replacement at Seddon Park, Claudelands operational staff facility and roof stair access.
- Globox Arena – commercial partnership naming rights arena signage was installed in Q3.



6. MAJOR EVENTS UPDATE

Item 12

6.1 ICC WOMEN'S CRICKET WORLD CUP MARCH - APRIL 2022

- Seddon Park hosted seven matches of the ICC Women's Cricket World Cup 2022 in March. Unfortunately, due to government guidelines at the time, all public interactions (i.e., team welcomes or community events) had to be cancelled due to the omicron outbreak.
- City dressing and six corporate hospitality pods of 100 persons at each game were allowed to take place.
- At the first match, government guidelines allowed an audience of 10% of stadium capacity (approx. 1050). For the second and remaining matches this increased to 20% of stadium capacity (approx. 2100).
- Overall, there were approximately 4,000 attendees in total across seven matches.
- Staff are awaiting economic impact assessment from the event and will report this in due course as it relates to benefits received.



Attachment 1



H3 GROUP | Q3 ACTIVITY REPORT 2021/22



6.2 FIFA WOMEN'S WORLD CUP JULY - AUGUST 2023

- The FIFA Women's World Cup is coming to New Zealand and Hamilton's Waikato Stadium was announced as one of the host venues for the tournament in July and August 2023. The tournament is being jointly hosted by New Zealand and Australia – the first time a FIFA tournament has been co-hosted across two football confederations – and will also for the first-time ever see the FIFA Women's World Cup expanded from 24 to 32 teams.
- Hamilton has previously hosted FIFA events including the FIFA Under-17 Women's World Cup (2008) and the FIFA Under-20 World Cup (2015), however this is event is the largest sporting event NZ has ever held.
- Hamilton has been confirmed to host five matches. The official draw will happen in Auckland in October 2022.
- At the moment, a large focus is on impending visits by FIFA officials in May 2022, including a 50-strong delegation for city, training sites, stadia and accommodation inspection visits and a tour by FIFA Secretary General, Ms Fatma Samoura.
- Staff have begun regional coordination meetings which will now take place six-weekly at minimum in the lead up to the event and include Host City / Venue Executive Group, City Marketing and City Operations.
- Other associated projects underway include a lighting upgrade at the training sites, project funding application for gender neutral changing rooms, sustainability certification at our host city stadium.
- A number of host city activation plans have also been submitted to FIFA for sign off including city dressing and signage, city transport and fan festival proposals.
- City dressing & signage plan has been submitted. FIFA is providing feedback at the end of April but is initially very pleased with the proposal. After the FIFA inspection tours in May 2022, more specifics will be confirmed, and detailed planning can commence.



H3 GROUP | Q3 ACTIVITY REPORT 2021/22

7. FORWARD POSITION

7.1 FOCUS

- H3 is conscious of the impact of the Covid-19 variant Omicron in the community and has implemented a working plan across all venues detailed plan to ensure safety of event patrons and staff. This includes the creation of working team bubbles and increased safety protocols on site.
- At the time of writing this report the H3 team are looking at a strengthening of forward booking profile across all customer segments large and small, business events or impact events. As mentioned in the marketing update, a relaunched 'back to business' marketing campaign is scheduled for June 2022.
- Looking ahead to the 2022-23 financial year and our venues are already facing some close-out periods ahead based on our current booking profile. However, this in itself is presenting some challenges.
 - Following a prolonged period of time when staff have been re-deployed outside of routine work we are taking care to ensure that everyone on the team is "match fit" for getting back into focus and speed required event delivery, back into using technically specialist equipment, and back into a focus on a safety sensitive roles and actions.
 - A second factor is the availability of staff both within H3 for some fixed positions but most importantly casual staff and equally a staffing challenge for our major event partners. Just like the hospitality industry, many capable people have left the events industry. H3 along with Montana Food and Events, Red Badge Security and other partners are combining to stage a job expo in June targeting casual staff intake. The expo itself will be a focal point of our recruitment drive and may become an annual event.
 - Lastly, the lack of hotel rooms continues to be a major factor in losing incoming business to Hamilton exacerbated by a loss of motel inventory at a satisfactory standard. Whilst former MIQ hotels are coming back online over the next few months, the overall capacity shortfall remains too great and the standard of some of Hamilton's secondary hotels have been found to be lacking. This remains our greatest challenge.
- The operation and our customers remain subject to Covid-19 operating frameworks and will permanently embed some of the new standards and awareness that we have become used to under covid. H3 is very much back into 'business-as-usual' mode and working hard to get back to past revenue, utilisation and delivery levels.

