



Notice of Meeting:

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

Date: Thursday 3 June 2021
Time: 9.30am
Meeting Room: Council Chamber and Audio Visual link
Venue: Municipal Building, Garden Place, Hamilton

Richard Briggs
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	Maangai Maaori O Te Ua
	Cr R Pascoe	Maangai Maaori T P Thompson-Evans
	Cr M van Oosten	

Quorum: A majority of members (including vacancies)

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

Becca Brooke
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Menetia Mana Whakahaere

27 May 2021

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Purpose

The Economic Development Committee is responsible for:

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

In addition to the common delegations, 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 Councils 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.

Item 5

Council Report

Committee: Economic Development Committee
Date: 03 June 2021
Author: Tyler Gaukrodger
Authoriser: Becca Brooke
Position: Governance Advisor
Position: Governance Manager
Report Name: Confirmation of the Economic Development Committee Open Minutes of 9 March 2021

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 9 March 2021 as a true and correct record.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Economic Development Committee Open Unconfirmed Minutes - 9 March 2021

Economic Development Committee *Komiti OOhanga Whakatupu* OPEN MINUTES

Minutes of a meeting of the Economic Development Committee held in Council Chamber, Municipal Building, Garden Place, Hamilton and via Audio Visual link on Tuesday 9 March 2021 at 9.30am.

PRESENT

Chairperson	Cr R Hamilton
<i>Heamana</i>	
Deputy Chairperson	Cr E Wilson
<i>Heamana Tuarua</i>	
Members	Cr M Gallagher Cr R Pascoe (via Audio Visual link) Cr M van Oosten Mayor P Southgate (Ex Officio) Maangai O Te Ua Maangai T P Thompson-Evans (via Audio Visual link)

In Attendance: Cr D Macpherson
Jen Baird – General Manager City Growth
Blair Bowcott – Executive Director Special Projects
Sean Murray – General Manager Venues, Tourism and Major Events
Amy Trigg – Senior Policy Analyst
Tracey Musty - Financial Controller
Claire Foster - Property Officer
Stafford Hodgson - Programme Manager - Economics and Policy
Stuart Gordon – Waikato Innovation Growth Ltd
Kelvin French – Waikato Local Authority Shared Services
Jason Dawson - Hamilton and Waikato Tourism
Mark Morgan - Hamilton Airport
Vanessa Williams – Hamilton Central Business Association
Mike Neale – Hamilton Central Business Association

Governance Staff: Amy Viggers – Governance Team Leader
Narelle Waite and Tyler Gaukrodger – Governance Advisors

1. **Apologies – *Tono aroha***
Resolved: (Cr Hamilton/Cr Wilson)
That the apologies for absence from Deputy Mayor Taylor and partial apologies from Cr Pascoe are accepted.
2. **Confirmation of Agenda – *Whakatau raarangi take***
Resolved: (Cr Wilson/Cr van Oosten)
That the agenda is confirmed.

Attachment 1

3. **Declarations of Interest – *Tauaakii whaipaaanga***
No members of the Council declared a Conflict of Interest.

4. **Public Forum – *Aatea koorero***
No members of the public wished to speak.

6. **Chair's Report**

The Chair took the report as read. He and staff responded to questions from Members concerning the Municipal Endowment Fund.

Staff Action: *Staff undertook to provide an update to Members concerning the work being undertaken by the Municipal Endowment Working Group.*

Resolved: (Cr Hamilton/Cr Wilson)

That the Economic Development Committee receives the report.

5. **Confirmation of the Economic Development Committee Open Minutes - 11 November 2020**

Resolved: (Cr Wilson/Cr van Oosten)

That the Economic Development Committee confirm the Open Minutes of the Economic Development Committee Meeting held on 11 November 2020 as a true and correct record.

Item 5

7. **International Relations Update March 2021 (Recommendation to the Council)**

The Senior Policy Analyst outlined the report, noting interaction with 'sister' cities and the changes made to the policy. She responded to questions from Members concerning partnerships, security, flight access, and our Memorandum of Understanding with each city.

Resolved: (Cr Hamilton/Cr Wilson)

That the Economic Development Committee:

- a) receives the report; and
- b) recommends that the Council approves the revised International Relation policy (Attachment 2 of the staff report) noting that the feedback from the Economic Development Committee concerning Partnership and Security will be included in the final policy.

8. **Waikato Innovation Growth Ltd, NZ Food Innovation (Waikato) Ltd - Half Year Report 31 December 2020 and Statement of Intent 2021/22**

Stuart Gordon (Waikato Innovation Growth Ltd) and the Executive Director Special Projects outlined current operations of Waikato Innovation Growth, the statement of intent, and noted the current director vacancy to be filled. They responded to questions from Members concerning the statement of intent.

Resolved: (Cr Wilson/Maangai Te Ua)

That the Economic Development Committee:

- a) receives the report;

- b) approves the Waikato Innovation Group Ltd and Group of Companies draft Statement of Intent 2021/22; and
- c) notes the process to appoint a replacement director to Waikato Innovation Growth Limited/ New Zealand Food Innovation (Waikato) Limited will be managed by Barry Harris, Chair of WIGL/ NZFIWL, with a preferred candidate to be recommended to the Economic Development Committee seeking a recommendation to the Council for approval.

9. Waikato Local Authority Shared Services Annual Report 30 June 2020, Half Year Report 31 December 2020 and Statement of Intent 2021/22

Kelvin French (Waikato Local Authority Shared Services) outlined the report, speaking to recent projects, opportunities, collaboration with Councils, development of business cases, and the transformation plan. He responded to questions from Members concerning procurement of infrastructure, diversity of procurement, collaboration between Councils, and benefits to Council.

Resolved: (Mayor Southgate/Cr Gallagher)

That the Economic Development Committee:

- a) receives the report; and
- b) receives the Waikato Local Authority Shared Services draft Statement of Intent 2021/22.

10. Hamilton and Waikato Tourism Limited - Six-Month Report to 31 December 2020

External Presenter Jason Dawson (Hamilton and Waikato Tourism) outlined the report, noting travel performance, trading and marketing campaigns. He responded to questions from Members concerning advertisements, accommodation, rates and transportation.

Resolved: (Mayor Southgate/Maangai Te Ua)

That the Economic Development Committee receives the report.

Cr Pascoe joined the meeting (11.20am) at the conclusion of the above item. He was not present when the matter was voted on.

The meeting was adjourned from 11.20am to 11.39am.

11. Waikato Regional Airport Limited - Half Year Report 31 December 2020 and Statement of Intent 2021/22

Mark Morgan and Scott Kendall (Hamilton Airport) spoke to the report, noting the airport's 10 year plan, financial performance, flight routes and schedule, social conscience, and future projects. They responded to questions from Members concerning financial details, timeline of projects, freight growth, flight schools, risk, Air New Zealand flights, public transport, and wastewater treatment.

Resolved: (Cr Wilson/Maangai Te Ua)

That the Economic Development Committee:

- a) receives the half year report; and
- b) approves the Waikato Regional Airport Limited draft Statement of Intent 2021/22.

Item 13 (Hamilton Central Business Association - Six-Monthly Update) was taken after item 11 (Waikato Regional Airport Limited - Half Year Report 31 December 2020 and Statement of Intent 2021/22) to accommodate Guest Presenter availability.

13. Hamilton Central Business Association - Six-Monthly Update

Vanessa Williams and Mike Neale (Hamilton Central Business Association) took the report as read, noting the impact of Covid-19 and recent financial results. They responded to questions from Members concerning district plan development, accessibility of businesses, central city events, laneway viability, Council support, the Long Term Plan, future vision, zoning, and high density housing.

Resolved: (Mayor Southgate/Cr Wilson)

That the Economic Development Committee receives the report.

12. Civic Financial Services Limited - Statement of Intent 31 December 2021

The Financial Controller took the report as read. She responded to questions from Members concerning superannuation.

Staff action: *Staff undertook to provide information to Members regarding Member access to superannuation schemes.*

Resolved: (Cr Hamilton/Cr Wilson)

That the Economic Development Committee:

- a) receives the report; and
- b) approves the Civic Financial Services Limited draft Statement of Intent 31 December 2021.

Mayor Southgate left the meeting (12:53pm) during the above discussion. She was not present when the matter was voted on.

Item 16 (Policy Review - Appointment and Remuneration of Board Members of COs, CCOs and CCTOs) was taken after Item 12 (Civic Financial Services Limited - Statement of Intent 31 December 2021) to accommodate staff availability.

16. Policy Review - Appointment and Remuneration of Board Members of COs, CCOs and CCTOs

The Financial Controller noted the change to the policy to allow collaboration with Committee Chairs. She responded to questions from Members concerning childcare support, providing direction to Board Members, Council remuneration policy and Terms of Reference.

Staff action: *Staff undertook to investigate if Board Members are eligible for additional childcare support.*

Procedural Motion:

Resolved: (Cr Hamilton/Cr Wilson)

That the item being discussed should be adjourned to the 3 June 2021 Economic Development Committee meeting.

Mayor Southgate re-joined the meeting (1.08pm) during the above discussion. She was present when the matter was voted on.

The meeting was adjourned from 1.15pm to 2.04pm

14. New Lease - Two Degrees Limited - Raymond Street (cabinets) (Recommendation to the Council)

The Property Officer took the report as read. She responded to questions from Members concerning Chief Executive delegated authority and pricing.

Resolved: (Cr Wilson/Maangai Te Ua)

That the Economic Development Committee recommends that the Council approves the new lease for Two Degrees Limited for telecommunications cabinets located on land adjacent to Raymond Park, subject to the following terms and conditions:

- a) Term – 10 years, commencing 1 March 2021;
- b) Rental – \$4,000 plus GST per annum; and
- c) Rent reviews – 3-yearly market review.

15. New Licence - Kordia Limited - FMG Waikato Stadium (Recommendation to the Council)

The Property Officer took the report as read.

Resolved: (Cr Wilson/Maangai Te Ua)

That the Economic Development Committee recommends that the Council approves a new licence for Kordia Limited for a telecommunications cabinet located in the communications room at FMG Waikato Stadium, subject to the following terms and conditions:

- a) Term – 4 years, commencing 1 July 2021;
- b) Renewals – 1 x 5 years (1 July 2025);
- c) Rental – \$1,000 plus GST per annum; and
- d) Rent reviews – market review on renewal (1 July 2025).

17. Open Information Only Reports

The General Manager City Growth and Programme Manager - Economics and Policy noted the impact on the economy due to Auckland's Covid-19 lockdown. They responded to questions from Members concerning inflation, rates, and business confidence.

The General Manager Venues, Tourism and Major Events spoke to H3 Group report, noting the Claudelands Six60 event and the effect of Covid-19 on H3 work. He responded to questions from Members concerning transport, patron behaviour, revenue, railway stations, and Covid-19 tracing.

Resolved: (Cr Wilson/Maangai Thompson-Evans)

That the Economic Development Committee receives the following information only reports:

- a) General Manager's Report;
- b) Economic Update 19 February 2021; and
- c) H3 Group - Quarter 2 Activity Report 1 July to 31 December 2020.

18. Resolution to Exclude the Public

Resolved: (Cr Hamilton/Cr Pascoe)

Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

Attachment 1

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 - 11 November 2020) Good reason to withhold information exists under Section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)
C2. Strategic Approach to Shared Services)	

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 negotiations	Section 7 (2) (i)

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

During the public excluded session the following was resolved to be released to the public:

Item C2: Strategic Approach to Shared Services

That the Economic Development Committee:

- a) receives the report;
- b) approves the Waikato Local Authority Shared Services Draft Statement of Intent 2021/22;
- c) notes that Hamilton City Council will continue to investigate and pursue shared services opportunities that deliver transformational outcomes and efficiencies for our organisation;
- d) notes that due to the current and future direction of the following, Council is exploring shared services partnerships with similar sized organisations across New Zealand with similar philosophies:
 - i. our organisation improvement projects;
 - ii. efficiency targets;
 - iii. the scale and sophistication of our processes relative to many other councils;
 - iv. the challenges we are responding to; and
 - v. the need to deliver transformational outcomes for our organisation and community;
- e) notes that given the above context, the threshold to participate in new Waikato Local Authority Shared Services initiatives will increase; and
- f) notes that the decision and report on this matter will be released to the public via the open minutes as **appendix 1**.

The meeting was declared closed at 3.30pm.

Item 5

Appendix 1:

Council Report

Item 5

Committee: Economic Development Committee **Date:** 09 March 2021

Author: Blair Bowcott **Authoriser:** Blair Bowcott

Position: Executive Director Special Projects **Position:** Executive Director Special Projects

Report Name: Strategic Approach to Shared Services

Report Status

This report is taken as a publicly excluded item to enable Council to carry out negotiations.

Purpose - Take

1. To inform the Economic Development Committee of the findings from an independent review of Hamilton City Council should engage in new shared service initiatives in the future.
2. To seek approval from Economic Development Committee for the Waikato Local Authority Shared Services Draft Statement of Intent 2021/22.

Staff Recommendation - Tuutohu-aa-kaimahi

3. That the Economic Development Committee:
 - a) receives the report;
 - b) approves the Waikato Local Authority Shared Services Draft Statement of Intent 2021/22;
 - c) notes that Hamilton City Council will continue to investigate and pursue shared services opportunities that deliver transformational outcomes and efficiencies for our organisation;
 - d) notes that due to the current and future direction of the following, Council is exploring shared services partnerships with similar sized organisations across New Zealand with similar philosophies:
 - i. our organisation improvement projects;
 - ii. efficiency targets;
 - iii. the scale and sophistication of our processes relative to many other councils;
 - iv. the challenges we are responding to; and
 - v. the need to deliver transformational outcomes for our organisation and community;
 - e) notes that given the above context, the threshold to participate in new Waikato Local Authority Shared Services initiatives will increase; and
 - f) notes that the decision and information in relation to this matter be released at the appropriate time, to be determined by the Chief Executive.

Attachment 1

Appendix 1:

Executive Summary - *Whakaraapopototanga matua*

Attachment 1

4. The Waikato Local Authority Shared Services (WLASS) draft Statement of Intent 2021/22 has been prepared for approval by Waikato councils.
5. Priority projects for the coming year focus on digital initiatives, shared GIS resources, and creating an Asset Management centre of excellence.
6. WLASS has had success in some areas to date including insurances, transport modelling, shared valuation database, GIS, Lidar (aerial photography) and the Road Asset Technical Alliance (RATA) but has also to date been unable to deliver on shared building consenting at a level benefitting Hamilton City Council. A contributing factor has been the lack of support for this transformational initiative from other councils.
7. Hamilton City Council (HCC) commissioned an independent review into where we should focus our future efforts when considering transformational shared services initiatives.
8. The independent review has been completed and concludes that HCC should only focus on new initiatives that will deliver significant and measurable transformational change and benefit to our community.
9. This may be through WLASS but may also be working with councils that share similar issues and aspirations at the same scale as Hamilton City.
10. Councils across the Waikato Region are at varying levels of maturity and facing different issues at different scales therefore HCC may not gain value from all suggested shared regional services.
11. Staff consider the matters in this report have low significance and that the recommendations comply with the Council's legal requirements.

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Background - *Koorero whaimaarama*

12. This report is to be read in conjunction with the xxxreport in the open Agenda of this Committee.
13. WLASS was established to provide local authorities in the Waikato Region with a vehicle to procure shared services. WLASS now drives collaboration between councils and aims to improve customer service and performance, and to reduce costs.
14. WLASS is owned, in equal portion, by the 12 Waikato local authorities.

Discussion - *Matapaki*

Draft Statement of Intent 2021/22

15. The report outlines the WLASS draft Statement of Intent 2021/22. This summarises the Board's strategic direction for the organisation. The draft Statement of Intent 2021/22 (SOI) is attached to the open report on this matter that is open agenda.
16. Key points to note in the draft Statement of Intent:
 - i. Financial performance targets for 2022 are tracking lower than in the prior year's SOI as WLASS continues to use cash reserves to fund some project activity. However, net profit is forecast to be favourable in future years and WLASS remains cashflow positive.
 - ii. Substantial progress has been made in either completing or significantly advancing the priority projects set out in the prior SOI, as summarised in paragraph 17 of this report.

Appendix 1:

- iii. Priority projects for the coming year are:
 - a. Shifting landscapes: refining how and where WLASS can add most value;
 - b. Digital enablement: creating an omnichannel for your communities;
 - c. Establishing a GIS centre of excellence;
 - d. Establishing an Asset Management centre of excellence.

These are addressed in more detail on pages 6 to 8 of the SOL.

- iv. WLASS are committed to advancing a transformational agenda with a focus on better communication and building compelling business cases.

Review of Shared Services Approach

17. Looking for, and pursuing shared services opportunities, is a valid and prudent approach to delivering value for money for HCC ratepayers.
18. WLASS has delivered a number of successful shared service arrangements across the region including insurances savings, shared transport modelling, shared valuation database, GIS, Lidar, and RATA, however there have also been some less successful endeavours including recent work on the Building Consents Shared Services project.
19. As the only large-scale metro in the region, it is important to recognise that Hamilton faces different issues and challenges on a bigger scale compared to other local authorities across the region. It is important that HCC's resources are focussed on shared service initiatives that deliver transformational outcomes and significant and measurable benefit for the city.
20. WLASS should continue to provide the shared services that have proven to deliver benefits, however, looking to the future HCC needs to focus on the critical few shared services opportunities that will deliver transformational change, rather than initiatives which will deliver mixed benefits and may favour the smaller councils.
21. Three Waters Reform (if undertaken) will lead to substantial opportunities to consider how council services are delivered. This presents an opportunity to think about where HCC's focus is placed in terms of services delivered at scale across multiple entities and truly embracing digital platform opportunities.
22. Given the direction of HCC and a need to prioritise the demands on our organisation, HCC commissioned an independent review on our approach to shared services initiatives. The review was conducted by Dr Kevin Lavery, who has extensive experience as a Chief Executive with councils and shared services organisations in New Zealand and the United Kingdom.
23. The independent review has been completed and concludes that:
 - i. HCC should continue to work with WLASS to deliver transactional shared service efficiencies;
 - ii. WLASS will not necessarily provide the shared services solutions for the bigger issues and outcomes that HCC needs to tackle;
 - iii. WLASS is delivering outcomes that provide proportionally greater benefits to the smaller and less sophisticated councils;
 - iv. For any new WLASS initiatives, HCC ensure that the business case supporting the proposal delivers "best in class" outcomes;
 - v. HCC should focus on transformational opportunities linked to Three Waters Reform (and the consequential implications for councils, e.g. support services) and "Smart" councils with boundaryless services for the 21st Century (digital services, facilities and asset management partnership), as well as initiatives linked to the high growth sub-regional agenda;

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Attachment 1

Appendix 1:

Attachment 1

- vi. HCC should work with like-minded councils at similar scale and/or stages in their organisational transformation journey (coalition of the willing) including the Future Proof sub-region and other metropolitan councils around New Zealand (e.g. Tauranga, Western Bay of Plenty).
- 24. All councils in the Waikato area are at different stages of maturity and have different priorities and varied local contexts. The mindset and philosophy of each council and their CE/Executive team is key to participating in and willingly driving shared services initiatives.
- 25. Equally, a key consideration is how WLASS supports each Council to be successful. The Chair and CE of WLASS have a key role to influence thought leadership in shared services and we have been encouraging them to have a stronger voice in this area. The Board consists of an independent Chair and five Council appointed "CE" directors, including David Bryant as HCC appointee. The constitution allows for up to eight directors and this does provide the opportunity for up to two more independent directors (at a cost) to bring a fresh perspective to WLASS. There are no current proposals to introduce these extra director positions, but this is a matter for ongoing discussion with the Chair/Board.
- 26. HCC needs to apply its resources to change initiatives where we can leverage significant outcomes with other willing councils. This may be through WLASS, but equally as the independent review has concluded, it may be outside of WLASS.
- 27. Each potential shared service initiative needs to be assessed on a case by case basis, however the threshold for HCC to participate in any new initiative will need to be higher, to ensure the outcomes delivered for HCC move us forward on our transformation journey and provide significant, measurable benefit to our community.
- 28. There are a number of major reform initiatives lead by Government in 2021 including the Three Waters Reform, RMA reform and the LGNZ project "Future of Local Government." The landscape of what and how councils deliver services and outcomes is likely to be radically different in the future.
- 29. When this is considered alongside HCC's need to transform how we deliver services in response to the challenges, issues and opportunities we face, this new considered approach to shared services and WLASS is warranted.