7.2 2022/23 ANNUAL BUDGET

- H3's 2022/23 annual budget had factored in an encouraging return to business levels, however subsequent changes due to the recent phased response may prove this to be overly optimistic. Therefore, for annual plan and budgeting purposes, the business has chosen to hold to its original operating budget.



Council Report

Committee: Economic Development Committee

Date: 24 May 2022

Author: Blair Bowcott

Authoriser: Blair Bowcott

Position: General Manager Growth

Position: General Manager Growth

Report Name: General Manager's Report

Report Status	Open
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Purpose - *Take*

1. To inform the Economic Development Committee of topical issues, areas of concern and items that need to be brought to the Committee members' attention, but do not necessitate a separate report.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. This report provides updates on activities, actions or projects for which this Committee and the relevant General Managers have responsibility, and for which significant progress has been made.
4. This report covers:
 - i. Economic Development Agenda update;
 - ii. The Cultivate Trust update;
 - iii. Strategic review of New Zealand Food Innovation Waikato Limited;
 - iv. Sponsorship of the Kudos Scientist Awards;
 - v. Strategic property update;
 - vi. Economic update on the effect of Covid-19 restrictions; and
 - vii. the New Zealand Film Commission.
5. Staff consider the decisions in this report have low significance and that the recommendations comply with Council's legal requirements.

Discussion - *Matapaki*

Economic Development Agenda Update

6. Staff continue to deliver on the Economic Development Agenda that was approved by the Economic Development Committee in late 2020.
7. Staff are preparing the second issue of an Economic Development Update document to be released in June 2022. The previous issue was completed in December 2021 and featured our agritech sector.

8. The update will highlight business that are leading Hamilton's technology and innovation sector as well as the talent attraction work being done by Council and The Cultivate Trust.
9. It will also share how partnerships with the education sector are progressing efforts to position Hamilton as a hub for talent development and job training to support tech sector growth in New Zealand.
10. In order to continue to be proactive and purposeful, an economic development forum is being planned for September 2022. The economic development committee Chair, Deputy Chair, and staff will host business leaders from several key sectors to share ideas about economic development initiatives to support their growth and discuss how Council can best provide the data, insights and tools to enable business investment decisions in Hamilton.

Ministry of Foreign Affairs and Trade Study tour of the region

11. Originally planned for November 2021, the Ministry of Foreign Affairs and Trade (MFAT) will be conducting a study tour of the Waikato on 9-10 June 2022 alongside the diplomatic Heads of Mission (HOM) from approximately 30 countries.
12. Based primarily in New Zealand and Australia, HOM anticipated to attend include Argentina, Australia, Canada, Chile, Fiji, France, India, Indonesia, Ireland, Japan, Malaysia, Mexico, Samoa, Singapore, Vanuatu, and the European Union, with others to be finalised.
13. The study tour is designed as an overview of economic development in our region that will also establish and strengthen relationships between the HOM and businesses.
14. This effort aligns with our economic development agenda initiative of being proactive and purposeful in sharing our competitive advantages for businesses and ensuring Hamilton and the Waikato are considered for international investment projects.
15. Economic development and city events staff are supporting Te Waka's efforts and working to ensure that businesses from key sectors as well as our partners at Waikato Tainui and Tainui Group Holdings are involved and represented.

Partnership with Waikato District Council

16. Working in partnership across our economic development ecosystem, Waikato District Council leadership met with our Growth Group leadership and economic development staff to align investment promotion efforts and identify opportunities to collaborate.
17. Growth analytics was an area of particular interest, with clear synergies around the co-design of tools to support development activity.
18. A half-day learning session was to be scheduled in May or June 2022 to identify and develop shared projects or initiatives.
19. Initial ideas include:
 - i. creating efficiencies for commercial and residential developers seeking council-level data; and
 - ii. developing ways to clearly communicate complex information to the public using data visualisation tools.
20. Staff will inform the Economic Development Committee on the progress and outcomes of the partnership and any future initiatives.

The Cultivate Trust update

21. The Cultivate Trust is a collective of businesses, education providers, and public entities with a goal to accelerate the growth, development, and diversity of the Waikato's technology sector while inspiring future generations of innovators.