Item 5

Options

- 30. No options are available for Council to consider as this report is outlining the approach to working with WLASS and comments on the SOI.

Financial Considerations - *Whaiwhakaaro Puutea*

- 31. There are no direct financial implications associated with the decisions required for this matter.

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

- 32. Staff confirm that the staff recommendations comply with the Council's legal and policy requirements.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

- 33. 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').
- 34. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report.

Appendix 1:

- 35. The recommendations set out in this report are consistent with that purpose.
- 36. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report. Further consideration of the 4 wellbeings will be addressed as required in the future.

Risks - *Tuuraru*

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

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

Significance

- 38. 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

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

Item 5

Attachment 1

Council Report

Item 6

Committee: Economic Development Committee

Date: 03 June 2021

Author: Tyler Gaukrodger

Authoriser: Becca Brooke

Position: Governance Advisor

Position: Governance Manager

Report Name: Chair's Report

Report Status	<i>Open</i>
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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

Kia ora koutau katoa

The Government's recent budget announcement indicates a positive change in the economic outlook. There is a focus on infrastructure, health, social welfare, sustainability and climate change. Here are the highlights:

- GDP growth is forecast at 2.9% for the year to June 2021, rising to 3.2% in 2022 and 4.4% by mid-2023.
- Unemployment rose to a high of 5.2% in the September 2020 quarter and fell to 4.7% in the March 2021 quarter. It is expected to fall to 4.2% by mid-2023.
- Budget deficit is expected to fall from 5.3% of GDP to 0.6% by the end of 2025.

Infrastructure

Investment of \$57.3 billion over the next 5 years with a \$3.8 billion investment in a Housing Acceleration Fund. An additional \$1.3 billion provides funding for three Future of Rail initiatives to include the procurement of 60 new locomotives and 1,900 new wagons.

Housing

[\\$380 Million for Māori Housing](#)

"The Government intended to deliver 1000 homes through a mix of papakāinga housing (housing on Māori ancestral land), affordable rentals, transitional and owner-occupied housing. Repairs for 700 Māori-owned houses would also receive funding, while a further \$30m would be put towards equipping iwi housing providers to accelerate housing projects."

Health

\$4.7 billion investment in health and almost \$1.5 billion allocated to the COVID-19 Vaccine and Immunisation Programme. Plans include the transition to a new health system and establishment of a Māori Health Authority.

Social Welfare

The main benefit rates are to increase by \$32 to \$55 per week per adult. This will be implemented in two stages: the first on 1 July 2021 and a second on 1 April 2022. The Government will increase the Minimum Family Tax Credit threshold from 1 July 2021 as a consequence of increases to benefits.

Sustainability and Climate Change

\$300 million to recapitalise New Zealand Green Investment Finance Ltd with a focus on de-carbonizing public transport, waste and plastics.

Additional Business Highlights

- \$44 million investment in a Small Business Digital Training, Advisory and Support Programme for up to 60,000 small businesses.
- Extension to the Training Incentive Allowance for employment-related training.

\$200 million investment in the Tourism Communities: Support, Recovery and Re-Set Plan to drive recovery in the tourism sector.

Some potential challenges looming with growth in construction and industry so strong with indicated local and central government capital programmes yet exacerbated by a tight labour supply market and lags in some overseas building materials and supply chains and sharp increases in freight/logistics costs coupled with migration dropping from pre covid levels of 6000 per annum to 600 per annum.

Recommendation

That the Economic Development committee receives the report.

Chair

Cr Ryan Hamilton

Council Report

Item 7

Committee: Economic Development Committee
Date: 03 June 2021
Author: Mike Bennett
Authoriser: Jen Baird
Position: Key Account Manager
Position: General Manager City Growth
Report Name: Te Waka Six-Monthly Update

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

1. To update the Economic Development Committee with Te Waka's 6-monthly report for the period July 2020 to December 2020 as required by the Partnership Agreement Schedule of Functions and Services.
2. To seek approval from the Economic Development Committee to delegate Chair of Economic Development Committee, Deputy Chair of Economic Development Committee, and the CE to finalise and execute the 2021-2024 Partnership Agreement and 2021-2022 Service Level Agreement with Te Waka.

Staff Recommendation - *Tuutohu-aa-kaimahi* (Recommendation to Council)

3. That the Economic Development Committee:
 - a) receives the report; and
 - b) recommends the Council delegates the Chair of Economic Development Committee, Deputy Chair of Economic Development Committee, and the CE to work with staff to finalise and sign the 2021-2024 Partnership Agreement and 2021-2022 Service Level Agreement with Te Waka.

Executive Summary - *Whakaraapopototanga matua*

4. Te Waka is combining their regular 6-monthly reporting with an overview of the current regional economic development ecosystem in the Waikato.
5. Agreements involving Te Waka and the Council will be expiring in the coming weeks. We expect drafts of these agreements will be shared with Council prior to a Te Waka board meeting on 16 June.
6. As a result, staff are recommending that the Economic Development Committee provide delegations that will allow the Chair, Deputy Chair and CE to review, finalise and execute those agreements in a timely manner and prior to the next Economic Development Committee meeting in August.
7. Finalising and executing these agreements in late June will allow funding for Te Waka to commence in July 2021.
8. Staff consider the matters in this report have low significance and that the recommendations comply with the Council's legal requirements.

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Background - *Koorero whaimaarama*

9. Te Waka was established in July 2018 and is the Economic Development Agency for the Waikato Region, serving as a champion for and the collective voice of the region's economic and business needs and opportunities.
10. Te Waka exists to:
 - i. Lift economic performance across the Waikato region;
 - ii. Support and enable business and industry growth; and
 - iii. Attract business and investment.
11. Hamish Bell (Chair) will attend the meeting and speak to the attached 6 monthly report as well as to provide a snapshot of Te Waka's past work, current initiatives, and future plans for regional economic development.

Discussion - *Matapaki*

12. Two agreements govern Te Waka's relationship with the Council: a Partnership Agreement and a Service Level Agreement.
13. The current 2018-2021 Partnership Agreement with Te Waka expires on 30 June 2021.
14. The 2021-2024 Partnership Agreement is currently being finalised and will be considered by the Te Waka Board on 16 June.
15. It will reflect per annum funding by various Councils and the Waikato Regional Council, payment terms of funding, and other minor changes.
16. The only change to funding is a significant increase from Waikato Regional Council. All other funding from Councils will continue at the level in the 2018-2021 Partnership Agreement.
17. All Councils who fund Te Waka will need to agree and sign the 2021-2024 Partnership Agreement.
18. Separate from the Partnership Agreement, Te Waka and Hamilton City Council agree to an annual Service Level Agreement.
19. The 2021-2022 Service Level Agreement is currently being finalised and will be considered by the Te Waka Board on 16 June.
20. It will reflect Te Waka's updated areas of focus and how they will align with the Council's Economic Development Agenda.

Financial Considerations - *Whaiwhakaaro Puutea*

21. This is a regular operating activity funded through the Long-Term Plan.
22. The 2021-2031 Long Term Plan has budgeted funding of \$140,000 per annum for Te Waka to support Council's economic development efforts.

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

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

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

24. 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').
25. 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.

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

Social

27. Social wellbeing can be linked to economic wellbeing, and Te Waka's work to lift economic performance across the Waikato will improve the social and cultural outcomes in Hamilton and our wider region.
28. Te Waka's Impact Project work has developed a list of impact ready projects such as house insulation that supports people to be healthy and happy.

Economic

29. Supporting and enabling business and industry growth in Hamilton generates income to provide present and future financial security.
30. Creating employment opportunities for Hamiltonians will facilitate economic activity for the city including housing and consumption.
31. Economic growth attracts new people to Hamilton, further expanding our economic base.

Environmental

32. Te Waka's Impact Project work has developed a list of impact ready projects that include riparian planting work which protects and enhances our natural taonga, green spaces and biodiversity.

Cultural

33. The Maaori Economic Development work programme, delivered by Te Waka in collaboration with Maaori collectives, regional government, Maaori business support agencies and leaders, and whanau enterprise, delivers outcomes for employment, enterprise growth and capability. This supports the values, aspirations, and growth of our tangata whenua.
34. Te Waka works to facilitate commercial growth in Hamilton, which can be a catalyst for the arts and events scene, protecting and celebrating our rich history and heritage.

Risks - *Tuuraru*

35. A delay to the finalisation and execution of these agreements until the 11 August Economic Development Committee meeting would have cashflow implications for Te Waka, as their operating model is dependent on committed funding from Councils.

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

Significance

36. 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

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

Attachments - *Ngaa taapirihanga*

Attachment 1 - Te Waka 6 monthly report July to December 2020

Attachment 1



Item 7

Executive Summary

It was not that long ago that the saying “what a difference a year makes” seemed to sum up the speed of movement and change across the globe, however in a world battling COVID this no longer seems to capture the urgency and uncertainty our region’s communities and businesses are dealing with. Even as I write this six-month report, it’s worth acknowledging the substantial changes and associated learnings since July that we have all faced that will continue to impact and shape our collective approach to Economic Development facilitation across the region.

COVID and the government’s response provided us with significant additional resource to support our business communities in a way that we had not previously been resourced to do so. For Te Waka, this meant that the demand for our services put our Business Growth Team on steroids and into overdrive until December 2020. We distributed over \$8 million of support and are delighted that for many small and medium Waikato businesses these services and funding enabled them to not just keep their heads above water, but find new opportunities, build their capability, resilience, and confidence.

The relationships formed across the Waikato as part of this outreach, showcased the power of collaboration and for the Board, it prompted a drive towards a stronger partnership model in order to meet regional needs and opportunities going forward. In August, the Board committed to a refreshed strategy, which was socialised with key stakeholders throughout September. This was well received. Our refocussed approach saw our immediate priorities for the last six months being;

- **Improving stakeholder engagement** - Clear and positive connections with local and central government and meaningful relations with key sectors and impact businesses
- **Focusing our attention on creating impact** – Sector development, Maori Economic Development, Intelligence, and Insights

It’s important to note that while we’ve reset our organisation’s focus on building capacity through collective effort, we’ve facilitated key industries to do the same. Our Sector Development workstream has gained significant momentum as we have brought together key influencers/leaders across Logistics & Distribution, Construction, Education and IT/Innovation, gathered intel, scoped opportunities and identified shared barriers to growth. Industry Action Plans are now expected to be rolled out through 2021. Te Waka has sought to understand and support Māori economic development aspirations and is progressing our social procurement activities and strengthening our relationships and partnerships with Iwi and Hapu.

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Six Monthly Report to Council

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Towards the end of the year we sought to reconfirm Te Waka's mandate and support from local government. Through Councils' Long-Term Planning process we look forward to finalising this as we seek to strengthen our partnership and adopt a more collaborative approach to delivery with you.

In September Michael Bassett-Foss finished with Te Waka after two years and Director Kim Hill stepped down from the board in October. Over the first quarter of 2021 we will commence the search for a new CEO and replacement director for the board.

It is without doubt that while we recognise 2021 will be another challenging year ahead, we look forward to working more closely with you and our local partners to support economic wellbeing across the Waikato.

Kiri Goulter

Interim Executive Director

Attachment 1

Outlined below is a summary activity report aligned to Te Waka's strategy –

Sector Development
Logistics and Distribution <p>The Logistics and Distribution sector contributed \$607M to the regional economy in 2019¹. The Waikato's central location, proximity to the Ports of Tauranga and Auckland, central roading and rail networks, Ruakura Inland Port, Firth of Thames and Tokoroa Distribution Hub present potential for strong growth and is a key focus on Te Waka's sector development activity.</p> <p>Activities to date:</p> <ul style="list-style-type: none"> October 2020, twenty industry leaders from some of New Zealand's largest logistics and distribution companies met to discuss the future of Waikato and Bay of Plenty in New Zealand's Golden Triangle. A sector advisory group has been established and are in the process of developing an industry led plan to strengthen the sector and coordinate and leverage investment in partnership with Central Government. <p>Looking Ahead:</p> <ul style="list-style-type: none"> The plan scope will be finalised early 2021 and a commitment from partners sought to progress the development of the plan alongside local and regional government and national industry plans and a final plan is expected in April/May.

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Construction

The construction sector contributed \$1.7M to the regional economy in 2019¹ and is recognised as a fast-growing sector for the region due to an increasing population driving residential building, the Waikato Expressway project and central and local government infrastructure investments. Te Waka is focussing on coordinating regional leaders to provide a voice for the region within national and local structures and enable and assist productivity and progress.

Activities to date:

- 40 industry leaders from Commercial, Residential and Horizontal businesses came together to identify and discuss opportunities and challenges for the sector
- Issues and opportunities include; skills shortages, workforce attraction, availability and cost of land and provision of timely infrastructure, increasing regulation and new environmental standards, security of future work programmes, tender and consenting processes, training and development as key areas of focus for the sector.
- A regional skills shortage survey has been completed with 70 construction sector respondents, highlighting, and clarifying the recruitment challenge in the industry.
- Regional collective opportunities have been identified to pursue in 2021.

Looking Ahead:

- A sector advisory will be brought together to guide implementation of a coordinated business led regional plan of work.
- A sector and industry profile will be published.

International Education

International education contributed \$280M in student tuition fees and tourism to the regional economy in 2018².

The sector provides a valued workforce for employees in the region and diversity and richness in our community.

Te Waka is working along the sector to coordinate regional partners, and support and enable the sector to provide economic, social and cultural benefits through greater collaboration and by enabling the sector to be more competitive for when international student attraction strategies recommence.



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Attachment 1

Activities to date:

- Te Waka is taking the lead contract with Education New Zealand to establish an international educational regional working group and advisory group.
- An International Education Plan has been developed that focuses on four key areas:
 1. Celebrating the region's international education presence.
 2. Retaining our international students.
 3. Supporting Pathways in Education (Secondary to Tertiary and on to Employment) and
 4. Creating a COVID-19 recovery plan.
- A student summer experience programme supporting students remaining in the country over summer.
- A partnership programme of work and draft COVID-19 recovery plan.
- Shared communications on the value of the sector to the Waikato.

Looking Ahead:

- Continue to advocate and partner with education providers for the safe return of international students.
- Development of collaborative marketing materials for providers in the region.
- Strengthening of pathway relationships from primary to secondary to tertiary education and on to employment.

IT/Innovation

The region's IT and Innovation sector / eco system enables and underpins business and industry across the region. Te Waka in partnership with with Cultivate IT, Hamilton City Council and Gallagher Te Waka is working collaboratively to strengthen and support industry where appropriate.

Activities to date:

- An industry survey has been completed to better understand the size, scale and impact of the sector and their needs and opportunities.

Looking Ahead:

- Utilise the survey responses and available industry information to define the sector and define a sector development programme alongside the businesses to improve and optimise opportunities for the region.

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Other sector activities:

Agribusiness

- The sector will play a critical role in the region's COVID-19 recovery.
- Te Waka partnered with KPMG and BNZ to host the Annual Leaders Breakfast and will continue to strengthen our partnership to support the sector where appropriate in 2021.

Health

- Largest employer in the region, Te Waka is exploring the establishment of leader's forums in partnership with Central Government. The forums will aim to understand opportunities and challenges for the region.

Manufacturing/Engineering

- Te Waka has provided support to WECA (Waikato Engineering Careers Association) and Pam Roa in her role as the lead for the Regional Skills Leadership Group to provide support for this sector.

Māori Economic Development

Te Waka's goal is to work alongside Iwi, Hapu and Māori enterprises to realise economic aspirations for all Māori within the Waikato rohe. Māori represent 24% of Waikato's population of 460,000 but are disproportionately represented in social statistics of need. By working alongside Iwi, relevant business networks and key central and local government agencies Te Waka looks to become an agent of change within this ecosystem.

Activities to date:

- Social Procurement. The work is supported by the Government's recent announcement to have a procurement target of 5% of government contracts for Māori business. Specific work activities include:
- Engagement with procurement managers for corporate, government agency and council via Waikato LASS.
- Presentation to Waikato Plan.
- A procurement webinar series (engaging Auckland Transport, Kāinga Ora, Amotai – social procurement agency).
- The creation of a memorandum of understanding with Amotai, who have been selected by central government to lead the relationship building and framework required to meet the 5% procurement target.

Staffing changes

- August 2020 saw the departure of Ashleigh Turner to MBIE, Jason Nepia moved across from Te Puni Kōkiri to fulfil the Māori Economic Development Role and started in December.



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Six Monthly Report to Council

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Attachment 1

Iwi Engagement

- Engagement with the following Iwi has occurred, Ngāti Tūwharetoa, Waikato Tainui, Ngāti Hinerangi, Te Arawa River Iwi Trust, Raukawa. A partnership agreement was agreed to with Waikato Tainui in December, with a signing to occur in Jan 2021.

Looking ahead:

- The establishment of a regular resource for the delivery of social procurement via the Te Waka / Amotai partnership.
- The transition of the supplier centric role to Amotai, while Te Waka moves into the role of working with Iwi and relevant business networks identifying Māori businesses that are willing to participate within a supplier diversity framework. This work will include identifying and bridging any capacity and capability gaps that said businesses may have.
- Execution of agreed workplan with Waikato Tainui targeting Māori SME social procurement participation and their capacity and capability for exponential growth.
- Formalisation of partnerships and creation of agreed workplans with 2 more Iwi within Te Waka's boundaries.

Regional Business Support Network

Te Waka is the delivery agency for the Ministry of Business Innovation and Employment (MBIE) and New Zealand Trade and Enterprise's (NZTE) Regional Business Programme (RBP) and Callaghan Innovation Programme. The second half of 2020 saw a further extension of Government's Covid-19 business support package.

Activities to date:

- Over 3000 businesses were met, and the majority received some level of funding.
- A total of \$8.8m of support was provided to Waikato businesses. This was made up of RBP; \$260k, Tourism \$560k, COVID \$5.1m, Callaghan \$2.9m.
- Te Waka relied heavily on the ecosystem resources, pulling together a team of skilled advisors to support the region through this time and leveraging connections with the following, allowing TW to deploy services across all districts rapidly;
 - Hamilton & Waikato Tourism
 - Ahikōmako (Te Wānanga Aotearoa)
 - SWIFT
 - Enterprise Great Lake Taupo
- Callaghan Innovation activities across Waikato businesses continued at twice the pace of any previous year with project grants, student support and the R&D loan package all being delivered through this period.
- 58 Mentees were matched with Business Mentors.
- Hubs in Morrinsville and Te Aroha, Coromandel, Whitianga and Whangamata were re-launched once TW resumed face to face meetings.

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Six Monthly Report to Council

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Looking ahead:

- Covid-19 activities have provided a significant number of new connections to business and enhanced region wide engagement and opportunities to work smarter.
- Taking these lessons and building them into an enhanced regional delivery system to improve greater targeting and impact.

Gather Intelligence Share Insights and Advocate

Te Waka in partnership with Waikato Regional Council has continued to gather and disseminate data, insights and intelligence to monitor the Waikato's economic progress including insights into the labour market, unemployment figures, job advertisements, business indicators, trade indicators, exchange rates and housing market indicators.

Activities to date:

- The first Regional Business Sentiment Survey was completed in August with 589 responses received. Overall Waikato businesses felt more confident in their own business performance and less confident when considering either their sector or the region's performance. Confidence was lowest when considering the performance of the national economy as a whole.

Looking Ahead:

- Te Waka will continue to track the region's economic progress. The Economic Radar will move to a quarterly profile alongside the Quarterly Economic Insights.
- The Sentiment Survey will be repeated in February 2021 and then on a six-monthly basis.
- Continue to profile and celebrate Waikato's success via Waikato.com.

The Waikato Story

A key focus of Te Waka is to advocate strongly for the region ensuring a clear and compelling "Why the Waikato" proposition. This requires telling /selling a integrated regional economic story - aimed at attracting talent and business.

Activities to date:

- Waikato.com was launched in July 2020, bringing together Waikato Story, Te Waka and Waikato Business Support into one platform and a one stop shop for business in the Waikato. Functionality within the site offers users the ability to submit their own story and business capability events to the site for approval. The Waikato.com platform now hosts over 500 news stories; Te Waka is sharing these stories through various platforms and engaging with others to access the platform to share content.
- As part of the website development a 'Why Waikato' pitch was developed with 5 USPs developed; Well-Connected, Cost Competitive, Ambitious Workforce, Thriving Industry Sectors, Liveable.

Looking Ahead:

- Continue to develop content for the Waikato Story aligned to the sector activities and in collaboration with partners to meet the needs of industry in profiling the Waikato.

Build Connections and Partnerships; and Drive Collaboration

Te Waka's goal is to implement a proactive stakeholder management program to build relationships based on trust and mutual respect to enable partnerships and collaboration across a broad set of stakeholders including central and local government, Iwi, Hapu, Māori and business and industry.

Activities to date:

- Local Government - Meetings with all Mayors & CEs to explore opportunities for strategic alignment.
- Presentations to Councils to socialise new Te Waka strategy which was well received.
- District priorities explored in preparation to develop collaborative work programme for 2021.

Regional projects

- Interim Regional Skills Leadership Group – Michelle Hollands is Te Waka's representative on the iRSLG. The iRSLG is part of Central Government's Review of Vocational Education and the Leadership Group (Sector, Community, Iwi and Workforce Leaders) provides advocacy on behalf of the region to Central Government and guides initiatives and investments to improve the Waikato's Labour outcomes. Over the last six months the iRSLG has refined its understanding of the size, shape and progress of the Waikato Labour Market since COVID-19 through tracking and monitoring.
- Regional Housing Initiative – Michelle Hollands is Te Waka's representative on the RHI Working Group. A one-page strategy has been refined, and strengthened relationships with Central Government re the importance of housing (affordable and social) to New Zealand/Waikato.
- Waikato Wellbeing Project – Youth and Employment Manu Taki. Te Waka has partnered in the Waikato Wellbeing Project as a Manu Taki (Leader) in the Youth and Employment Project workstream. The community work programme for this workstream has seen a number of highlighted partnership actions form over the last six months.
- Te Waka will continue to support these three targeted regional projects. The aim: to connect Central Government agency and Ministers to the programmes; to leverage funds to enable outcomes; to connect and collaborate with partnered initiatives to drive change.

Regional Partnerships and Collaboration

- The Regional Engagement Strategy has been developed and adopted.
- An Outreach Plan has been designed to look at the delivery of Business support services into districts.
- Communities of Learning have continued and been reviewed to enhance region-wide relationships within the Economic Dev community.



Report

Six Monthly Report to Council

July – December 2020

Well Managed and Financially Sustainable

A key focus over the past six months has been to sharpen Te Waka's focus to ensure we add value and achieve impact. Te Waka's refreshed strategy has been discussed with central/local/regional government partners to reconfirm Te Waka's mandate as the Regional Economic Development Agency for the Waikato. All territorial local authorities have confirmed their support for Te Waka and willingness to partner and collaborate to achieve improved and shared outcomes across the region.

With limited financial and human resources, Te Waka has worked to firm up its financial position through tight budgeting and focussed allocation of resources aligned to strategy. This has meant carefully managing expectations and adopting a collaborative approach to delivery with partners as we cannot do it all.

CEO and Board changes

- Michael Bassett-Foss finished with Te Waka at the end of September after two years in the role.
- Director Kim Hill stepped down in October. Kim was a member of the establishment board and Te Waka Board for two years.
- Kiri Goulter (Deputy Chair) has stepped into an interim Executive Director (part time) until a new CEO is recruited.

Looking Ahead

- Confirmation of funding support from local/regional government through the long-term planning process.
- Discussions with Central Government re their regional economic development strategy/priorities and partnership support.
- Appointment of a new director.
- Appointment of a Chief Executive.
- Ensuring board, management and team are fit for purpose.
- Securing additional funding to enable Te Waka to deliver on its strategy and purpose more effectively.

Council Report

Item 8

Committee: Economic Development Committee
Date: 03 June 2021
Author: Sean Murray
Authoriser: Sean Murray
Position: General Manager 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 the 2021/22 Major Event Sponsorship fund funding round.
2. To provide the Economic Development Committee with a summary of the 2020-21 event sponsorship fund activity.

Staff Recommendation - *Tuutohu-aa-kaimahi*

3. That the Economic Development Committee:
 - a) receives the report; and
 - b) approves the following single year event sponsorship applications for financial sponsorship in 2021/22:
 - i. ***NZ National Badminton Championships 2021*** by Badminton NZ for \$3,000;
 - ii. ***Tainui Secondary Schools Kapa Haka Festival 2021*** by Tainui Teachers Association Society Incorporated for \$8,000;
 - iii. ***Centenary Mooloo Parade and Legends Game 2021*** by Waikato Rugby Union for \$5,000;
 - iv. ***95th Aotearoa Māori Tennis Championships 2021*** by Aotearoa Māori Tennis Association for \$3,000;
 - v. ***Wheels Along The Waikato 2022*** by Rotary Club of Rototuna for \$10,000; and
 - vi. ***Waikato River Festival He Piko He Taniwha 2022*** by Tainui Waka Tourism Incorporated for \$16,000.

Executive Summary - *Whakaraapopototanga matua*

4. 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 fund is governed by the Event Sponsorship Policy (attachment one) and focuses on larger event opportunities where exposure will reach well beyond Hamilton, delivering high profile coverage and where it will attract significant numbers of visitors, plus deliver community participation.
5. Council recently conducted an applications process for major event sponsorship fund applications for the 2021/22 financial year.

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6. A total of six events have applied for funding.
7. 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”.
8. 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 and direction obtained via correspondence between staff and Community Committee Chair and Deputy Chair on 21 May 2021.
9. The funding round for the 2021-22 Major Event Sponsorship Fund was open 1 to 30 April 2021. This was advertised with a media release and associated updated website information.
10. This report includes the staff recommendations regarding event sponsorship fund allocations for approval.
11. Staff consider the recommendations in this report have low significance and that the recommendations comply with the Council’s legal requirements.

Background - *Koorero whaimaarama*

12. 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 fund is governed by the Event Sponsorship Policy (attachment one) and focuses on larger event opportunities where exposure will reach well beyond Hamilton, delivering high profile coverage and where it will attract significant numbers of visitors, plus deliver community participation.
13. The allocation of funds is 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 and is not intended to fund operating shortfalls.
14. Applicants applying for funding need to ensure their events help to achieve these objectives and meet the following criteria:
 - i. **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.
 - ii. **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.
 - iii. **Promote pride and sense of place for Hamilton residents:** The event gives residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.
15. All six 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*

Approval Recommendations – Major Event Sponsorship Fund 2021-22

16. The total budget of the 2020-21 Major Event Sponsorship Fund is \$410,146.

17. The total available balance of the fund is \$45,146 as funding for several events was approved in 2020 for multiple years totally \$365,000.
18. The General Manager Venues, Tourism and Major Events has recommended the following: – as detailed in the recommendation and summarised in attachment two:

That: six event sponsorship applications for funding are approved from the 2021-22 major event sponsorship fund, totalling \$45,000

 - i. *NZ National Badminton Championships 2021 for \$3,000*
 - ii. *Tainui Secondary Schools Kapa Haka Festival 2021 for \$8,000*
 - iii. *Waikato Rugby Union Centenary Mooloo Parade and Legends game 2021 for \$5,000*
 - iv. *95th Aotearoa Māori Tennis Championships 2021 for \$3,000*
 - v. *Wheels Along The Waikato 2022 for \$10,000*
 - vi. *Waikato River Festival / He Piko He Taniwha 2022 for \$16,000*
19. The above recommendations are seen as fair representation of the 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, attracts visitors to the city and delivery of community participation.
20. A summary of staff recommendations is attached as attachment one.
21. A copy of the full applications is attached as attachment three.

Summary – Review of Event Sponsorship Fund Activity 2020-21

22. This report also provides the event sponsorship activity of the previous financial year and provide a short breakdown of activity. In 2020/21, the fund had \$401,246 to allocate with a total of 12 events approved for funding by council resolution totalling \$387,000.
23. A breakdown of the activity is provided in attachment four. Of the 12 events approved for funding, ten of those events took place.
24. Two events approved for funding in the 2020/21 financial year did not take place, as they were unfortunately caught up in the impact of the nationwide COVID-19 level alert changes in Jan/Feb/March 2021.
25. The uncertainty around this time resulted in the outright cancellation of Waikato River Festival He Piko He Taniwha 2021 and a date change of Boon Street Art Festival from March 2021 to take place in November 2021 (FY 2021/22). Neither event had received payment of their sponsorship funding from Council.
26. All the other applicants that had events take place 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.
27. The above event cancellations and un-allocated budget resulted in surplus at year-end of \$64,246.

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

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

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Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

29. 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').
30. 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.
31. The recommendations set out in this report are consistent with that purpose.

Social

32. 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

33. 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

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

Cultural

35. 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*

36. 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

37. 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

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

Attachments - *Ngaa taapirihanga*

Attachment 1 - Event Sponsorship Policy

Attachment 2 - MESF - Summary of Applications for Approval 2021/22

Attachment 3 - MESF - Full Applications 2021/22

Attachment 4 - MESF - Summary of Sponsorship Activity 2020/21

First adopted:	April 2013
Revision dates/version:	2 April 2019
Next review date:	2 April 2022
Engagement required:	
Document number:	D-791069
Associated documents:	n/a
Sponsor/Group:	Venues, Tourism and Major Events Group

Event Sponsorship Policy

Purpose and scope

1. The purpose of this Policy is to provide guidelines and criteria for the Community Committee to allocate its funding resource.
2. This Policy seeks to ensure best value for Council's investments in event sponsorships by providing easy to understand, fair and transparent decision-making criteria.
3. The Event Sponsorship Policy is primarily aligned to Council's mission to help build a more vibrant, attractive and prosperous city with its partners.

Principles

4. The Events Sponsorship Fund is one part of a mix of core Council initiatives to generate, nurture and stage a portfolio of events within Hamilton to the benefit of visitors and residents of Hamilton and the wider Waikato region. The events strategies pursued by Council are best described as follows:
 - a. Promotion of Hamilton as a business and event visitor destination of note.
 - b. Council's capital and operating investment in a wide range of infrastructure and event facilities and supporting services.
 - c. Commercial event fixtures attracted through 'Hamilton Venues' business development activity that are fully self-funded.
 - d. Events Leverage Fund (administered by the Venues, Tourism and Major Events Group).
 - e. The Events Sponsorship Fund.

Underpinning this is Council's focus on embracing growth, promoting a river city and delivering best in business outcomes.

Policy

5. 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 from outside Hamilton and the region, and great community participation.
6. All application assessments will be considered both collectively (with other applications) and independently upon their respective merit in order to ensure a balanced portfolio of event categories (types) and year-round weighting. There will be three primary categories considered:
 - a. **Emerging** events that are new and warrant a kick start sponsorship investment as they are seen to have significant long-term growth potential for the city.
 - b. **Cornerstone** long-standing events that have proven performance in delivering high profile for Hamilton, add to the city's value proposition and where Council's ongoing sponsorship support will drive incremental visitation and expansion opportunity.

Attachment 1

- c. **Significant** one-off events that present an opportunity to deliver substantial benefits to Hamilton by way of profile, increased visitation and new business opportunities (economic outcome).
- 7. Principal criteria and guidance for sponsorship assessment include:
 - a. Aligned with the Hamilton City vision, profile and broader strategies.
 - b. Quantified/proven exposure benefits and distinctiveness for Hamilton nationally (and internationally) and across business at large.
 - c. Evidence of target audience/attendance at regional/national/international levels.
 - d. Generation of overnight visitation to the city.
 - e. Significant number of anticipated participants and future growth potential.
 - f. Utilisation of city facilities and assets.
 - g. Quality of organisational capability.
 - h. Strong leverage opportunities and community support.
 - i. Existing interests and relationships that may give rise to a potential conflict of interest.

Monitoring and implementation

Event sponsorship application requirements

- 8. Applicants must accept Council's decisions as final. Once approved, under terms of the sponsorship payment schedule, applicants may receive up to 80 percent in advance.
- 9. Applications will not be accepted to any past sponsored event organiser who has failed to supply a post event report to Council.

Monitoring and performance requirements

- 10. Successful applicants must adhere to event milestone reporting up until the event itself and post evaluation reporting as prescribed by Council through this policy and the deliberations of the Community Committee
- 11. Successful applicants will present a final report on events outcomes and achievements against stated objectives within two months of the event.
- 12. Upon receipt of the post-event report, Council will release the balance of the sponsorship to the event organiser.
- 13. The Community Committee will be responsible for the allocation of the Council's event sponsorship fund within the terms prescribed by this Policy.
- 14. Any decision by the Community Committee to approve sponsorship in excess of the allocated event sponsorship fund must be recommended to Council to approve.

Fund allocation process

- 15. The Community Committee will be supported by the Venues, Tourism and Major Events Group who will administer the sponsorship application, liaise with all applicants and successful event organisers receiving sponsorship.
- 16. The Venues, Tourism and Major Events Group will supply the Community Committee with a copy of the cover sponsorship application form and for each a copy of management's assessment and recommendation for each application
- 17. The General Manager Venues, Tourism and Major Events Group may upon approval of the Chair call under urgency a special meeting of the Committee for any warranted urgent approval or issue requiring immediate attention.

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18. The Committee will assess all applications both collectively and individually in order to ensure a balanced approach to all approvals is maintained.

Financial accountability

19. Upon advice to the applicant that funding is approved, they will be required to reconfirm that financial information presented with their application is unchanged or otherwise, and confirm that sufficient other funding sources for the event have been secured, before payment by Council will be made.

Transparency of information

20. Information about sponsored parties will be available to the public on request and the Council will maintain a register of sponsored parties and sponsorships but not the details of the sponsorship agreement itself.
21. Regular financial and performance audits will be conducted in relation to sponsorship arrangements.

Conflict of interest and personal benefits

22. Members of the Community Committee, elected members of Council and Hamilton City Council staff must not benefit as a result of sponsorship and must not take, or seek to take, improper advantage of their position in order to obtain benefits for themselves, their family or any other person or organisation. The benefits of sponsorship must go directly to Hamilton City Council.
23. Hamilton City Council will not enter into sponsorship arrangements if members of the Community Committee and/or the Venues, Tourism and Major Events Group deem the organisation to be in conflict with Hamilton City Council's business or core values.
24. Any sponsorship arrangement Hamilton City Council undertakes must not compromise Council's or Hamilton's reputation, public image, probity or its ability to fulfil its legal functions and duties.
25. Any sponsorship arrangement must not impose or imply conditions that would limit or be perceived to limit Hamilton City Council's ability to carry out its functions fully and impartially.
26. Conflicts arising from personal relationships or financial arrangements of members of the Community Committee, elected members of Council or Hamilton City Council staff involved in sponsorship assessment, approval, administration or application, will be managed in accordance with the conflict of interest provision of Hamilton City Council's Code of Conduct.

Authority

27. The final authority over any sponsorship agreement ultimately rests with the Venues, Tourism and Major Events Group and it retains discretion not to accept a sponsorship application from any organisation for any reason.
28. When an application is not accepted the General Manager Venues, Tourism and Major Events will report that decision to the Community Committee.