22. The General Manager Growth and economic development staff are involved at a leadership level, working with trustees to guide and support their efforts.
23. Work led by the Trust is grouped into three enabling actions: Showcase, Connect and Grow.
24. 'Showcase' involves celebrating the success of Waikato-based tech companies and tech whanau with targeted messaging and compelling insights. As part of this action, a project to create digital content profiling eight Waikato-based tech professionals began in February 2022.
25. When complete in June this year, the content will be used to engage with targeted groups including tech talent and decision makers using social media and direct marketing tools, with the goal of shaping perceptions of the Waikato as a tech and innovation hub.
26. The project also involves creating a customised landing page to provide options for continued engagement including information about tech jobs in the Waikato, upcoming events, and the ability to speak to industry peers here in the region.
27. 'Connect' is designed to increase awareness of and participation in our tech sector using networking events and direct engagement with industry leaders. Initial work to create a tech community network has begun with early actions that include hosting Techweek events and creating a tech business database for the Waikato.
28. 'Grow' aims to develop and attract world-class talent as well as to attract investment from new and existing tech businesses in Hamilton and the Waikato. It is envisaged that this work will begin in June 2022.
29. All three actions and their related projects are powered by a subcommittee structure that reports to the trustees monthly and to a strategic advisory group on a quarterly basis.
30. The most recent strategic advisory group presentation is included as **Attachment 1**.

Strategic review of New Zealand Food Innovation Waikato Limited

31. Waikato Innovation Growth Ltd (WIGL) is a holding company, 100% owned by the Council, and has a 70% shareholding in New Zealand Food Innovation Waikato (NZFIWL); the remaining 30% is held by Callaghan Innovation.
32. In keeping with best practices, staff and advisors have begun a strategic review designed to examine NZFIWL's performance, assess the value it provides to the Waikato's agritech industry as an enabler of commercialisation and growth, and identify the overall value proposition for Council as a shareholder.
33. Staff will keep the Economic Development Committee informed on the progress of the strategic review as the work proceeds.

Sponsorship of the Kudos Scientist Awards

34. At its meeting on 23 November 2021, the Economic Development Committee considered Council's commitment to the Kudos awards and the economic benefit to the city for the funds invested. The Committee resolved to continue sponsorship in 2022.
35. An agreement detailing sponsorship benefits was received and reviewed by the General Manager Growth and economic development staff to ensure Council's ability to use the event to reinforce economic development work in Hamilton.
36. It is anticipated a sponsorship agreement will be finalised in June 2022.

Strategic Property update

Municipal Endowment Fund (MEF)

37. A separate quarterly report (MEF Q3 2021/2022) is included in this agenda. This year, staff will focus on identifying strategic investment opportunities for the MEF.

Rent relief

38. On 5 October 2021, the Council approved \$183K in funding to provide targeted support to Council tenants in the hospitality and retail sectors during the Covid-19 Levels 4, 3 and 2 lockdowns.
39. The Council resolution set out the eligibility criteria for rent relief:
- i. tenants need to occupy Council-owned premises and operate in the hospitality, retail or community sectors;
 - ii. provide proof of financial hardship and a reduction of more than 50% normal revenue for the period;
 - iii. provide proof of any Government subsidies applied for and received; and
 - iv. provide proof of any relief funding received from other sources.
40. When the funding was approved, the level and duration of the lockdown was uncertain, as was the specific demand. Staff advised that further funding might be required in the future.
41. On 2 December 2021, the Council approved an additional \$100K in funding for tenants during the extended Covid-19 Levels 3 and 2 lockdowns from 1 November to 3 December 2021 – at which point the Covid Protection Framework (“traffic light” system) came into force.
42. A total of \$142K in relief was provided to 24 of the Council’s commercial tenants in the retail and hospitality sectors from 18 August to 3 December 2021.
43. In addition, the Council provided a total of \$14K to 26 community tenants from 18 August to 3 December 2021.
44. Tenants in the hospitality sector continued to struggle under the traffic light settings with significant reductions in revenue and patronage.
45. On 17 March 2022, the Council agreed that rent payments for eligible tenants be reduced by 50% for a six-month period commencing from the introduction of the traffic light regime on 3 December 2021 and extending until 3 June 2022. The Council also agreed to modify the eligibility criteria for rent relief to more acutely respond to the trading realities observed over the previous six months by reducing the eligibility criteria to Council tenants only in the hospitality sector – all other criteria remaining as approved on 5 October 2021.
46. Five Council tenants in the hospitality sector have applied for rent relief.
47. The rent relief package is subject to ongoing staff monitoring and is reported to the Economic Development Committee regularly. Staff estimate that a further \$138K in rent relief will be required for the six-month period from 3 December 2021 to 3 June 2022. The relief package is funded from existing Strategic Property Rental Income budgets.

Celebrating Age Centre

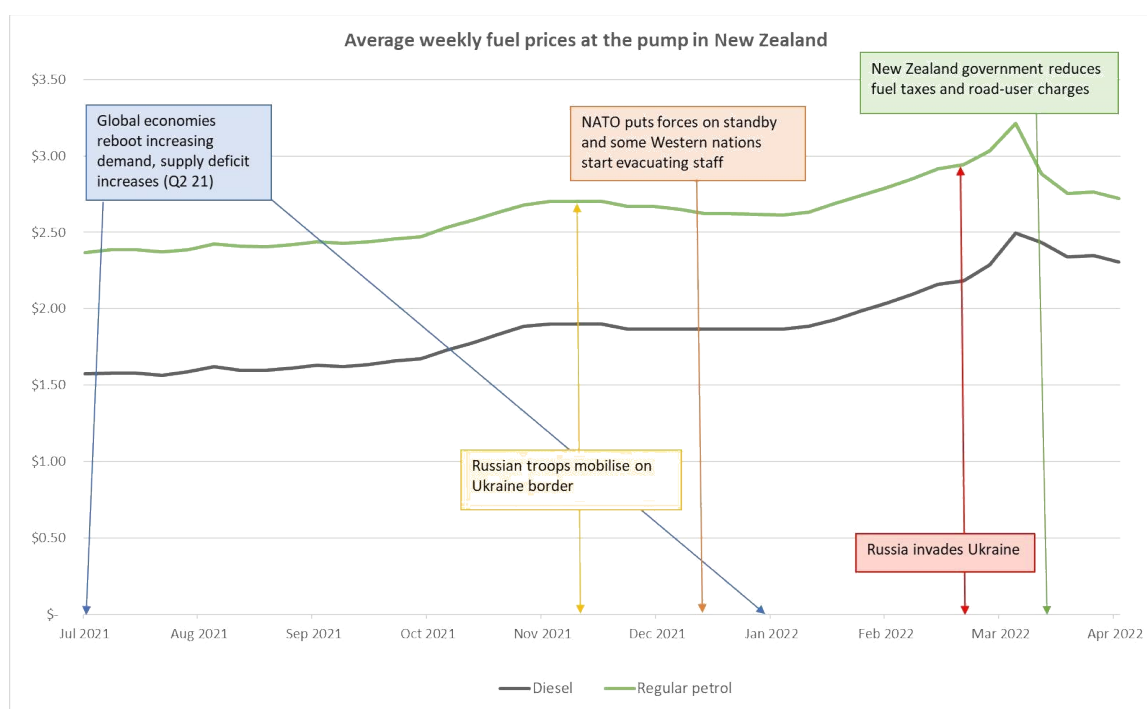
48. The Celebrating Age Centre building is on Municipal Endowment land at the southern end of Victoria Street. The building requires a significant capital investment. On 12 May 2022, the Council considered a staff report with high-level options for the building and the activities currently taking place on the site. The existing tenants have been relocated while options for the future of the building are evaluated and considered.

49. A project team has been established to investigate options and an update will be provided to the Economic Development Committee on 11 August 2022.

Economic Update

50. Staff are currently finalising the 2021 Annual Economic Report for publication. This report will provide detailed analysis and data about Hamilton's economy and development in 2021, as well as commentary around the global economy and context. This report will be circulated to Elected Members through the Executive Update.
51. Our economy continues to face several challenges with rising inflation and ongoing supply chain issues. Numerous factors outside of New Zealand's control continue to drive inflation ever higher. The Consumer Price Index, a common measure of inflation, reached a new record of 6.9% in the March 2022 quarter, with most commentators predicting that it will continue to increase in 2022.
52. Inflation is looking to be more enduring than initially hoped. As a result, the RBNZ raised the Official Cash Rate from 1% to 1.5% in April 2022; a further increase to 2% is expected at the end of May 2022. Mortgage rates are increasing rapidly as a result, adding pressure to households already dealing with inflation and dropping consumer confidence to a record low.
53. The rising costs of servicing a mortgage has seen the housing market cool. Corelogic report that sales activity in both January and February 2022 was the lowest for those months since 2011. This has led to an increased number of listings and reduced anxiety among buyers that they will find a home to buy. We have moved into a "buyers' market" sooner than many expected. As buyers now have more choice and less competition, price pressures are also fading away. Sales volumes in Hamilton were down 38.5% in quarter 1 2022 compared to last year. We also saw sales values drop 0.9% in March 2022 from February but remain 22.3% up on 2021.
54. Omicron cases peaked in March, averaging around 20,000 cases per day. Across Hamilton we saw several businesses close or reduce their hours to cope with sick and isolating staff over the last few months. New Zealand moved to the 'orange' setting of the Covid Protection Framework on 13 April, lifting capacity limits and seating requirements for indoor venues. Cases continue to sit at around 7,500 cases per day at the end of April 2022 with over 3,000 active cases in the Waikato DHB area. While this reduction in case numbers is positive, there are still an estimated 100,000 people stuck at home across the country.
55. As we wrote our last update, Russian troops were positioned on the East Ukrainian border, ostensibly undertaking 'training exercises' and political tension was growing as Russian troop numbers increased. On 24 February 2022, Russia invaded the Ukraine. At the time of writing this update, the invasion has been underway for nearly 70 days with casualties growing and an estimated 5.4 million people fled, many as refugees.
56. New Zealand's economy is largely insulated from the direct impacts of the war, with exports to Russia in 2021 of only \$293 million, half of which was butter. Our imports from Russia were largely oil and had dropped to near zero in recent months. Most of the impacts that we experience are indirect such as higher fuel prices, global economic uncertainty, and volatile financial markets.
57. Global sanctions on Russian products including oil and gas, mean that markets reliant on these products are pivoting elsewhere to varying extents, increasing pressure on other global markets. Wheat, sunflower oil, crude oil and minerals (including fertilisers) are all major exports of Russia and the Ukraine, with Europe particularly reliant on Russia. Examples of this disruption to markets include global oil prices increasing 65% since the start of 2022, and Indonesia banning the export of palm oil products as demand for alternatives to sunflower oil spikes.