Summary of Management Recommendations for approval: MESF 2021/22

Event Name	Date	Event Applicant	Requested	Management opinion	Criteria Assessment	Amount	Management Comment
NZ National Badminton Championships 2021	2-4 July 2021	Badminton NZ Inc	\$5,000	Approve	15/30	\$3,000	Recommended – national sporting event with small 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
Tainui Secondary Schools Kapa Haka Festival 2021	9-10 July 2021	Tainui Teachers Association Society Incorporated	\$15,000	Approve	18/30	\$8,000	Recommended – strong national level cultural event with exceptionally high level of overnight visitation for the city, associated incremental income to city businesses, good fit for city profile and use of key asset
Waikato Rugby Union Centenary – Mooloo Parade and Legends Game	3 October 2021	Waikato Rugby Union	\$10,000	Approve	18/30	\$5,000	Recommended for one off important historical event, and use of key asset and recognition of city's value of stakeholder relationship
95th Aotearoa Māori Tennis Championships 2021	27-31 December 2021	Aotearoa Māori Tennis Association	\$7,000	Approve	17/30	\$3,000	Recommended – national sporting event with small level of overnight visitation for amateur multi day sporting event
Wheels Along the Waikato 2022	2 February 2022	Rotary Club of Rototuna	\$16,883	Approve	19/30	\$10,000	Recommended - the event has the potential to become a major event with significant growth opportunity and use of key assets. Note: 2020 event was cancelled due to COVID impacts. Was awarded sponsorship in 19/20 of \$5K
Waikato River Festival He Piko He Taniwha 2022	1-31 March 2022	Tainui Waka Tourism Inc	\$25,000	Approve	18/30	\$16,000	Recommended - this is a strong event concept for the city and warrants some testing. Note: 2020 event was cancelled due to COVID impacts. Was awarded sponsorship in 19/20 of \$25k.
Total Event Sponsorship Budget 2021/22						\$410,146	
Less Multi Year Sponsored Events						\$365,000	
Available Event Sponsorship Fund						\$45,146	
2021/22 Applications for Approval Economic Development Committee 3 June 2021						\$45,000	
Surplus remaining						\$146	

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Attachment 2

Full Applications for Approval: Major Event Sponsorship Fund 2021/22

(Hyperlinked)

1	NZ National Badminton Championships 2021
2	Tainui Secondary Schools Kapa Haka Festival 2021
3	Waikato Rugby Union Centenary –Mooloo Parade and Legends Game
4	95th Aotearoa Māori Tennis Championships 2021
5	Wheels Along the Waikato 2022
6	Waikato River Festival He Piko He Taniwha 2022

Attachment 3

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Application Summary			
Event Name and Date	New Zealand National Badminton Championships 2021		
Event Date	2-4 July 2021		
Applicant/Organisation	Badminton New Zealand Incorporated		
Event Venue	Eastlink Badminton Stadium, Hamilton	Event Type	National Sport
Event Overview	<p>This event is the 95th annual NZ badminton Championships – which is the pinnacle event for badminton players in NZ. Taking place over 2 days, the best players across NZ will compete to earn the national champion title. NZ Players seeking to qualify for the Tokyo Olympics and Birmingham Commonwealth Games will also be attending.</p> <p>This event is hosted at Waikato Badminton facilities and broadcast in partnership with Sky Sport.</p>		
Target Market	Top 80 badminton players across Hamilton, coaches, support staff, tournament officials, supporters, and families.		
Event Objectives	<p>The event has four objectives:</p> <ol style="list-style-type: none"> 1. Deliver a high-quality event which provides players with an opportunity to test themselves against the best New Zealand has to offer. 2. Encourage local participation in Hamilton, by connecting with Waikato Badminton Association to encourage as many players as possible to participate in the Championships. 3. Deliver a premium streaming product to the wider New Zealand badminton and sporting communities through Sky Sport. 4. Provide development opportunities for local and national umpires, line judges and volunteers. 		
Attendance	Hamilton 125 Visitors 125	Anticipated Bed Nights	115 x 2 nights = 230
External Funding	The event budget refers to gaming grant funding (unconfirmed) and corporate sponsorship (Sky Sport).		
Previous Council Support	Council was a sponsor for the 2020 U15 and U19 NZ Championships for a total of \$5K.		
Past Event Performance	<p>Badminton New Zealand (Badminton World Federation affiliation) has delivered successful New Zealand and is the national body responsible for the promotion and development of the sport. In New Zealand Badminton is fastest growing sport in secondary schools and is the #1 participation sport nationally for New Zealand's diverse Asian communities.</p> <p>Previous events supported by Council include U15 and U19 Badminton Championships 2020 and they completed all reporting requirements and sponsorship benefits as per their agreement with Council.</p> <p>The event organisers/key staff have over 10 years' experience in event management.</p>		

Sponsorship Benefits to Council	<ul style="list-style-type: none"> • NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none"> ○ Sky Sport Next and -Badminton NZ to provide Council with the opportunity to insert four commercials within the Sky Sport Stream. • ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> ○ Social media post recognition – 1 x instagram post and 1 x facebook post recognising 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"> ○ Sky Sport Next and -Badminton NZ welcomes Council representative to attend finals and present a trophy to players live on Sky Sport (no speaking opportunity) • RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> ○ Sky Sport Next to acknowledge Council's support during live coverage ○ Social media post recognition – 1 x instagram post and 1 x facebook post recognising Council's support
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MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$5,000	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		3
Generation of overnight visitation to city		2
Generation of incremental income to city businesses		2
Number of anticipated participants		2
Utilisation of city assets		2
Total		15 / 30
MANAGEMENT COMMENT		
<p>Approve \$3,000</p> <p>Recommended – national sporting event with small 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.</p> <p>Council will also speak to the organisers about the hosting of BWF World Junior Championships in 2024 and BWF World Senior Championships 2025, with NZ has won the rights to host for future opportunities.</p>		

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-004-2021 From Badminton New Zealand Incorporated
 Form Submitted 29 Apr 2021, 2:11pm 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

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

Name of the Event *

New Zealand National Badminton Championships

Start date of Event *

02/07/2021

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Must be a date.

Finish date of Event *

04/04/2021

Must be a date.

Time of the Event *

9am to 9pm

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 *

\$5,000

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 ***

Badminton New Zealand 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

Is your organisation GST registered? *

☒ Yes ☐ No

Attachment 3

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2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-004-2021 From Badminton New Zealand Incorporated
Form Submitted 29 Apr 2021, 2:11pm NZST

If 'Yes' please provide your GST number	13458464 Please enter your GST number.
Contact Person for this Application *	Mr Sam Paterson Please enter the name of the primary contact person for this application.
Organisation postal address *	480 Gloucester St, PO Box 7537 Taradale Napier 4112 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 7757 4260 Please enter the contact phone number for the primary contact given above.
Contact email address *	sam@badminton.org.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr Sam Paterson
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	027 757 4260
Event Organiser email address *	sam@badminton.org.nz
Please list prior event experience of both the organisation and event organiser *	Badminton New Zealand has delivered successful New Zealand Open's for many years, including most recently in 2019. The 2019 event was attended by superstar players from China, India, Japan, Indonesia and Malaysia, ensuring that we received the greatest viewership numbers in the history of the event, including as estimated 50,000,000 worldwide viewers and 2,500,000 through the Badminton World Federation streaming platform BadmintonWorld.TV. Additionally, Badminton New Zealand have won the rights to host the BWF World Junior Championships 2024 and BWF World Senior Championships 2025. Our staff currently deliver 14 National events and 5 national leagues.
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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2021 Major Event Sponsorship Application Form
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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 95th New Zealand National Badminton Championships is the pinnacle event for badminton players in New Zealand. Held over three days, the event will see the best 80 players from across the country, compete to earn the title of National Champion.

The event holds even greater importance in 2021 due to the significant disruption to the global sporting calendar over the past year. With New Zealand players seeking to earn qualification to the Tokyo Olympics and Birmingham Commonwealth Games, the Championships provide a rare opportunity for players to test themselves against their peers and develop build their performance base for the crucial year ahead.

Hosted at Waikato Badminton in Hamilton East the Championships will be broadcast in partnership with Sky Sport. This partnership provides the opportunity for New Zealand players to learn valuable media skills which will aid them as they seek to grow their brand on the world stage in coming years.

The event also provides the opportunity to grow local volunteer / staff resources. Badminton New Zealand are fortunate to have a partner in Waikato Badminton that shares similar visions for the growth of Badminton across New Zealand. In March at the North Island Open (hosted in Hamilton), Waikato Badminton invested in providing umpires and line judges for every match, something which is rare at local events. To support them in their volunteer base growth, the New Zealand Technical Official Committee has identified Nationally and Globally certificated Umpires and Line Judges from across New Zealand who will travel to Hamilton and partner with Waikato's new volunteers to ensure they receive high quality training throughout the Championships.

No more than 500 words

Attachment 3

Attachment 3

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
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Form Submitted 29 Apr 2021, 2:11pm NZST

Attach any other event outline documents here

Filename: Prospectus - NZC 2021.pdf
File size: 101.3 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: NZC2021 - Project Plan.pdf
File size: 140.9 kB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

Filename: NZC2021 - Budget-Sam.pdf
File size: 424.5 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- 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: NZC2021 - Marketing and Promotion Plan.pdf
File size: 156.3 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 *

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Filename: NZC2021 - HCC Sponsorship Benefits.pdf
File size: 66.1 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	10	70	0	
Spectators	100	35	0	
Volunteers	15	10	0	

Entry Fees

Adult	Child	Older people	Other
\$50-100	\$50-100	\$50-100	\$50-100

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	30	2.5
Motels	85	2.5
Camping ground	0	0
Schools	0	0
Home hosted	0	0

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

- ☒ Yes

Attachment 3

Attachment 3

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2021 Major Event Sponsorship Application Form
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- ☐ No
- ☐ Other:

What is the anticipated average stay in Hamilton for participants?
2-3 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
Sky Sport Next - Badminton New Zealand to provide Hamilton City Council with the opportunity to insert four commercials within the Sky Sport stream. Hamilton City Council to determine the content of the commercials.

Idea 2
Sky Sport Next - Badminton NZ welcomes HCC to identify a staff member or councillor who may join us during the finals to present a trophy to players live on Sky Sport. Note that there will not be the opportunity to speak during the coverage.

Idea 3
Sky Sport Next - Commentators will highlight Council support during the live coverage.

Idea 4
In Venue Branding - Badminton New Zealand encourages Hamilton City Council to provide branding which may be displayed within the venue during the Championships.

Idea 5
Social Media Recognition - Badminton New Zealand will organise 1x Instagram and 1x Facebook posts recognising the Councils support during the event. Hamilton City Council to determine if they want to provide the content or if they want Badminton New Zealand to create.

Idea 6
Hamilton City Council Activation - Badminton New Zealand will welcome any Hamilton City Council led ideas or initiatives.

Idea 7

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

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2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
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Form Submitted 29 Apr 2021, 2:11pm NZST

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- 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 *

Badminton New Zealand Incorporated

Full Name of Authorised Signatory *

Samuel Paterson

Position of Authorised Signatory *

Events Manager

Date of Declaration *

29/04/2021

Attachment 3

New Zealand National Championships 2021**Overview of Project Objectives**

The 95th New Zealand National Badminton Championships is the pinnacle event for badminton players in New Zealand. Held at Eastlink Badminton Stadium, Hamilton from 2-4 July, the event will be broadcast through Sky Sport as the top 80 badminton players from across New Zealand compete to be crowned National Champion.

The following are the four core objectives of the Championships:

1. Deliver a high-quality event which provides players with an opportunity to test themselves against the best New Zealand has to offer.
2. Encourage local participation in Hamilton, by connecting with Waikato Badminton Association to encourage as many players as possible to participate in the Championships.
3. Deliver a premium streaming product to the wider New Zealand badminton and sporting communities through Sky Sport.
4. Provide development opportunities for local and national umpires, line judges and volunteers.

Badminton New Zealand Overview

Badminton New Zealand is the national body responsible for the promotion and development of badminton in New Zealand. We were established in 1927 and were a founding member of the International Badminton Federation (now BWF). In New Zealand, Badminton is the fastest growing sport in secondary schools, with more than 10,000 participants, including more than the combined total of all other racquet sports. Badminton holds a special place within our Asian community, as the #1 participation sport nationally for New Zealand's diverse Asian communities.

Summary of Expected Costs

Income – Budget		Expenditure - Budget	
Entry Fees	\$4,300	Venue Hire	\$1,950
Sponsorship – Sky Sport	\$3,000	Shuttles	\$1,880
Council Grants	\$0	Prizes / Medals	\$2,916
Gaming Grants	\$0	Freight	\$200
		Postage & Printing	\$200
		General Expenses	\$200
		Media Support	\$3,000
		Technical Official's	\$240
		Travel & Accommodation	\$1,000
		Volunteer Expenses	\$1,000
		Staff Wages	\$5,000
Total	\$7,300	Total	\$17,586
Surplus - Budget	-\$10,286		

Project Time Frame

Pre-Event	During Event	Post-Event
Entries Open – Apr 9 th	Pack In – Jul 1 st	Post-Event Report – Aug 13 th
Entries Close – Jun 16 th	Event Begins – Jul 2 nd	Changes for 2021 – Sep 1 st
Draw Release – Jun 23 rd	Live Stream – Jul 4 th	
Schedule Release – Jun 25 th	Event Concludes – Jul 4 th	

Marketing and Promotion Plan

New Zealand National Championships 2021

CONTENTS

- 1. Background
- 2. Purpose
- 3. Objectives
- 4. Key messages
- 5. Stakeholders
- 6. Use of Social Media and Website
- 7. Media and social media tactical plan
- 8. Staff and experience
- 9. Budget

1. Background:

The New Zealand Age Group championships have a long and proud history, with the competition first taking place in 1927. This event represents the pinnacle for senior players across the country as they compete to earn a national crown. The event is of particular importance in 2021 following the cancellation or otherwise inaccessibility of the majority of global international events.

2. Purpose

The purpose of this plan is to describe how we will market and promote this event, in collaboration with our partners. It will outline our key messages, audiences and timelines.

3. Objectives

- Promote entries into the event to New Zealand junior players.
- Grow the profile of badminton in New Zealand.
- Encourage viewership of the event, both in-venue and live-streamed.
- Build strong and ongoing relationships with our commercial partners.

4. Key Messages

- Inspiring Kiwis to Love Badminton for Life
- An inclusive and fun sport, accessible to all
- Winning Moments

5. Stakeholders and strategy

WHO	HOW
Badminton Associations, Players	EDM, Social Media and Website
Fans, General Public	Social Media, stories
Sponsors	Targeted mentions in social media, co-branding

6. Use of Social Media and Website

- Social Media Platforms – Facebook (@badmintonnewzealand) and Instagram (@badmintonnewzealand)
 - Facebook – article sharing – other stakeholders + our own media, links to website, short updates (photo + quick recap), sponsor ads
 - FB/IG Stories – behind the scenes, exclusive/raw content, share player content #lovebadminton
 - Instagram – bite-sized content; eg good pic + quote/match result
- Live streaming (YouTube) – inclusion of sponsor logos, in-venue branding
- Website (badminton.org.nz) – for articles and all other event related info
- Tournament Software – platform for all match results and draws

7. Timelines

DATE	WHAT	WHO
9 th Apr	Entries Open – EDM to Players and Associations, Social Media Promotion	Event Director (ED)
Weekly	Entry reminders IG & FB stories, throwbacks to past champions	ED
16 th Jun	Entries Close	ED
23 rd Jun	Draw Published – links to draws shared on EDM, social, website. Teaser screenshots of draws shared through IG & FB stories	ED
1 st Jul	Sponsor Announcements/Activations	ED
2 nd Jul	Event Begins	ED
During	Regular promotion of live-streaming, photos and results through FB/IG posts and stories	ED
4 th Jul	Finals – IG/FB stories covering key rallies of the matches, #winningmoments	ED

8. Staff and Experience

- Sam Paterson – Badminton NZ Events Manager.
 - Event director for this event. Sam has been running Badminton NZ national events for 6 years and is the event director for the New Zealand Badminton Open and upcoming BWF World Junior Championships.
- Jonathon Stone – Badminton NZ Events and Communications Manager.
 - Providing photography and live-streaming at this event. Jonathon has been running Badminton NZ national events for 5 years and involved in photography and live-streaming sports events for 8 years.
- Michelle Au – Badminton NZ Content Manager
 - Supporting this event, with a focus on content-creation, including behind-the-scenes content for IG and FB stories. Michelle has worked in badminton in both Australia and New Zealand for several years, and was the social media manager for the New Zealand Badminton Open 2019.

HAMILTON CITY COUNCIL

SPONSORSHIP BENEFITS

SKY SPORT NEXT

- Badminton New Zealand to provide Hamilton City Council with the opportunity to insert four commercials within the Sky Sport stream. Hamilton City Council to determine the content of the commercials.
- Badminton NZ welcomes HCC to identify a staff member or councillor who may join us during the finals to present a trophy to players live on Sky Sport. Note that there will not be the opportunity to speak during the coverage.
- Commentators will highlight Council support during the live coverage.

IN VENUE BRANDING

- Badminton New Zealand encourages Hamilton City Council to provide branding which may be displayed within the venue during the Championships.

SOCIAL MEDIA RECOGNITION

- Badminton New Zealand will organise 1x Instagram and 1x Facebook posts recognising the Councils support during the event. Hamilton City Council to determine if they want to provide the content or if they want Badminton New Zealand to create.





HAMILTON CITY COUNCIL ACTIVATION

- Badminton New Zealand will welcome any Hamilton City Council led ideas or initiatives.



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 Pettigrew.Green Arena, 480 Gloucester St, Taradale, Napier
 badmintonnewzealand  badmintonnewzealand  www.badminton.org.nz



NEW ZEALAND NATIONAL CHAMPIONSHIPS 2021

Attachment 3

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VENUE	Eastlink Badminton Stadium 30 Old Farm Road, Hamilton 3216																						
CONTACT DETAILS	Sam Paterson (Event Director) sam@badminton.org.nz 027 757 4260 Chin Fong (Referee) fongchinkong@gmail.com 021 338 273																						
TIMES OF PLAY	Friday 2 July 12pm – All Events Saturday 3 July 9am – All Events Sunday 4 July 10am – Finals <i>The schedule is subject to change at the discretion of the referee and event director based on final entries.</i>																						
ENTRY FEES	One Event \$50 Two Events \$75 Three Events \$100 <i>Entry fees must be paid via PayPal at the time of entering.</i>																						
PRIZE MONEY	<table><tr><td></td><td>MS</td><td>WS</td><td>MD*</td><td>WD*</td><td>XD*</td></tr><tr><td>Winner</td><td>\$250</td><td>\$250</td><td>\$250</td><td>\$250</td><td>\$250</td></tr><tr><td>Runner-Up</td><td>\$150</td><td>\$150</td><td>\$150</td><td>\$150</td><td>\$150</td></tr></table> * Per Pair						MS	WS	MD*	WD*	XD*	Winner	\$250	\$250	\$250	\$250	\$250	Runner-Up	\$150	\$150	\$150	\$150	\$150
	MS	WS	MD*	WD*	XD*																		
Winner	\$250	\$250	\$250	\$250	\$250																		
Runner-Up	\$150	\$150	\$150	\$150	\$150																		
ONLINE ENTRY	All entries must be submitted online and paid for at the following link: http://bit.ly/2021BNZNatChamps Entries close Wednesday 16 June 2021 at 11:59pm																						

📍 Pettigrew Green Arena, 480 Gloucester St, Taradale, Napier

📷 badmintonnewzealand 📘 badmintonnewzealand 🌐 www.badminton.org.nz

CONDITIONS OF ENTRY

All players submitting entries for the tournament will be deemed to have read and accepted the conditions under which the tournament events are to be conducted.

Rules and Regulations

1. Players entering must be a member of and in good standing with an Association affiliated with Badminton New Zealand.
2. Players must be a New Zealand Player, which is defined as "A person who holds any of the following: A New Zealand Passport, Citizenship, Residency or a New Zealand BWF Number. In the case of Residency, a player must have resided continuously in New Zealand for a minimum of one year." Badminton New Zealand may request documentation to confirm this status.
3. The tournament will be conducted in accordance with the Laws of Badminton adopted by the Badminton World Federation (BWF) and the BWF Competition Regulations, including Fixed Height Service rule 9.1.6 *"the whole shuttle shall be below 1.15 metres from the surface of the court at the instant of being hit by the server's racket."*
4. All matches shall be the best of three games to 21 points with extension as per the current BWF scoring.
5. Clothing
 - a. All players must wear regulation badminton attire as per Badminton New Zealand Approved Clothing regulations.
 - b. Doubles partners must wear shirts and shorts (or equivalent articles of clothing) of the same colour and similar design throughout a match, from the quarter-final stage onwards. Prior to quarter-finals, doubles partners are encouraged to wear the same colour clothing.
 - c. Non-marking shoes must be worn.
 - d. A named playing shirt, if worn, must include the player's own name and either their Association / Club that they represent or "New Zealand". Other named playing shirts are not permitted.
6. YONEX AS30 Shuttles will be used.
7. There will be no plates in any events.
8. The Referees decision on all questions as to the Rules of Play and the Laws of Badminton will be final.
9. Entries
 - a. Entries are online only at: <http://bit.ly/2021BNZNatChamps>
 - b. Phone, fax, text, email or hand-written entries will not be accepted.
 - c. Entries close Wednesday, 16 June 2021 at 11:59pm. No late entries will be accepted.
 - d. Only entries for which an entry fee has been paid can be accepted. Entry fees must be paid via PayPal at time of entering.
 - e. A doubles entry is not confirmed until an entry and the entry fees are received from both players (this excludes 'partner required' entries).

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- f. A confirmed list of entries will be published on <http://bit.ly/2021BNZNatChamps> by Friday, 18th June 2021.
10. Seeding and Draw
 - a. The draw will be made on Monday 21st June 2021 by Badminton New Zealand. The seeding's will be from the New Zealand Senior National Ranking list as at the close of entries. The Badminton New Zealand seeding policy will apply for this event.
 - b. Badminton New Zealand will make the draw in accordance with the Competition Rules of the BWF.
 - c. The draw will be published on Wednesday, 23rd June 2021 and will be available on: <http://bit.ly/2021BNZNatChamps>.
 - d. The schedule will be available by Friday, 25th June 2021.
 11. Withdrawals
 - a. Notification of withdrawal(s) with reason must be given immediately to the Event Director by email and must be supported by a medical certificate. If withdrawal arises after players have arrived at the venue, notification of withdrawal accompanied by supporting documentation must be made in person to the Referee. A player may withdraw from individual events without being required to withdraw from all events.
 - b. If a player withdraws after the closing date, the entry fee will not be refunded unless a medical certificate is submitted to the Event Director or Referee at the time of withdrawing. A \$15 administration fee will be deducted from all refunds. No refunds will be given for withdrawals once the draw is published. There will be no replacements in singles. Replacements in doubles and mixed doubles events after the draw is published may be allowed only with the approval of the Referee. Replacement players can only be sought from players already entered in the tournament.
 12. Doping Control
 - a. Badminton New Zealand works in partnership with Drug Free Sport New Zealand to promote and manage compliance with the Sports Anti-Doping Rules made by Drug Free Sport New Zealand, and any amendments to or replacements of those Rules.
 - b. Doping control in badminton, is conducted out-of-competition and in-competition with the collection of urine and/or blood samples and may be undertaken at this event.
 - c. For more information about anti-doping, please visit the Drug Free Sport New Zealand website: <https://drugfreesport.org.nz/for-athletes/>
 13. Badminton Integrity
 - a. Section 2.4 of the BWF Statutes (Code of Conduct in Relation to Betting, Wagering and Irregular Match Results) relates to anti-corruption, and this code applies to all participants at this tournament.
 - b. To protect the integrity of Badminton New Zealand sanctioned tournaments, participants are not allowed to bet in any way on badminton matches, must respect the principle of fair play, and shall not attempt to influence the course or result of a game or match.
 - c. For clarification, a participant includes but is not limited to; all players, coaches, technical officials, event staff and volunteers who are connected to the tournament.
 - d. Every person has an obligation to report to Badminton New Zealand any approaches by anyone to gather inside information or to change the outcome of matches.

- e. For more information, please visit the BWF website:
<https://corporate.bwfbadminton.com/integrity/anti-match-fixing-overview/>

14. Media

- a. By entering this event, the player hereby agrees and acknowledges that any person, shall have the right to: photograph and/or record on video all and any games or practice conducted during the course of the event, retain such photographs or video recordings for their own use of whatsoever nature, distribute such photographs or video recordings to any other party, display such photographs or video recordings during the event or any time thereafter, in any form whatsoever (including, but not limited to: promotional displays of the organisers and / or the sponsors of the event or any similar event, social network sites, the website(s) of the organisers and/or sponsors of the event and of Badminton New Zealand) PROVIDED THAT no such photographs or video recordings shall be used or retained for any illegal, immoral or unseemly use or purpose."
- b. Matches in this event will be live-streamed.
- c. Players must make themselves available for up to 30 minutes of media engagement, as requested, during the event. This may include photographs, interviews and any other reasonable requests of the organisers.

15. General

- a. All players enter at their own risk; no responsibility will be accepted for any injury received during the tournament.
- b. Matches may be called up to 10 minutes ahead of the stated time on the playing schedule.
- c. Competitors must abide by all decisions of the Event Director and Referee, and comply with all the directions given.
- d. The Referee may default players not available when required to play.
- e. Trophies will be awarded to the Winner and Runners-Up in all championship events.
- f. Submitting an entry represents your giving consent in accordance with the Privacy Act 1993 to the collection of the above details by Badminton New Zealand for the purpose of entering this tournament. Your right to access and correct any information is acknowledged.

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NZ National Championships

	Budget	Actual	Exc. GST	Notes
Event Entry Fees (214)	5,217.39	-		
Sponsorship - Sky Sport	3,000.00			Sky Sport to sponsor live stream
Events Grants and Funding (Council & Gaming) (210.3)	0.00	-		
Sundry Income (260)	0.00	-		
Total income	8,217.39	-		
Venue Hire (497)	1,950.00	-		
Event - Shuttles and Equipment (423.8)	1,880.00	-		
Event - Prizes, Trophies and Medals (423.5)	2,916.00	-		
Freight and Courier (425)	200.00	-		
Postage, Printing and Stationery (461)	200.00	-		
General Expenses (PayPal, Programmes, Other) (429)	200.00	-		
Media Support (445)	3,000.00	-		Live stream cost
Event - Technical Officials (423.3)	240.00	-		
Event - Travel and Accommodation (423.6)	1,000.00	-		
Event - Volunteer Expenses (423.15)	1,000.00	-		
Staff Salary	5,000.00			
Total exp	17,586.00	-		
Surplus -	9,368.61	-		



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Application Summary			
Event Name and Date	Tainui Secondary Schools Kapa Haka Festival		
Event Date	9-10 July 2021		
Applicant/Organisation	Tainui Teachers Association Society Incorporated		
Event Venue	Claudlands	Event Type	Cultural - Performance
Event Overview	<p>The event is the Tainui Secondary School Kapa Haka Festival is a bi-annual event and biggest event on the secondary school calendar for the Tainui region.</p> <p>It attracts performers from all over the region and is an important event as it includes entry into the National Secondary event to be held in 2022. It also includes a non-competitive section, which has seen a growing participation from different schools for the first time, including Waikato Diocesan and St Paul's Collegiate.</p>		
Target Market	TTA regional member schools (15), their supporters, even volunteers and spectators. Most participants are NZ Māori and live within the Tainui region.		
Event Objectives	<p>The revitalisation and sustainability of Te Reo and tikanga Māori.</p> <ul style="list-style-type: none"> ○ Unifying communities of the Tainui region in the celebration of traditional Māori culture. ○ To foster, promote and support traditional Māori Performing Arts. ○ The pursuit of excellence in Māori Performing Arts. ○ Promoting well-being in a COVID world 		
Attendance	Hamilton: 1700 Outside Hamilton: 1700	Anticipated Bed Nights	100 x 1 = 100 hotel/motel 400 x 1 = marae hosted
External Funding	The budget provided shows confirmed external funding from several external funders (TTA, Trust Waikato and TPK) and unconfirmed funding from Waikato Tainui and Wintec. Event Organisers have sought other funding sources besides Council. TTA is a non-profitable organisation.		
Previous Council Support	Previous events supported by Council include 2020 Rāhui Pōkeka Ahurei invitation event (\$15k). They completed all reporting requirements and sponsorship benefits as per their agreement with Council.		
Past Event Performance	<p>The event organiser has over 8 years event management experience and is the current deputy chairperson of the TTA. The Tainui Teachers' Association comprise of a forum of Secondary School Te Reo Māori Teachers throughout the Tainui region. The Tainui region stretches from South Auckland in the North, to Taumarunui in the South, Kawhia in the West, to Hauraki in the East. This area includes 39 secondary schools that participate in the activities of the Tainui Teachers' Association. The organisers run a number of annual events including Primary Schools Kapa Haka, Tainui Speech Competitions and annual Kiorahi tournaments.</p> <p>Previous events supported by Council include 2020 Rāhui Pōkeka Ahurei invitation event. They completed all reporting requirements and sponsorship benefits as per their agreement with Council.</p>		

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Sponsorship Benefits to Council	<ul style="list-style-type: none"> • NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none"> ○ Showcase Hamilton through nationwide coverage across Tainui Live Broadcast via radio station and Maori TV platforms, showing Hamilton as a culturally responsive supporter • ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> ○ Recognition in social media postings, newsletters and all mail outs. • BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none"> ○ Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project. ○ Venue advertising including banners ○ Promotional videos to be played in venue in breaks and on livestream • COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES <ul style="list-style-type: none"> ○ Ability for Council representatives to attend the event • RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> ○ Hamilton City Council being acknowledged in the news and press/media releases(s). ○ Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).
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MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$15,000	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		5
City exposure benefits		3
Generation of overnight visitation to city		3
Generation of incremental income to city businesses		3
Number of anticipated participants		3
Utilisation of city assets		3
Total		20 / 30
MANAGEMENT COMMENT		
Approve \$8,000		
Recommended – strong national level cultural event with exceptionally high level of overnight visitation for the city, associated incremental income to city businesses, good fit for city profile and use of key asset.		

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-009-2021 From Tainui Teachers Association Society Incorporated
Form Submitted 28 Apr 2021, 8:40pm NZST

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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

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

Name of the Event *

Tainui Secondary Schools Kapa Haka Festival

Start date of Event *

09/07/2021

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2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-009-2021 From Tainui Teachers Association Society Incorporated
Form Submitted 28 Apr 2021, 8:40pm NZST

Must be a date.

Finish date of Event *

10/07/2021

Must be a date.

Time of the Event *

Friday 9 July, 1pm - Saturday 10 July, 6pm

Location or Venue *

Claudelands Arena

Is the Event *

☐ Annual ☒ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *

Cultural

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 *

Tainui Teachers Association Society 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

Is your organisation GST registered? *

☒ Yes ☐ No

2021 Major Event Sponsorship Fund

2021 Major Event Sponsorship Application Form

Application MESF-009-2021 From Tainui Teachers Association Society Incorporated

Form Submitted 28 Apr 2021, 8:40pm NZST

If 'Yes' please provide your GST number	100-680-319 Please enter your GST number.
Contact Person for this Application *	Mr Toti West Please enter the name of the primary contact person for this application.
Organisation postal address *	5A Walsh Street Forest Lake Hamilton 3200 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 7778 3878 Please enter the contact phone number for the primary contact given above.
Contact email address *	dion.west@gmail.com Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr TOTI WEST
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	027 778 3878
Event Organiser email address *	dion.west@gmail.com
Please list prior event experience of both the organisation and event organiser *	<p>The Tainui Teachers' Association is a non-profitable organisation that runs a number of annual and biennial events. They include:</p> <ol style="list-style-type: none">1. The biennial Tainui Secondary Schools' Kapa Haka Festival.2. The annual Tainui Secondary Schools' Ngā Manu Kōrero Speech Competition.3. The annual Tainui Kiorahi Tournament <p>Other events that the Tainui Teachers Association have run in the past include:</p> <ol style="list-style-type: none">1. The annual National Secondary Schools' Ngā Manu Kōrero Speech Competition.2. The annual National Kiorahi Tournament3. The biennial National Secondary Schools Kapa Haka Competition. <p>These events have been organised by the organisation since its inception in the early 2000's.</p> <p>The event organiser has had the following event organising experience:</p>

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2021 Major Event Sponsorship Application Form
Application MESF-009-2021 From Tainui Teachers Association Society Incorporated
Form Submitted 28 Apr 2021, 8:40pm NZST

2013: Tainui Secondary Schools' Kapa Haka Festival at Hamilton Boys High School
2015: Tainui Secondary Schools' Kapa Haka Festival at Claudelands Arena.
2017: Tainui Secondary Schools' Kapa Haka Festival at Te Kūiti.
2019: National Primary School Kapa Haka Competition at Claudelands (the biggest kapa haka festival ever held with 62 competing teams).
2020: Rāhui Pōkeka Ahurei at Claudelands, previously supported by the Hamilton City Council.

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 Tainui Secondary Schools' Kapa Haka Festival is a bi-annual event and the biggest event on the secondary schools calendar for Tainui. The festival usually attracts over 400 performers from 15 different schools over the region. Over 3000 participants, volunteers and spectators take part. The majority of participants are NZ Māori and live within the Tainui region.

The teams who place in the top four of the festival qualifies to represent Tainui at the National Secondary Schools Kapa Haka Festival to be held in 2022. This years event will be held at Claudelands Arena, Hamilton and will run over two days, July 9-10 2021.

There will be a whakangahau (non-competitive) section to encourage an even greater rate of participation. This format in 2019 saw the participation of many different

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schools for the first time, including St Paul’s Collegiate and Waikato Diocesan featured below.

Purposes of the event:

- The revitalisation and sustainability of Te Reo and tikanga Māori.
- Unifying communities of the Tainui region in the celebration of traditional Māori culture.
- To foster, promote and support traditional Māori Performing Arts.
- The pursuit of excellence in Māori Performing Arts.
- Promoting well-being in a Covid world

Member schools of the TTA have found that many cancelled extra-curricular activities have had a significant negative affect on Māori student engagement and motivation. Kapa haka, Manu Kōrero and Kiorahi are used by many schools as tools to engage students and their families with the wider school environment. The passion of our rangatahi for these activities can be leveraged to encourage higher motivation in other aspects of their schooling.

Concerns for well-being post-lockdown have been shared by all aspects of society. Not only the personal well-being of individuals, but the well-being of community spirit and our many businesses that are struggling in the current economic climate.

These activities will promote well-being with focus in three areas:

- 1) Well-being of rangatahi Māori: These events promote well-being through the opportunity to succeed as Māori, foster cultural pride and an empowering sense of identity and self-worth. The pursuit of Māori Performing Arts, Manu Kōrero and Kiorahi excellence provides students with an outlet in dire times, a safe-haven and opportunity for self-development in a safe space that fosters well-being.
- 2) Well-being of the community: These events shall provide an opportunity to come together in solidarity and celebrate a sense of community that has long been missing since the cancellation of many other community gatherings. The ticketing price to events with an entry fee will reflect the intention to ensure attendance is affordable for everyone.
- 3) Well-being of our businesses: These events provide a live platform for Māori businesses to network and promote themselves. The events will be promoted as an opportunity to invigorate Māori businesses. We hope that the community will not only attend for the empowering showcase of kapa haka, manu korero and kiorahi , but for the economic recovery of Māori business as well.

No more than 500 words

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2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-009-2021 From Tainui Teachers Association Society Incorporated
Form Submitted 28 Apr 2021, 8:40pm NZST

Attach any other event outline documents here

Filename: TTA Funding Profile 2021.pdf
File size: 1.7 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: Tainui SS Kapa Haka Project Plan.pdf
File size: 36.1 kB

Filename: Tainui SS Kapa Haka Project Plan.pdf
File size: 36.1 kB

Filename: TTA Funding Profile 2021.pdf
File size: 1.7 MB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

Filename: Budget Tainui SS Kapa Haka 2021.pdf
File size: 40.7 kB

Filename: Budget Tainui SS Kapa Haka 2021.pdf
File size: 40.7 kB

Marketing and Promotion Plan

This should include the following:

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

Attach your Marketing and Promotion Plan here *

Filename: TTA Funding Profile 2021.pdf

Item 8

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-009-2021 From Tainui Teachers Association Society Incorporated
Form Submitted 28 Apr 2021, 8:40pm NZST

Item 8

File size: 1.7 MB
Filename: TTA Funding Profile 2021.pdf
File size: 1.7 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: TTA Funding Profile 2021.pdf
File size: 1.7 MB

Filename: TTA Funding Profile 2021.pdf
File size: 1.7 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	200	200		
Spectators	1500	1500		

Entry Fees

Adult	Child	Older people	Other
10	5	5	Under 5s free

Accommodation

Anticipated number of beds needed

Attachment 3

Attachment 3

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Source	Number of beds	Number of nights
Hotels	50	1
Motels	50	1
Marae	400	1

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

☐ Yes

☐ No

☒ Other: Some participants will use marae outside of the immediate Hamilton City area

What is the anticipated average stay in Hamilton for participants?

1

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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
Advertising at the venue and on the Tainui Live broadcast that has thousands of viewers over the course of the day. This can come in the way of: 1 - logo displayed at venue. 2 - logo displayed on the livestream. 3 - MC mentions in between groups. 4 - Tainui Live show hosts to make mention of sponsors.