58. New Zealand will also feel the squeeze on global wheat and grain products as countries that previously dealt with Russia and the Ukraine pivot to markets that we access like Australia. This, combined with poor weather in other wheat and grain producing countries, means prices for many wheat- and grain-based products will be pushed even higher. The Russian invasion will drive up the costs of bringing in animal feed, fertilisers and transport costs and flow into domestic food prices.
59. Demand for oil plummeted in 2020 as the world went into lockdown and people stayed home. As demand dropped, a price war ensued leading to a 65% drop in crude oil prices and a pump price of around \$1.30 for Regular petrol in New Zealand for the rest of 2020. Petrol prices returned to pre-pandemic levels in mid-2021. By October 2021, economies around the world began to recover and demand increased, but production remained at a reduced rate, pushing prices up further.
60. At the pump, prices peaked at around \$3.20 per litre (Regular) in mid-March 2022, an increase of \$1 per litre on prices in March 2021 and \$1.25 per litre on 2020 price lows. The New Zealand Government responded to the escalating petrol prices by reducing its fuel taxes by 25 cents per litre on 15 March for 3 months.



61. Supply chains continue to be under pressure with many of China's biggest cities in ongoing lockdowns to try to prevent the spread of Omicron. China's pursuit of a 'Zero Covid policy' has ongoing challenges for both manufacturing and shipping sides of the supply chain. The number of ships waiting to enter port off the coast of China increased from 260 in February to 506 in early April, an indication of the delays seen there. The decline in economic activity and spending in China is also likely to impact on New Zealand's exports to China both in terms of demand for products and in terms of actually getting products into Chinese markets.
62. The construction sector continues to report delays on products and the need to order materials well in advance. Some suppliers are trying to minimise the stockpiling that is exacerbating the problem by cross checking orders against property addresses.
63. CoreLogic's construction price index also showed record increases with an annual increase of 7.3% on last year (March 2022). This was driven by increased costs of timber, metal and labour costs. They are expecting cost inflation to accelerate and suggest that we may see double digit

increases into 2023. Consumers will have two choices – either pay more or substitute products for lower quality products.

64. As a result of delays in the supply of building materials, fixtures and fittings, we are seeing the median time from building consent to CCC increase to 9 months from 8 months in 2021. We expect that this may increase further throughout 2022.
65. Consenting continues to be up on last year and all residential consenting now exceeds pre-pandemic levels. Non-residential consenting is up 44% on 2021 but remains down on the record high of 141,700sqm in the 12 months before the pandemic.

12 months to 31 March 2022		vs 12 months to 31 March 2021
Building consents lodged	1,832	19%
Building consents granted	1,616	13%
Homes under construction	1,216	18%
Homes completed	1,424	-2%
Non-residential consents granted	95,500sqm	44%

The New Zealand Film Commission

66. The New Zealand Film Commission (NZFC) is a government agency with approximately 50 staff and offices in Wellington and Auckland. Their activities include marketing New Zealand's screen production industry overseas and attracting international productions to New Zealand. The Commission also administers incentives such as the New Zealand Screen Production Grant.
67. In March 2022, the office of the CEO of NZFC requested a meeting for early May with Mayor Paula Southgate, Economic Development Chair Ryan Hamilton, and economic development staff to discuss the film sector. At the request of NZFC, the May meeting was cancelled and will be rescheduled.
68. Additional work by the Economic Development Committee Chair, Deputy Chair and staff involving the screen sector over the last 12-18 months include meetings with a group seeking to secure funding from local and regional government to establish a film office in the Waikato.
69. The Economic Development Chair, Deputy Chair and staff encouraged the group to apply for grant funding from Council's community group and committed to assist with any future potential film production projects in Hamilton as it relates to permitting, guidance, location advice, or city services.
70. Since that time, the economic development programme has added a Business Relationship Advisor role, strengthening our ability to be a point of contact for all businesses, including those interested in placing film production projects or studio facilities in Hamilton.
71. This approach aligns with how economic development staff manage opportunities from sectors such as technology and innovation, manufacturing, logistics and agritech.
72. Additionally, as part of our research into the screen sector, economic development staff learned that the Government is conducting a review of how it invests in the sector, being conducted by Hīkina Whakatutuki, the Ministry of Business, Innovation and Employment (MBIE) and Manatū Taonga the Ministry for Culture and Heritage (MCH).