Idea 2
Opportunity for HCC to provide banners to erect around the venue during the event

Idea 3
HCC promotional videos to be played in breaks at the venue and on the livestream

Idea 4

Idea 5
Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 7

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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

Full Name of Organisation *

Tainui Teachers Association Society Incorporated

Full Name of Authorised Signatory *

Toti West

Position of Authorised Signatory *

Event Manager

Attachment 3

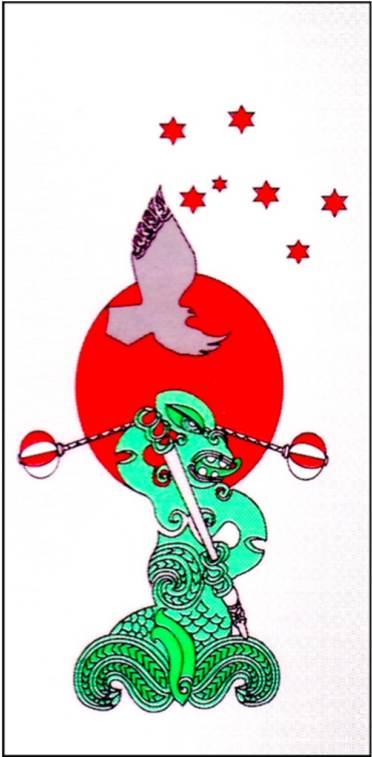
Attachment 3

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-009-2021 From Tainui Teachers Association Society Incorporated
Form Submitted 28 Apr 2021, 8:40pm NZST

Date of Declaration * 28/04/2021

Item 8

Tainui Teachers' Association



Funding and Sponsorship Proposal

Tainui Secondary Schools' Kapa Haka Festival

Ngā Manu Kōrero Speech Competition

Kiorahi

Tainui Teachers' Association

Funding and Sponsorship Proposal

Tainui Teachers' Association Profile

The Tainui Teachers' Association comprise of a forum of Secondary School Te Reo Māori Teachers throughout the Tainui region. The Tainui region stretches from South Auckland in the North, to Taumarunui in the South, Kawhia in the West, to Hauraki in the East. This area includes 39 secondary schools that participate in the activities of the Tainui Teachers' Association.

Mission Statement

Ki te hāpai i ngā taitamariki me te whakapakari i ngā kaiako Māori, ngā kaiako reo Māori hoki, i roto i ngā kura tuarua o Tainui rohe.

To support students, and strengthen Māori teachers and teachers of Te Reo Māori in secondary schools in the Tainui region.

Objectives

- Promote, foster, develop and encourage an understanding of Tainuitanga, with particular respect to Kingitanga, te reo Māori me ōna tikanga.
- Provide teacher support.
- Facilitate Tainui regional events.
- Advocate regionally and nationally for Māori education in all its forms.

Profile	
Structure	Society Incorporated
Established	1972
Date Registered	28 July 2013
Registration #	Companies Office Incorporation No. 2585342
	Charities Commission Registration No. CC49826

TTA Chairperson	Ora Kihi
Mobile	021 024 09559
Email	ora@rakaumanga.school.nz

Event Manager	Toti West
Mobile	027 778 3878
Email	dion.west@gmail.com

TTA Treasurer	Miriama Barton
Mobile	027 285 6994
Email	mbarton@hbhs.school.nz

Tainui Teachers' Association

Funding and Sponsorship Proposal

Event Sponsorship

The Tainui Teachers' Association is a non-profitable organisation that heavily relies on the generosity of funders to be able to host the secondary school Ngā Manu Kōrero and Kapa Haka events in the Tainui region. This is consistent with one of our main objectives, to facilitate Tainui regional events. In 2021, we are seeking funding and sponsorship for:

- 1. The biennial Tainui Secondary Schools' Kapa Haka Festival.
- 2. The annual Tainui Secondary Schools' Ngā Manu Kōrero Speech Competition.
- 3. The annual National Secondary Schools' Ngā Manu Kōrero Speech Competition.
- 4. The annual Tainui Kiorahi Tournament
- 5. The annual National Kiorahi Tournament

These fantastic events are integral to the survival of Māori culture in Aotearoa New Zealand. They are a wonderful celebration of Māori culture that significantly contributes to Aotearoa New Zealand's unique identity, an identity that all New Zealanders can be proud of.

Why should you support this event?

The kapa haka and manu kōrero events attract radio, television and online audiences. All iwi Radio stations throughout the entire Tainui region broadcast the event live, and the events attract national television media attention. Thousands of people attend these events and continue watching performances online after the competition is over.



These events provide a great advertising and marketing opportunity for all sponsors and funders. The sponsorship package can include a promotional strategy for your business including: signage, media exposure, brand awareness opportunities, articles in newsletters or websites, just to name a few. We are happy to negotiate and help support the facilitation of creative advertising and marketing ideas that you may have in association with this event.

Given the massive nature of these events, they will be extensively promoted in the entire Tainui region, where we foresee that Facebook and Iwi Radio stations will be our strongest advertising platforms.

Educational, Iwi, and Community benefits

Tainui Teachers' Association Soc. Inc Constitution includes the following clauses that underpin how it supports education, Iwi, and community.:

The objectives of TTA are to:

- 4.1 Promote, foster, develop, and encourage an understanding of Tainuitanga, with particular respect to Kingitanga, Te Reo me ōna Tikanga

Tainui Teachers’ Association

Funding and Sponsorship Proposal

- 4.2 Provide teacher support through the:
 - 4.2.1 Sharing of teaching and learning resources
 - 4.2.2 Organisation of professional development opportunities
 - 4.2.3 Provision of funding information
 - 4.2.4 Networking between Tainui Kura and other institutions and organisations
- 4.3 Facilitate specific kaupapa, including but not exclusive to:
 - 4.3.1 Ngā Manu Korero: Annual Regional and National events
 - 4.3.2 Kapa Haka Kura Tuarua: Biennial Regional and National events
 - 4.3.3 Māori teachers Professional Development
- 4.4 Advocate regionally and nationally for Māori Education in all its forms

The benefits accruing from such events manifest in student exposure to regional and national level experiences. Students and schools who reach a national level have their horizons and perspectives broadened in many ways including seeing other tribal groups express themselves. The whānau and community of all those involved are able to share the experiences of language and cultural learning in-depth in a forum conducive to our youth. This includes the ability for individual students to earn NCEA Level 1, 2, and 3 credits in Māori Performing Arts, soon to become a University Entrance subject, Te Ao Haka, and Speech Making as part of the English and Te Reo Māori curriculums.

Promoting well-being in a Covid world

A tool for engaging students

Member schools of the TTA have found that many cancelled extra-curricular activities have had a significant negative affect on Māori student engagement and motivation. Kapa haka, Manu Kōrero and Kiorahi are used by many schools as tools to engage students and their families with the wider school environment. The passion of our rangatahi for these activities can be leveraged to encourage higher motivation in other aspects of their schooling.

Covid-19 recovery

Concerns for well-being post-lockdown have been shared by all aspects of society. Not only the personal well-being of individuals, but the well-being of community spirit and our many businesses that are struggling in the current economic climate.

These activities will promote well-being with focus in three areas:

- 1) Well-being of rangatahi Māori: These events promote well-being through the opportunity to succeed as Māori, foster cultural pride and an empowering sense of identity and self-worth. The pursuit of Māori Performing Arts, Manu Kōrero and Kiorahi excellence provides students with an outlet in dire times, a safe-haven and opportunity for self-development in a safe space that fosters well-being.
- 2) Well-being of the community: These events shall provide an opportunity to come together in solidarity and celebrate a sense of community that has long been missing since the cancellation of many other community gatherings. The ticketing price to events with an entry fee will reflect the intention to ensure attendance is affordable for everyone.

Tainui Teachers' Association

Funding and Sponsorship Proposal

- 3) Well-being of our businesses: These events provide a live platform for Māori businesses to network and promote themselves. The events will be promoted as an opportunity to invigorate Māori businesses. We hope that the community will not only attend for the empowering showcase of kapa haka, manu korero and kiorahi , but for the economic recovery of Māori business as well.

Funders to date

Currently, we have not secured any funding for this event.

Budget

Attached is a copy of the expected budget for all three events in 2021 which will clarify where the funds will be used and the weightings of costs per event.



Event Profiles

Tainui Secondary Schools' Kapa Haka Festival

The Tainui Secondary Schools' Kapa Haka Festival is a bi-annual event and the biggest event on the secondary schools calendar for Tainui. The festival usually attracts over 400 performers from 15 different schools over the region. Over 3000 participants, volunteers and spectators take part. The majority of participants are NZ Māori and live within the Tainui region.

The teams who place in the top four of the festival qualifies to represent Tainui at the National Secondary Schools Kapa Haka Festival to be held in 2022. This competition involves 42 performing schools, over 1600 performers, and tens of thousands of spectators as it is the country's extravaganza of Māori cultural excellence for secondary schools.

This years event will be held at Claudelands Arena, Hamilton and will run over two days, July 9-10 2021. The first day involves welcoming formalities, administration and rehearsals. The performances are held on the second day, starting at 8:00am and finishing at 8:00pm.

Tainui often features significant at a national level as the only region that has won the national title four times. Te Wharekura o Rākaumanga, Ngā Taiātea Wharekura and Te Maurea Whiritoi (Hamilton Boys' and Girls High Schools) have consistently featured in the national finals.

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Attachment 3

Tainui Teachers' Association

Funding and Sponsorship Proposal

There will also be a whakangahau (non-competitive) section to encourage an even greater rate of participation. This format in 2019 saw the participation of many different schools for the first time, including St Paul's Collegiate and Waikato Diocesan featured below.



Purposes of the event:

- The revitalisation and sustainability of Te Reo and tikanga Māori.
- Unifying communities of the Tainui region in the celebration of traditional Māori culture.
- To foster, promote and support traditional Māori Performing Arts.
- The pursuit of excellence in Māori Performing Arts.
- Promoting well-being in a Covid world

Tainui Secondary Schools' Ngā Manu Kōrero Speech Competition



This is an annually recurring speech competition aimed at Māori students with Māori and English sections across junior and senior levels. This regional competition draws between 20-25 secondary schools, up to 600 Māori secondary school students and approximately 2000 attendees and supporters. Similar to the kapa haka competition, nearly all of the attendees identify as NZ Māori and live within the Tainui region.

The top placed speakers in each section qualify to represent Tainui at the annual National Secondary Schools Ngā Manu Kōrero Competition.

This event will be hosted by Ngāti Raukawa on Thursday 8 July, 2021. It is a full day event starting at 8:00am and finishing at 6:00pm.

Purposes of the event:

- The revitalisation and sustainability of te reo and tikanga Māori.
- Unifying communities of Tainui region in the celebration of the prestigious skill of oratory.
- To foster, promote and support English and Māori oratory.
- The pursuit of excellence in English and Māori oratory.
- Promoting well-being in a Covid world

Tainui Teachers’ Association

Funding and Sponsorship Proposal

National Secondary Schools’ Ngā Manu Kōrero Speech Competition



This is an annually recurring speech competition aimed at Māori students with Māori and English sections across junior and senior levels. The hosts of this years competition are yet to be confirmed. The Tainui Teachers' Association hope to secure funding to support our schools who will be the face of Tainui and represent the iwi with pride. National winners over the decades have been many from the Tainui region. To name a few: Hinematiaro Nohotima (Hillcrest High School), Te Waipounamu Teinakore (Ngaruawahia High School) Pumi Tumai, Te Ingo Ngaia, Matawhaiti Nepe-Pohatu, Makareta MaGavock, (Te Wharekura o Rakaumanga), Te Wairere Ngaia, Kaharau Keogh (Nga Taiatea Wharekura) and Ariana Stewart (Tokoroa High School), Hamiora Renata (Ngā Taiātea Wharekura) pictured below.

Tainui Kiorahi



Tainui Teachers’ Association hosted two (2) Kiorahi tournaments in 2020. In 2021 we are budgeting to extending this to four (4) tournaments covering both Kura Teina (Years 9 & 10) and Kura Tuakana (Years 11 – 13). This includes a Tainui open regional which is the qualifier for the National Kiorahi Competition. From each qualifying match four (4) schools represent Tainui at the national level competition. Each year the national events attract 12 – 16 schools generating anywhere up to 26 teams for an event.

To date our region has featured significantly and taken out five (5) winning titles. Hamilton Boys’ and Girls’ High School winning 2017 and Te Wharekura o Rakaumanga winning 2013, 2014 and 2019.

For the first time there will be a Year 9 - 10 National tournament hosted in Gisborne. There are also four teams who have qualified for the National Kiorahi Tournament to be held in Waitangi, April 21-23 2021. They are Te Kuiti College, Hamilton Boys and Girls High Schools, Ngā Taiātea Wharekura and Te Wharekura o Rākaumanga. The TTA hopes to offer financial support to these schools representing Tainui at the national competitions.

Purposes of the event:

- To promote health and fitness amongst Māori communities
- To empower Māori in living and succeeding as Māori
- Unifying communities of the Tainui region in the celebration of traditional Māori culture.
- The pursuit of sporting excellence through kiorahi
- Promoting well-being in a Covid world

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Attachment 3

Attachment 3

Tainui Teachers' Association

Funding and Sponsorship Proposal

If you foresee your organisation contributing to any of these events by way of cash or sponsorship in-kind, please get in touch with the Chairperson or Treasurer in the first instance.

TTA Chairperson	Ora Kihi
Mobile	021 024 09559
Email	ora@rakaumanga.school.nz

Event Manager	Toti West
Mobile	027 778 3878
Email	dion.west@gmail.com

TTA Treasurer	Miriama Barton
Mobile	027 285 6994
Email	mbarton@hbhs.school.nz

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Tainui Secondary Schools Kapa Haka Festival Project Plan

Pre 30/4/2021	Venue secured – Claudelands Events Centre Participating teams confirmed Rules for the competition ratified
2/5/2021	Draw of competing teams completed
Ongoing	Meetings with Claudelands to confirm venue, production and catering requirements
1/6/2021	Initiate phase one of marketing plan
20/6/2021	Volunteer teams confirmed – backstage, production, FOH, security, ticketing, manaakitanga, MCs Entertainment confirmed (if budget allows) Judges and accomodation confirmed
25/6/2021	Volunteer uniforms ordered
1/7/2021	Initiate phase 2 of marketing plan Tickets on sale
9/7/2021	Meeting with volunteer teams regarding training and logistics Certificates for prizegiving printed and completed

Attachment 3

Tainui SS Kapa Haka 2021**Budgeted Expenditure**

Venue & Production	\$	(53,789.53)
Catering	\$	(10,000.00)
Ticketing	\$	(400.00)
Taonga	\$	(2,000.00)
Advertising	\$	(1,000.00)
Volunteer Uniforms	\$	(2,000.00)
MC	\$	(1,000.00)
Judges (accommodation and koha)	\$	(5,000.00)
Pōwhiri	\$	(4,000.00)
Administration	\$	(1,000.00)
Event Management	\$	(12,000.00)
Contingency	\$	(5,000.00)
Total	\$	(97,189.53)

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Projected Income

Ticket sales	\$	15,000.00	
Registration fees	\$	3,600.00	
Waikato-Tainui	\$	30,000.00	
Tainui Teachers Association	\$	10,000.00	Confirmed
Trust Waikato	\$	10,000.00	Confirmed
Hamilton City Council	\$	15,000.00	
Te Puni Kōkiri (TPK)	\$	10,000.00	Confirmed
WINTEC	\$	2,000.00	
Total	\$	95,600.00	
Difference	\$	(1,589.53)	



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Attachment 3

Application Summary			
Event Name and Date	WRU Centenary 1921 - 2021 – “Mooloo Parade” and “Legends Game”		
Event Date	3 October 2021		
Applicant/Organisation	Waikato Rugby Union (WRU)		
Event Venue	Claudlands – Grandstand and Oval	Event Type	Sport – Heritage
Event Overview	<p>This year WRU celebrates its 100-year anniversary (1921- 2021) and as part of it's overall centenary programme, there will be two free community event for members of the public to attend.</p> <p>The traditional Mooloo Parade is an age-old tradition that will start in the central city and finish at Claudlands Oval where a carnival with food trucks, activities and entertainment will be in place.</p> <p>Following the parade and a break for activity, an invitational South African side will take on a Legends Waikato Tram, re-enacting the historic first international that Waikato event played (1921) on the same Claudlands Oval turf.</p> <p>The field will be set up in front of the Grandstand, with traditional leather-ball, goal post protection and teams and referees will also be dressed in the traditional 1921 uniforms.</p>		
Target Market	General public, rugby and sports fans, former players, referees and administrators, Waikato rugby supporters and vendors.		
Event Objectives	<ul style="list-style-type: none"> • To Celebrate and showcase the 100-year history of Waikato Rugby. • Facilitate a quality event for the public • Provide free entertainment for residents • Celebrate a community made stronger together • Enhance and strengthen existing rugby networks and family in the Waikato • Attract visitors to the city from the entire Waikato region and further afield • Create engagement opportunities for sponsors 		
Attendance	Hamilton 3630 Outside Hamilton 240	Anticipated Bed Nights	40 x 2 = 80
External Funding	Council is the only other external funder listed on the budget. WRU is the sole funder of the event, with a notation that additional funding may be applied for.		
Previous Council Support	This is a one-off request for event sponsorship to celebrate a significant milestone. H3 Group (as part of Council) has also agreed to support the event by way of a in-kind venue hire discount for the use of the Oval and Grandstand facilities (valued at \$7,625).		
Past Event Performance	WRU has significant experience in delivery events including international and national level game day operations. The event organiser in charge of the events has 12 years of hospitality and organisation of PR events. WRU have also set up a centenary committee with a parade/legends game subcommittee to support the delivery and performance of the event.		
Sponsorship Benefits to Council	<ul style="list-style-type: none"> • NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none"> ○ Council to be given verbal acknowledgement during presentations and public announcements at the Legends game. • ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> ○ Council being acknowledged as a “major sponsor” of all WRU centenary celebrations in all social media posts 		

Attachment 3



Sponsorship Benefits to Council	<ul style="list-style-type: none"> • BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none"> ○ Council logo to be included on all documentation and advertising • COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES <ul style="list-style-type: none"> ○ WRU to invite Mayor of Hamilton to the centenary black-tie dinner event • RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> ○ Council being acknowledged as a “major sponsor” of all WRU centenary celebrations.
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MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$10,000	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		2
Generation of overnight visitation to city		1
Generation of incremental income to city businesses		2
Number of anticipated participants		4
Utilisation of city assets		5
Total		18 /30
MANAGEMENT COMMENT		
Approve \$5,000		
Recommended for one off important historical event and use of key asset and recognition of city's value of stakeholder relationship. Strong Hamilton and Waikato community focus.		

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2021 Major Event Sponsorship Application Form
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Form Submitted 3 May 2021, 1:35pm NZST

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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

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

Name of the Event *

Waikato Rugby Union Centenary - Mooloo Parade and Legends Game

Start date of Event *

03/10/2021

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2021 Major Event Sponsorship Application Form
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Form Submitted 3 May 2021, 1:35pm NZST

Must be a date.

Finish date of Event *

03/10/2021

Must be a date.

Time of the Event *

11.00am

Location or Venue *

Claudlands Oval

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 *

\$10000

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 Rugby Union
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

Is your organisation GST
registered? *

☒ Yes ☐ No

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2021 Major Event Sponsorship Application Form
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Form Submitted 3 May 2021, 1:35pm NZST

If 'Yes' please provide your GST number	010-992-567 Please enter your GST number.
Contact Person for this Application *	Mr Mike Crawford Please enter the name of the primary contact person for this application.
Organisation postal address *	PO Box 9507 Whitiora Hamilton 3204 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	021344562 Please enter the contact phone number for the primary contact given above.
Contact email address *	mikec@mooloo.co.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr David Fox
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	0274 572 941
Event Organiser email address *	davidf@mooloo.co.nz
Please list prior event experience of both the organisation and event organiser *	Waikato Rugby Union has a strong history of facilitating both International and National level game day operations at FMG Stadium Waikato. Event Organiser - David Fox has 12 years experience of hospitality and organisation of multiple fundraising and PR events in his role as Commercial Manager of Waikato Rugby.
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?	

Event Description and Attachments

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-011-2021 From Waikato Rugby Union
Form Submitted 3 May 2021, 1:35pm NZST

* 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 *

This year, the Waikato Rugby Union celebrates its Centenary: 1921-2021.
Waikato Rugby will be acknowledging this milestone through a number of events which will celebrate a community made stronger through rugby. It is an opportunity for the Waikato Rugby Union to protect the past, bond the present, ensure and excite the future. This application is being made to support the one Centenary event that will be free for all of the Waikato community - a traditional Mooloo Parade, followed by a festival 'Legends Game' re-enacting the very first International game that Waikato played against the South African Springboks in 1921, at the very same ground - Claudelands Oval. Although this application is focused on funding support for the one event only, the information provided encompasses an overview of the complete Centennial celebration planning. We hope that this additional information emphasises the other opportunities that will be made available to the Hamilton City Council and the extended community.

Event Objective:

- Celebrate and showcase the 100 year history of Waikato Rugby

Event Goals:

- Facilitate a quality event for the public that we can all be proud of
- Celebrate a community made stronger together
- Enhance and strengthen existing rugby networks and family in the Waikato
- Provide free entertainment for residents
- Attract visitors to the city from the entire Waikato region and further afield
- Create engagement opportunities for sponsors

www.mooloo.co.nz/Waikato-Centenary
No more than 500 words

Attach any other event outline documents here

Filename: Event Outline Document - Complete.pdf
File size: 230.1 kB

Business Plan for the Event

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-011-2021 From Waikato Rugby Union
Form Submitted 3 May 2021, 1:35pm NZST

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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 Document.pdf
File size: 110.5 kB

Filename: WRU Centenary Business Plan - April 2021.pdf
File size: 49.1 kB

Filename: WRU Centenary Organisational Chart.pdf
File size: 49.9 kB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

Filename: Legends & Parade Budget - 2021.pdf
File size: 331.6 kB

Marketing and Promotion Plan

This should include the following:

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

Attach your Marketing and Promotion Plan here *

Filename: Marketing and Promotion Plan.pdf
File size: 110.5 kB

Filename: WRU Centenary Marketing and Promotion Plan.pdf
File size: 69.3 kB

Sponsorship Proposal Package

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

Attachment 3

Attachment 3

Item 8

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-011-2021 From Waikato Rugby Union
Form Submitted 3 May 2021, 1:35pm NZST

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Proposal Package Document[3].pdf
File size: 100.7 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.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	60	30	N/A	
Spectators	3000	200	N/A	
Trade	30	10	N/A	

Entry Fees

Adult	Child	Older people	Other
Free	Free	Free	Free

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	20	1-2
Motels	20	1-2
Camping ground		
Schools		
Home hosted	30	1-2

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

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
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- ☒ Yes
- ☐ No
- ☐ Other:

What is the anticipated average stay in Hamilton for participants?
1 - 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**
Waikato Rugby Union to provide a free community event for all members of the public to attend - Mooloo Parade and Legends Game
- Idea 2**
Waikato Rugby Union to promote and support local businesses with the community events
- Idea 3**
Waikato Rugby Union to create an engagement opportunity for the local South African community
- Idea 4**
Hamilton City Council acknowledged as a major sponsor of all Waikato Rugby Union Centenary celebrations
- 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).

Attachment 3

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

Attachment 3

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-011-2021 From Waikato Rugby Union
Form Submitted 3 May 2021, 1:35pm NZST

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 *

Waikato Rugby Union

Full Name of Authorised Signatory *

Carl Moon

Position of Authorised Signatory *

Acting CEO - Waikato Rugby Union

Date of Declaration *

30/04/2021

Item 8



Item 8

30th April 2021

Re: Hamilton City Council - 2021 Major Event Sponsorship Application

To whom it may concern,

This year, the Waikato Rugby Union celebrates its Centenary: 1921-2021.

Waikato Rugby will be acknowledging this milestone through a number of events which will celebrate a community made stronger through rugby. It is an opportunity for the Waikato Rugby Union to protect the past, bond the present, ensure and excite the future.

Waikato Rugby acknowledge and appreciate the tremendous support already provided by H3 Group in sponsoring the venue hire of Claudelands Oval and the Claudelands Event Centre for two of the planned events.

This application is being made to support the one Centenary event that will be free for all of the Waikato community - a traditional **Mooloo Parade**, followed by a festival '**Legends Game**' re-enacting the very first International game that Waikato played against the South African Springboks in 1921, at the very same ground - Claudelands Oval.

Although this application is focused on funding support for the one event only, the information provided encompasses an overview of the complete Centennial celebration planning. We hope that this additional information emphasises the other opportunities that will be made available to the Hamilton City Council and the extended community.

If you require any further information, please feel free to contact me.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Mike Crawford'.

Mike Crawford
Rugby Manager
Waikato Rugby Union

Attachment 3



EVENT OUTLINE

Sunday 3rd October | Mooloo Parade and Legends Game - Claudelands Oval

Bring back the Mooloo Parade we heard! This has been an age-old tradition of the past for the Waikato wide community. Starting in the central city, we will invite clubs and the community to join us for a traditional mooloo. Parade. The parade will commence in Hood Street, proceed down Victoria Street, across Claudelands Bridge and culminate at Claudelands Oval, where everyone will be able to grab a bite of lunch before watching the Legends Game. Food trucks, activities and entertainment will be provided to create a carnival type atmosphere for all ages to enjoy.

History comes back to life with a free-to-attend event for the whole community, where an Invitational South African side take on a Legends Waikato team, re-enacting the historic first international that Waikato ever played against the Springboks on the same Claudelands Oval turf.

Already nationwide, the South African rugby community have embraced this historical event in preparation for this festive occasion. The field will be set up in front of the old grandstand at Claudelands Oval, traditionally as it was back in 1921 complete with sacking goal post protection and an old leather ball. The teams and referee will also be dressed in the traditional 1921 uniforms to create an authentic feel to the game.

Event Objective:

- Celebrate and showcase the 100 year history of Waikato Rugby

Event Goals:

- Facilitate a quality event for the public that we can all be proud of
- Celebrate a community made stronger together
- Enhance and strengthen existing rugby networks and family in the Waikato
- Provide free entertainment for residents
- Attract visitors to the city from the entire Waikato region and further afield
- Create engagement opportunities for sponsors

Please note: This event is just one of many events to be held as part of the centenary celebrations.

The following page lists of all the WRU centenary celebration events. We expect that the Black-Tie Dinner and Reunion Evening will also bring a considerable number of non-local people into Hamilton.



WAIKATO RUGBY UNION CENTENARY CELEBRATIONS

Founded in 1921, the Waikato Rugby Union has a long and proud history of rugby culture and success at all levels of the game.

Waikato has produced 68 All Blacks and 21 Black Ferns and is consistently among the top performing provincial unions in the country.

In 2021 the Waikato region will celebrate 100 years of outstanding rugby with a series of events intended to celebrate this significant milestone.

Planning is well underway to deliver a memorable centenary program that acknowledges the massive contribution Waikato has given to our national game.

Friday 20th August | Reunion Evening | FMG Stadium Waikato

Inviting everyone involved in Waikato Rugby to join their peers and remember the good ole days.

Saturday 21st August | A Big Day of Rugby | FMG Stadium Waikato

Game 1: Heartland game - Thames Valley vs Mid-Canterbury

Game 2: FPC game – Waikato vs TBC

Game 3: NPC game - Waikato vs Taranaki – just like 100 years ago when Waikato played our very first provincial game against Taranaki.

Saturday 2nd October | Black Tie Dinner | Claudelands Event Centre

100 years of Waikato rugby will be celebrated in style with a black-tie event at Claudelands Event Centre. Hosted by James McOnie and Anne-Marie Case-Miller, attendees will be taken on a journey through 100 years of Waikato rugby by the NZ's most well-known commentators in rugby, Keith Quinn and John McBeth.

Sunday 3rd October | Mooloo Parade

Bring back the Mooloo Parade we heard! Starting in town, we will invite Clubs and the community to join us on a parade that culminates at Claudelands where you'll be able to grab a bite of lunch before watching the Legends Game.

Sunday 3rd October | Legends Game | Claudelands Oval

History comes back to life with a free-to-attend event with a carnival atmosphere for the whole community where an Invitational South African side take on a Legends Waikato team, re-enacting the historic first international that Waikato ever played.

11 September – 14 November | Centenary Exhibition | Waikato Museum

www.mooloo.co.nz/Waikato-Centenary

Item 8

Attachment 3

BUSINESS PLAN



Event Objective

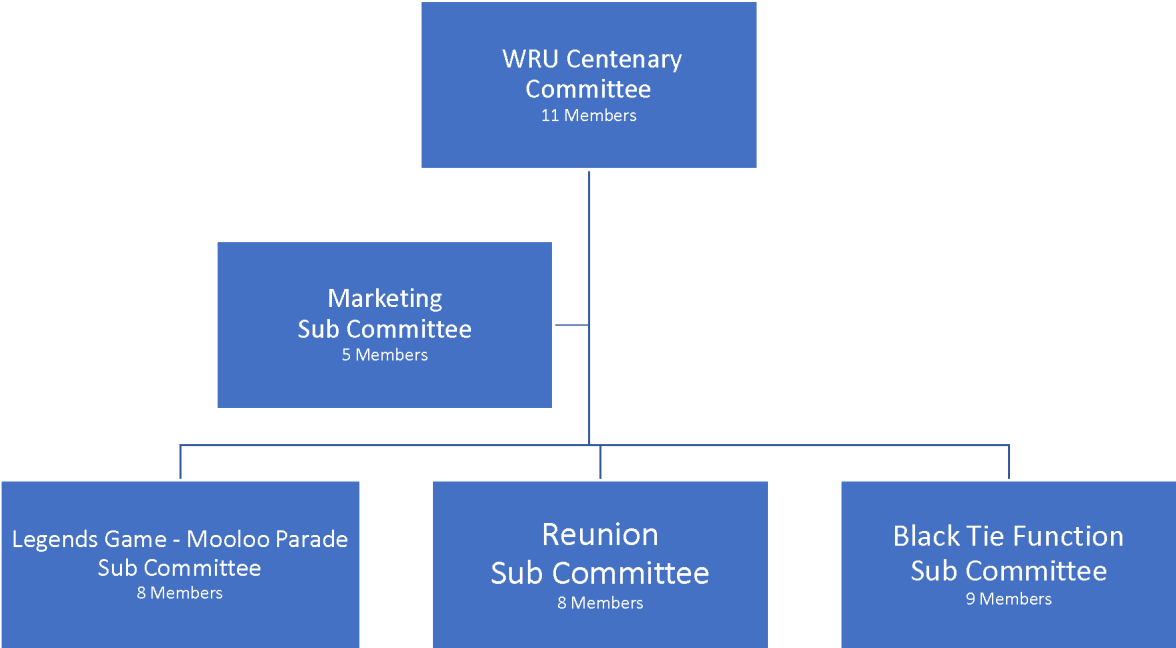
- Celebrate and showcase the 100 year history of Waikato Rugby

Event Goals

- Facilitate a quality event for the public that we can all be proud of
- Celebrate a community made stronger together
- Enhance and strengthen existing rugby networks and family in the Waikato
- Provide free entertainment for residents
- Attract visitors to the city from the entire Waikato region and further afield
- Create engagement opportunities for sponsors

Project Plan

- Confirm event date and venue - achieved
- Implement marketing plan – ongoing
- Merchandise - Design of playing kit for both teams and referees – May
- Selection of Waikato Legends / South African XV - ongoing
- Site plan – determine field setup / temporary stand / Marquees – May
- Sponsor / Vendor Stands - June
- Traffic Management – July
- Mooloo Parade organisation / Waikato Supporters Club - August



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Attachment 3



Attachment 3

Marketing and Promotion Plan

Kylie Harcourt - WRU Board Member and Director of HGB Strategic Marketing is the lead for the Marketing Sub Committee

Target Market

- General public attending a free community event at Claudelands Oval
- Rugby and Sport fans of all ages – past, present and future
- Former Rugby players, referees and administrators
- Waikato Rugby sponsors
- Vendors

Marketing Objectives

- To promote attendance levels by creating as much awareness of the event as possible
- Attract visitors to the city from the entire Waikato region and further afield
- Promote the significant history of the Waikato Rugby Union
- Promote Hamilton City, Hamilton City Council and its facilities
- Attract a national media presence through media releases

Marketing Strategies

- Social Posts – Organic (weekly)
- Digital advertising – campaign based
- Media Releases – Nationwide
- E-Newsletters – rugby community database (monthly)
- Radio – The Breeze (promos and onsite at event)
- TV – Sky Sport / Grassroots / Seven Sharp (onsite at event)
- Billboards – sponsored through Go Media
- Waikato Business News - feature
- Magazine – Rugby News (advertising and editorial)
- Social cross promotion – Fieldays, Chiefs, NZ Rugby

Item 8



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SPONSORSHIP PROPOSAL PACKAGE

- Waikato Rugby Union to provide a free community event for all members of the public to attend – Mooloo Parade and Legends Game
- Waikato Rugby Union to promote and support local businesses with the community events
- Waikato Rugby Union to create an engagement opportunity for the local South African community
- Waikato Rugby Union to invite the Mayor of Hamilton – Paula Southgate to the Black-Tie dinner event
- Hamilton City Council acknowledged as a major sponsor of all Waikato Rugby Union Centenary celebrations
- Hamilton City Council logo to appear on all documentation and advertising
- Hamilton City Council given verbal acknowledgement during presentations and public announcements to Legends Game
- Hamilton City Council acknowledged all press/media releases in relation to the Legends Game

Attachment 3

Business Objectives						
6 2021 Centenary R= Mike Crawford A= Blair Foote						
Goals (What)	Actions (How)	Responsible (Who)	Q1	Q2	Q3	Q4
Database	Promote registration system - Sporty	MC				
	Minimum quarterly contact with database	MC				
Media	Develop and implement communications plan	KH				
	Minimum of quarterly communication to registered parties and public through 2021	KH				
	Link in with registration system	KH				
	Social media	KH				
	WRU website portal	KH				
	Print	KH				
	Radio	KH				
Centenary Road Show	E-DM Newsletter	KH				
	Prepare road show flag	MM				
	Confirm plan and timeline - Consider key events and player schedule, e.g. Tournaments, schools	MM				
	Confirm plan for 'signed/messaged' item to be permanently displayed	MM				
Stadium Feature	Expenses fully funded - Sponsors/Funders	MM				
	Make decision on merits and practicality of achieving this in 2021	MM				
Merchandise	Implement marketing plan	DF				
	NPC (Male and Female) playing kit - 'Add your name' scheme	DF				
	Replica jerseys for celebratory matches and auction	DF				
	Public sales	DF				
	Confirm quantities and order timeframes	DF				
Centenary Book	Produce the book in time for the road show (Start of Q2)	PM				
	Confirm costs and quantities	PM				
	Funding - Funders/Sponsors	PM				
Museum Exhibition	Develop and implement exhibition plan and content	AM PM				
	Implement marketing plan	AM PM				
Match - 'Legends'	Match scheduling and planning	MC				
	Merchandise - Replica jerseys to be played in and auctioned	MC				
	Implement marketing plan	MC				
Heartland Match - Thames Valley	Maintain contact with NZR and Thames Valley re proposed match scheduling	MC				
	Implement marketing plan	DF				
Match - Taranaki	Maintain contact with NZR re proposed match scheduling	MC				
	Maintain contact with Taranaki re proposed match scheduling. Double header with FPC? Curtain raisers? Rugby festival day	MC				
	Implement marketing plan	MC				
Reunion	Establish sub-group to build content	MC				
	Confirm venue - FMS Stadium Waikato	MC				
	Confirm timing - Following the Taranaki NPC/FPC/ Heartland Match	MC				
	Pricing, funding, content, and delivery	MC				
	Implement marketing plan	DF				
Black Tie Event	Establish sub-group to build content	AM MC				
	Confirm venue - Claudelands Arena	AM MC				
	Pricing, funding, content, and delivery	AM MC				
	VIPs - Mandela family member?	AM MC				
Other	Maintain comms with NZ Harlequins	MC				
	Maintain comms with WRSC	MC				
Notes:						

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Attachment 3

Economic Development Committee Agenda 3 June 2021- OPEN

Attachment 3

Item 8

	Legends Gam & Mooloo Parade
Event Income	
the programme sale	600
CC - Major	10,000
Contribution	25,000
Other	35,600
Event Expenses	
entertainment - compliment	-
entertainment - field	3,000
Station - Grand	3,765
Security	1,100
Lighting and Sound	8,000
Programme	1,300
Administrative Management	1,500
Laying	10,000
Medical	1,000
Event Management	1,000
Cleaning - other	1,100
Portaloos	2,000
Marketing and advertising	2,000
Other	35,765
Net Event Cost	- 165
Notes	Some costs are still estimate Additional and in May



Item 8

Attachment 3

Application Summary			
Event Name and Date	The 95 th Aotearoa Maori Tennis Championships		
Event Date	27-31 December 2021		
Applicant/Organisation	Aotearoa Maori Tennis Association		
Event Venue	Waikato Tennis Centre Hamilton	Event Type	Sports – National
Event Overview	<p>The 95th Aotearoa Māori Tennis Championships is an annual (and historic) event to be held in Hamilton on December 2021.</p> <p>Run annually since its inception, the Māori Tennis Championships' has a rich and extensive history of promotion and support of the playing of tennis for Māori. The championships organisers partner with Waikato Māori Tennis to host the event in the city.</p>		
Target Market	The singles event is open to Māori players but non-Māori players can enter the doubles or mixed events. There are junior, open, senior, super senior and social grades.		
Event Objectives	<ul style="list-style-type: none"> • To promote the national tournament and to assist the organizing region (rohe) with the coordination of the national tournament. • This event is developed to obtain the highest level of media exposure, through website news and facebook, venue signage, TV news coverage, tournament booklet, TNZ website news and facebook post tournament results etc 		
Attendance	Hamilton 75 Outside Hamilton 155	Anticipated Bed Nights	Not provided
External Funding	The budget supplied shows a number of corporate and grant sponsors including TPK, Sport NZ, Trillian Trust plus age category sponsors (assumed corporates). They are also seeking a naming rights sponsor (yet to be confirmed).		
Previous Council Support	Unable to locate any history of previous Council support for this event.		
Past Event Performance	This is the first event received from the applicant, the association was established in 1926 and has had the same event organiser since 1997. The competition has traditionally always been held in Hamilton with more recent years seeing it move to Rotorua and Whanganui. This year's event will be the first event in Hamilton since 2016. The organiser is affiliated to Tennis NZ. The Māori King is the patron of the event.		
Sponsorship Benefits to Council	<ul style="list-style-type: none"> • NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none"> ○ Recognition as "Co-Sponsor" of the event ○ Exposure via live stream live TV coverage and live radio broadcast of the event event being hosted in Hamilton • ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> ○ Advertising and branding of your logo at the Event promotional pre and post event advertising. 		