73. The review is tasked with investigating how Government support of the sector should evolve to keep pace with the way productions are filmed, edited, distributed and viewed. A key objective is to develop a more sustainable and resilient sector that is less vulnerable to global shifts in screen financing and incentives.
74. Public consultation is scheduled to occur in mid-2022 with a decision due by April 2023.
75. Economic development staff will continue to engage with NZFC, monitor the Government review into the screen sector and its outcomes, and inform the Economic Development Committee.

Financial Considerations - *Whaiwhakaaro Puutea*

76. The work to upgrade the Hamilton Invest website is covered by existing Growth Funding & Analytics budgets.
77. Funding for the sponsorship of the Kudos Scientist Awards and Council's contribution to the Ministry of Foreign Affairs and Trade Study tour of the region can come from existing Economic Development budgets.
78. A total of \$142K in relief has been provided to 24 of the Council's commercial tenants in the retail and hospitality sectors from 18 August to 3 December 2021. In addition, the Council has provided a total of \$14K to 26 community tenants from 18 August to 3 December 2021.
79. Staff estimate that a further \$138k in rent relief will be required for the six-month period from 3 December 2021 to 3 June 2022.
80. The additional rent relief for Council tenants requested in this report is currently unfunded and will be funded from the current operating surplus - noting that \$141k of previously approved funding has not been spent.

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

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

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

82. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
83. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report. The recommendations set out in this report are consistent with that purpose.

Social

84. The proposed rent relief will help the continued survival of businesses in the hospitality, retail and community sectors, which promote better outcomes for the community at large, helping to sustain a more vibrant Hamilton with greater social interaction.

Cultural

85. Businesses in the hospitality, retail and community sectors endorse and enhance the cultural identity of the city.

Economic

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

Environmental

87. There are no environmental wellbeings for consideration.

Risks - *Tuuraru*

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

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

Significance

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

Engagement

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

Attachments - *Ngaa taapirihanga*

Attachment 1 - The Cultivate Trust - 30 March SAG

The Cultivate Trust

Strategic Advisory Group

30 March 2022

Item 13

Attachment 1

The Cultivate Trust

The Cultivate Trust is a collective of businesses, education providers, and public entities

Our goals are clear:

**Accelerate the growth, success and diversity of
Waikato's technology businesses**

**Identify and inspire future generations of
innovators from the Waikato**

Our beliefs



Diversity & Inclusion

Anyone with the ambition and interest to participate in the tech sector feels welcomed and supported



Potential

Technology is the greatest enabler of economic prosperity & productivity for the Waikato & New Zealand



Authentically Kiwi

We are part of an ecosystem that is innovative, aspirational, and not afraid to challenge the status quo



Partnership

Our strength is a culture of collaboration that leverages expertise and knowledge to create shared success

The Cultivate Trust

Our structure

Strategic Advisory Group

The strategy of the Trust is determined by a Strategic Advisory Group (SAG), comprised of key leaders from the Waikato Technology Sector, public and educational institutions, Te Waka and Hamilton City Council

Trustees

The primary role of the Trustees is to provide tangible support for the Trust and its objectives

Subcommittees

Subcommittees are comprised of anyone with a keen interest or specialisation that can commit to helping achieve the strategy and goals adopted by the SAG

Our operations



Strategic Advisory Group

Strategic Advisory Group meetings will be held quarterly, tentatively planned for March, June, September and December

Trustees

Quarterly meetings will inform the wider group about progress towards goals through subcommittee reports, discuss overall strategies, and seek guidance and feedback from key stakeholders



Subcommittees

Fundraising and financial support will be addressed at all levels of The Cultivate Trust, with resourcing needs and sources identified by subcommittees on a project-by-project basis

The Cultivate Trust

Our enabling actions

Showcase

Celebrate the success of our tech companies and tech whanau



Targeted messaging and compelling insights



Subcommittee
Storytelling

Connect

Increase awareness of and participation in our tech sector



Networking events and direct engagement with industry leaders



Subcommittee
Waikato Community Network

Grow

Develop and attract world-class talent; attract investment from new and existing businesses



Investment in our ecosystem and local tech workforce



Subcommittees
Talent Development & Attraction
Investment Promotion

Subcommittee and 2022 Goals

Storytelling

The Great Realisation success metric based on impressions/conversions, etc.

***Additional goal based on future activations or initiatives**

▼ Subcommittee tasks

- Coordinate communications and marketing efforts to drive overall success for strategic initiatives
- Identify local talent to celebrate and profile
- Ensure all work is authentically Waikato

▼ Key initiatives

The Great Realisation content creation

- Focus on talent attraction and influencing perceptions

The Cultivate Trust

Showcase

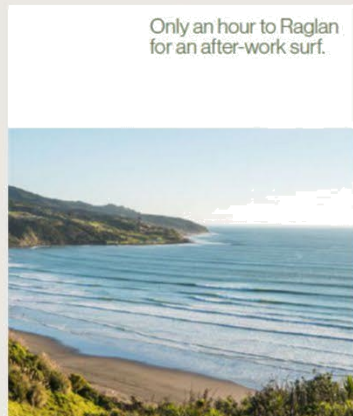
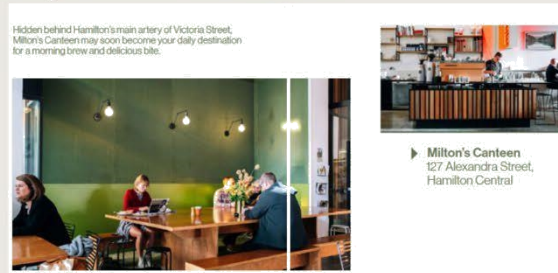
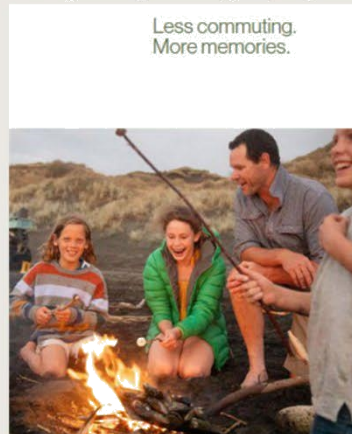
Celebrate the success of our tech companies and tech whanau

“The Great Realisation”

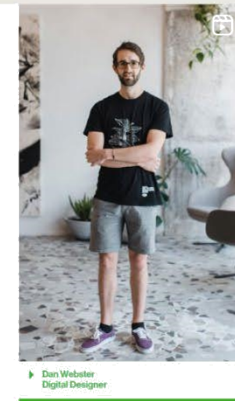
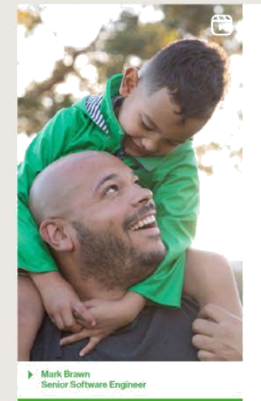
Purpose	engage with tech talent and decision makers to shape perceptions of the Waikato as a tech and innovation hub
Approach	tell authentic stories, we are not creating a brand
Posts	profiles of Waikato “ambassadors”, lifestyle features, key messaging
Audience	micro-targeted groups using demographic profiles and social media tools
Channels	12-week run across LinkedIn, Facebook, Instagram, Twitter, TikTok
Call to action	drive the audience to a landing page with options for engagement

Sample Content

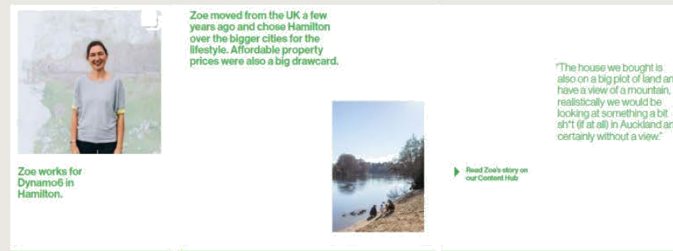
Original photography and aspirational statements



Videos



Interviews and quotes



The Cultivate Trust

Showcase

Celebrate the success of our tech companies and tech whanau

“The Great Realisation” Landing Page

Goal channel interest from the content towards three conversion strategies

Alignment designed with the same user journeys and target audience as the campaign

Conversion / enabling strategies

WORK

Our tech companies and the jobs they're hiring for

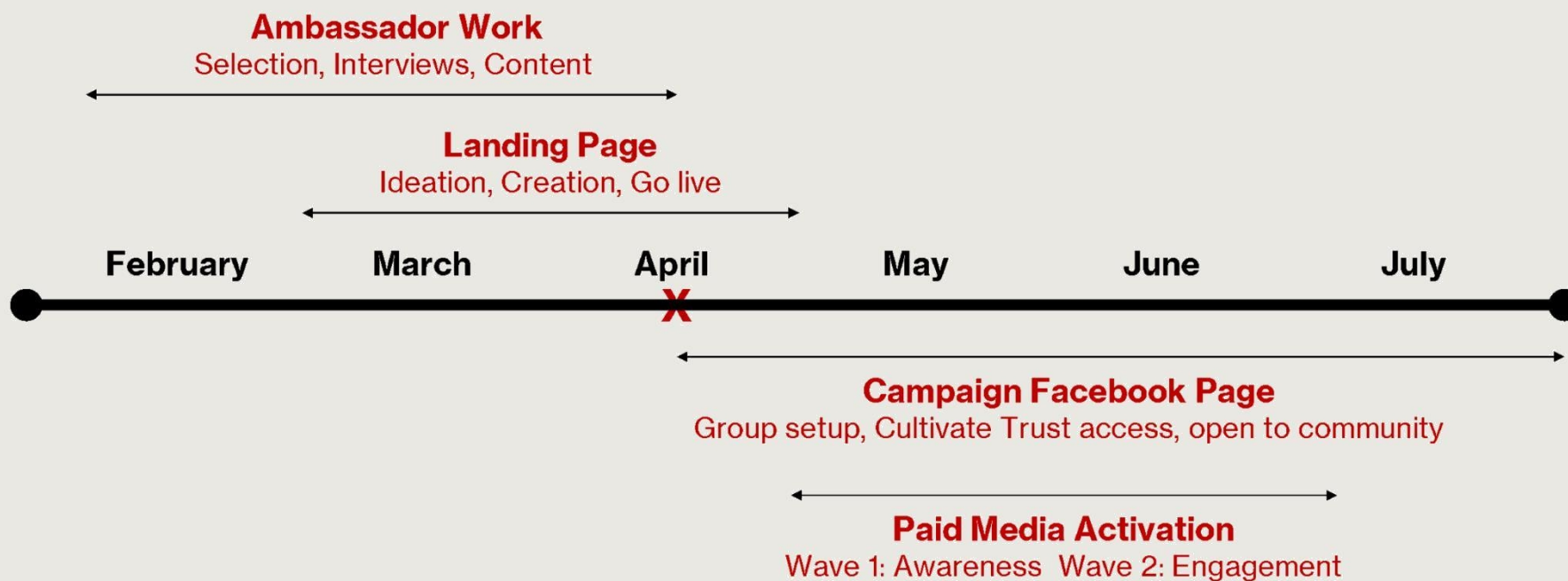
NETWORK

Groups and events to engage with our tech ecosystem

CHAT

Local experts who can answer your questions 1:1

“The Great Realisation” Timeline



The Cultivate Trust

Connect

Increase awareness of and participation in our tech sector

Subcommittee and 2022 Goals

Waikato Community Network

Deliver four business networking events

Develop and share access to a regional database of “tech enabled” businesses

▼ Subcommittee tasks

- Ownership of a mailing/invite list and shared calendar for industry events
- Build a tech business database for the Waikato
- Scoping session for a virtual forum to host networking events and manage ongoing engagement

▼ Key initiatives

Techweek 16-22 May 2022

- Opportunity for The Cultivate Trust launch event
- Encourage and assist with other Waikato-based events
- Work with NZTech to host an NZ Tech Story workshop

Subcommittee and 2022 Goals

Talent Development & Attraction

Train 100 interns through various camps or programmes

Attract and settle 500 tech workers and their families to the Waikato

Investment Promotion

Visit or host six out-of-market and six in-market tech sector businesses

***Additional goal based on national economic development engagement**

Resolution to Exclude the Public

Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

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

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

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Confirmation of the Economic Development Committee Public Excluded Minutes of 1 March 2022) Good reason to withhold information exists under Section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)
C2. New Lease - Ministry of Style Limited - Hamilton Gardens)	
C3. Approval of Co-Lab Chair Remuneration		
C4. General Manager's Report		

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to enable Council to carry out commercial activities without disadvantage	Section 7 (2) (h)
Item C3.	to protect the privacy of natural persons to maintain the effective conduct of public affairs through protecting persons from improper pressure or harassment	Section 7 (2) (a) Section 7 (2) (f) (ii)
Item C4.	to enable Council to carry out commercial activities without disadvantage to enable Council to carry out negotiations	Section 7 (2) (h) Section 7 (2) (i)