Attachment 3



Sponsorship Benefits to Council	<ul style="list-style-type: none"> • BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none"> ○ All advertising and marketing material, where applicable, will include the Council logo. ○ Advertising and branding of your logo at the Event event to include, fence & court banners, programme book, video screens, live television coverage, live radio broadcast, verbal presentations and promotional pre and post event advertising. • COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES <ul style="list-style-type: none"> ○ An invitation for your Mayor Paula Southgate or delegate to be present and be part of the Powhiri • RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> ○ Recognition as “co-sponsor” of the event ○ Verbal recognition at event
--	---

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MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	\$7,000	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		Score (5)
Fit to Hamilton City vision and profile		4
City exposure benefits		2
Generation of overnight visitation to city		2
Generation of incremental income to city businesses		3
Number of anticipated participants		3
Utilisation of city assets		3
Total		17 / 30
MANAGEMENT COMMENT		
<p>Approve \$3,000</p> <p>Recommended – one off historic national sporting event with limited level of overnight visitation for amateur multi day sporting event.</p>		

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-010-2021 From Aotearoa Maori Tennis Association
Form Submitted 3 May 2021, 4:24pm NZST

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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

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

Name of the Event *

The 95th Aotearoa Maori Tennis Championships

Start date of Event *

20/05/2021

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2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-010-2021 From Aotearoa Maori Tennis Association
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Must be a date.

Finish date of Event *

31/12/2021

Must be a date.

Time of the Event *

27/12/2021

Location or Venue *

Waikato Tennis Centre

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 *

\$7,000.00

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 *

Aotearoa Maori Tennis Association
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

Is your organisation GST
registered? *

☒ Yes ☐ No

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
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If 'Yes' please provide your GST number	067963679 Please enter your GST number.
Contact Person for this Application *	Mr Richard Garratt Please enter the name of the primary contact person for this application.
Organisation postal address *	PO Box 23650 Manukau 2155 Manukau Manukau 2025 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	+44274901237 Please enter the contact phone number for the primary contact given above.
Contact email address *	dickg@maorisportsawards.co.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr RICHARD (Dick) GARRATT
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	0274 901 237
Event Organiser email address *	dickg@maorisportsawards.co.nz
Please list prior event experience of both the organisation and event organiser *	The association was established in 1926, I have been the event organiser since 1997
Is there a contract in place with the event organiser or organisation team? *	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does your organisation hold intellectual property rights to the event? *	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If not, who?	Waikato Tennis Centre

Attachment 3

Event Description and Attachments

* indicates a required field

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
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Form Submitted 3 May 2021, 4:24pm NZST

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 * Hosting of the 95th Aotearoa Maori Tennis Championships.
Entry form attached - tournament panui (send later)
No more than 500 words

Attach any other event outline documents here

Filename: 2021-AMTA-entry-form.pdf
File size: 198.3 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: AMTA Draft Business Plan 2021 (2).pdf
File size: 559.9 kB

Current Event Budget

This should include the following:

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

Attach your Current Event Budget here *

Filename: AMTA Tournament Budget.pdf
File size: 101.4 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 *

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
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Form Submitted 3 May 2021, 4:24pm NZST

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Filename: AMTA Draft Marketing Plan 2021 (2).pdf
File size: 532.6 kB

Sponsorship Proposal Package

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

Attach your Sponsorship Proposal Package here *

Filename: AMTA Sponsorship Page 2 2021.pdf
File size: 690.7 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.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
230	75	150	5	
Spectators				
Trade				

Entry Fees

Adult	Child	Older people	Other
\$30	\$25		

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels		
Motels		

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2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-010-2021 From Aotearoa Maori Tennis Association
Form Submitted 3 May 2021, 4:24pm NZST

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?
4-5 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

To be associated with this historic event the 95th Aotearoa Maori Tennis Championships.

Idea 2

You Mayor Paula Southgate to be present at the official Powhiri in attendance with our Patron Kiingi Tuheitia Potatau Te Wherowhero VII and Kiingtanga members.
This will include Kaumatua from AMTA and Tennis NZ officials.

Idea 3

Our event will be covered by daily Maori Television, livestreaming and social media via Facebook etc

Idea 4

Idea 5

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

Idea 6

Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s).

Idea 7

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

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2021 Major Event Sponsorship Fund
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Application MESF-010-2021 From Aotearoa Maori Tennis Association
Form Submitted 3 May 2021, 4:24pm NZST

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Declaration And Privacy Act Authroisation

* indicates a required field

In signing this declaration I verify that:

- 1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
- 2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
- 3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
- 4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
- 5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
- 6. That our organisation is fully compliant with all applicable legislation, including the requirements under the [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 *

Aotearoa Maori Tennis Association

Full Name of Authorised Signatory *

Richard (Dick) Garratt

Position of Authorised Signatory *

President

Date of Declaration *

03/05/2021

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2021 Major Event Sponsorship Fund
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Application MESF-010-2021 From Aotearoa Maori Tennis Association
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30 April 2021

**Draft Business Plan for
Aotearoa Maori Tennis Association Inc**

Registered Office and Operations - 36 Carruth Road, Papatoetoe 2025
Postal address – PO Box 23 650 Papatoetoe 2155

PATRON:

- Kiingi Tuheitia Potatau Te Wherowhero VII

KAUMATUA:

- Sir Tamati REEDY KNZM
- Lady Tilly REEDY
- Mr David GOLDSMITH
- Mrs Ruia MORRISON MBE
- Mrs Taini JAMISON OBE
- Mr Bill KAUA JP, ONZM
- Mr Charles PENI
- Mr Tom Te APATU

EXECUTIVE COMMITTEE:

- Dick GARRATT (President)
- Geoff KAYE-IVITU (Treasurer)
- Adam WHAUWHAU (Kaiwhakamāori)
- Te Tohu Taakaro o Aotearoa (Administration)

COMMITTEE:

- Leona KAYE-IVITU
- Desrae GARRATT
- Richard BOYNTON
- Marino HAU
- Shelley BRYCE
- Rewa HARRIMAN

LIFE MEMBERS:

- Sir Tamati REEDY KNZM
- Lady Tilly REEDY
- Mr Basil CORBETT
- Lyndsay WEHIPIANA
- Mrs Celia RAILEY
- Mr David GOLDSMITH
- Mrs Ruia MORRISON MBE
- Mrs Taini JAMISON OBE
- Mr Charles PENI
- Harry TAWHAI
- Dick GARRATT
- Desrae GARRATT
- Mr Tom TE APATU
- Mr Bill KAUA JP, ONZM



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- Mr Peter THOMAS
- Mr Ronnie FARRELL

BACKGROUND:

- Established 1926,
- Affiliated to Tennis NZ,
- Incorporated Society 202849.
- Charities Commission CC37678,
- NZ Business Number 9429042581710,
- GST 061-681-892
- IRD Tax Exemption WR/CA/CS/112928250900S3,
- ASB Bank.
- Shareholder (Non-Financial) - Skills Active Aotearoa Ltd,
- MOU with Te Tohu Taakaro o Aotearoa Charitable Trust,
- Rangapu/partnership with Tennis NZ Inc.
- Accountant - Accounts Online – Banklink/MYOB
- Auditor – David Crombie, Crombie & Associates
- Solicitor – TK Williams, Wackrow Williams & Davies Ltd
- Ngā Purapura Trust – Established by Sir Tamati and Lady Tilly Reedy.

ADMINISTRATION:

Operations and administration are undertaken by Te Tohu Taakaro o Aotearoa Charitable Trust under an established MOU.

HOURS OF OPERATIONS:

Officially – Mon to Fri, 7am to 5.30pm
Unofficially – Mon to Sun, 24 hours

VISION:

The Aotearoa Maori Tennis Association Inc. will endeavor to foster, control, develop and encourage the playing of tennis for Maori, and practice all aspects of Tikanga Maori to fulfill the criteria as set down by the Association's constitution.

OBJECTIVES:

- To foster, promote, and organize, the game of tennis for Maori.
- To establish and maintain a database of rohe (regional) based Sub-Association and their members.
- To facilitate the tennis coaching of members to the highest level possible.
- To promote the national tournament and to assist the organizing region (rohe) with the coordination of the national tournament.
- To have representative teams selected in all grades for national and international competition. Such teams to be selected by a specially appointed Match Committee.
- To uphold, maintain and, if necessary, make available the following Rules and Regulations for the time being in force,

Item 8

namely: The Rules of Tennis and the Rules and Regulations of the International Tennis Federation.

CURRENT PROGRAMMES & INITIATIVES:

- Maintaining our flagship initiative, the hosting of the annual Maori Tennis Championships.
- Nga Purapura Trust (established by Sir Tamati & Lady Tilly Reedy) to provide coaching funding for our promising junior players and financial assistance to those elite juniors taking up US University tennis scholarships.
- Continuous updating of our historic and very informative website.
- Maintaining the recently formed Rangapu (Partnership) with Tennis NZ
- Maintain a database of all Maori tennis players.

RAU TAU 2025

- In 2025 Aotearoa Maori Tennis celebrates its 100years as an association, part planning for this historic occasion is currently being developed.

BENEFITS OF THE ORGANISATION:

- The association showcases Maori tennis players achievements, while raising the sporting status of New Zealand tennis players in the National and International communities.
- The association is a leading contributor to healthy lifestyles and wellbeing through the game of tennis to Maori and the wider community.

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proposal

Aotearoa Maori Tennis Association in partnership with Waikato Māori Tennis extends an invitation to Hamilton City Council to be a sponsor of the 95th 2021 Aotearoa Maori Tennis Championships – Hosted at the Waikato Tennis Centre, Dec 27 - 31st December 2021.

In terms of specific sponsorship and benefits to Hamilton City Council the following will be undertaken:

- Co-sponsor – Of this historic event - 95th Aotearoa Maori Tennis Championships.
- All advertising and marketing material, where applicable, will include the Hamilton City Council logo.
- Promotion of your organisation on our AMTA website page.
- Advertising and branding of your logo at the Event event to include, fence & court banners, programme book, video screens, live television coverage, live radio broadcast, verbal presentations and promotional pre and post event advertising.
- An opportunity to promote and market your organisation locally and nationally.
- An invitation for your Mayor Paula Southgate to be present and be part of the official Powhiri on the 27 December - an official invitation to be sent.
- Hamilton City Council will be presented with a framed photo montage post the tournament.



www.amta.co.nz

AMTA Sponsorship 2021 2

30 April 2021

**Draft Marketing Plan for
Aotearoa Maori Tennis Association Inc**
Registered Office and Operations - 36 Carruth Road, Papatoetoe 2025
Postal address – PO Box 23 650 Papatoetoe 2155

MISSION STATEMENT:

- The Aotearoa Maori Tennis Association Inc. will endeavor to foster, control, develop and encourage the playing of tennis for Maori, and practice all aspects of Tikanga Maori to fulfill the criteria as set down by the Association’s constitution.

The associations Kaupapa is marketed through the following:

- **Annual Maori tennis championships.**
This event is developed to obtain the highest level of media exposure, through website news and facebook, venue signage, TV news coverage, tournament booklet, TNZ website news and facebook post tournament results etc
- **Nga Purapura Trust.**
Promote this initiative through website, facebook and other media outlets, TV coverage on some recipients.
- **AMTA website**
Current news on player achievements, AMTA support of powhiri for visiting teams and national tournaments.
- **Tennis NZ, Rangapu (partnership)**
Exposing this role model initiative to sporting organisations and via the media.
- **Media**
Expose all our current ongoing initiatives the TV, Radio and newspapers.



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2021 95th AOTEAROA MAORI TENNIS - DRAFT TOURNAMENT BUDGET			
EXPENSES (All GST exclusive)		INCOME (All GST exclusive)	
Waikato Tennis Centre (venue hire)	\$7,000.00	Trillian Trust Grant	25,000.00
Tennis Balls	\$3,750.00	Age category sponsors	7,000.00
Marquees, tables/chairs etc	\$2,390.00	Entry Fees	4,900.00
EFT-POS costs	\$150.00	Donations	1,500.00
Waikato Maori Wardens	\$1,600.00	Naming rights sponsor	5,000.00
AGM expenses	\$500.00	Hamilton City Council	7,000.00
AMTA Administration	\$10,000.00	Te Puni Kokiri	5,000.00
Powhiri/Hakari (caterer)	\$500.00	Sport NZ	5,000.00
Entertainment night expenses (cultural group)	\$1,000.00		
AGM catering	\$500.00		
Tournament signage, posters, graphics etc	\$7,395.00		
Tournament controller (S. Bryce Tennis)	\$1,800.00		
AMTA team uniforms	\$5,000.00		
Tournament prize monies etc	\$6,760.00		
Pre & post web site updates, results, photo gallery	\$3,500.00		
Photographer	\$2,000.00		
Accommodation AMTA Kaumatua & executive	\$6,760.00		
AIR NZ Kaumatua air fares (Sir Tamati, Lady Reedy)	\$750.00		
Live streaming	\$3,500.00		
Carved Taonga	\$3,500.00		
	\$68,355.00		60,400.00



AMTA 2021 ENTRY FORM

*Ko te 95 tau mō te whakataetae tēnei Māori
Ninety-Five years of Māori Tennis*

2021 EVENT ENTRY, FORMAT & PAYMENT DETAILS

Entries close Monday 20th December 2021

Email Tourn Controller: Shelley Bryce shells20@hotmail.com Mobile: 021 549 469

Enquiries please contact AMTA: info@amta.co.nz or 0274901237
Waikato – Hauraki Māori Tennis, Marino 02 Violet 02

(DOWNLOAD PAGES 1&2 OF ENTRY FORM FOR EACH ENTRANT)

Surname: _____ Male or Female
First Name: _____
Address: _____
_____ Post Code _____
Date of Birth: _____ Current Age: _____
Iwi: _____

E-Mail: _____
Phone: () _____ Mobile: () _____
Club: _____
Association: _____
Configure Rankings Singles & Doubles Grading _____
If none of the above, please write in where you play and suggested playing level...

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Event No.	Section	Singles (Yes / No)	Doubles Partner	Mixed Partner	Fees
1	10/U Born on or after 1 January 2011				
2	12/U Born on or after 1 January 2009				
3	14/U Born on or after 1 January 2006				
4	16/U Born on or after 1 January 2005				
5	Open				
6	Seniors 30 – 49				
7	Seniors 50 – 59				
8	Super Seniors 60 – 69				
9	Super Seniors 70 - 75				
10	Super Seniors 76+				
11	Social Grade	No singles			(no fee)

TOTAL FEE \$

ENTRY FEES

JUNIORS \$25 1x event or \$30 2x events or \$35 3x events

SENIORS \$30 one event / \$40 for 2x events / \$45 3x events

Social Grades (no fee)

PAYMENT DETAILS

All entries to be paid ONLINE

ASB Bank 12-3054-0262907-00 / Code (235) Ref. (your name)

Or cheques payable to: Aotearoa Maori Tennis, PO Box 23650 Papatoetoe 2155

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Entries close Monday 20 December 2021

ENTRY SECTIONS: U/10, U/12, U/14, U/16, Open, 30-49, 50-59, 60-69, 70-75, 76+

NOTE! There will be a Kiingi Tuheitia Mokopuna "Hot Shots" Event.

Please note junior sections:

10/U Born on or after 1 January 2011 — 12/U Born on or after 1 January 2009

14/U Born on or after 1 January 2007 — 16/U Born on or after 1 January 2005

Monday 27 December

8.30am Powhiri at Waikato Tennis Club or Turangawaewae Marae TBC

Check AMTA website news – www.amta.co.nz/wordpress/news/

10.am Hakari for Kaumatua/distinguished guests

10.30 All singles rounds to start

6.30pm Entertainment/Cultural evening at Waikato Tennis Centre

Tuesday 28 December

8.30am All singles rounds continue

11.00am (or sooner) All doubles matches played

7.00pm AGM

Wednesday 29 December

8.30am All singles finals

11.00am (or sooner) All mixed doubles matches played

Thursday 30 December

Rain delay day or any incomplete matches

NOTE:

1. **PLAYING TIMES MAY VARY FROM THE ABOVE**
2. **SOME SECTIONS MAY BE PLAYED AT OTHER VENUES**
3. **EFT POS AVAILABLE – NOTE for entry fees & apparel sales only**
4. **SHUTTLE VAN AVAILABLE**
5. **ALL PRIZE MONIES DIRECT CREDITED TO YOUR NOMINATED BANK ACCOUNT AT CONCLUSION OF TOURNAMENT – ENSURE BANK ACCOUNT DETAILS AVAILABLE AT THE EVENT.**

FACEBOOK

MAKE SURE TO **LIKE AOTEAROA MAORI TENNIS** ON **facebook** FOR ALL YOUR EVENT DATES, DETAILS AND UPDATES

Attachment 3

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Application Summary			
Event Name and Date	Wheels Along The Waikato 2022		
Event Date	5 February 2022		
Applicant/Organisation	Rotary Club of Rototuna Incorporated		
Event Venue	Korikori Park, Hamilton	Event Type	Sport – Community/Local
Event Overview	This event is a family friendly cycling event, inspired by the popular annual Tuapō 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'.		
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' 		
Attendance	Hamilton 2150 Outside Hamilton 0	Anticipated Bed Nights	Not supplied
External Funding	<p>The budget provided includes reference to a naming rights sponsor and other sponsors TBC, as well as Council funding via the single year contestable grant (SYC) of \$2,500 towards their 2022 event.</p> <p><i>Note: should this application be approved, the organisers are aware they will need to return the SYC funding of \$2,500, as the fund guidelines do not allow for organisation to receive funding from multiple council funds for the same event.</i></p>		
Previous Council Support	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.		
Past Event Performance	<p>The event organisers recognise the importance of creating scalable event that can eventually grow to a larger location/venue in Hamilton including Hamilton Gardens, the Lake and Innes Common, Claudelands, Waikato University and Hamilton Zoo. The organisers desire to develop the event into an annual, sustainable and key event in the Hamilton Calendar is admirable.</p> <p>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	<ul style="list-style-type: none"> NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none"> Sponsorship naming rights opportunities – for example route naming rights, aid or way stations "Hamilton City Council Big Tuna" 		

Sponsorship Benefits to Council	<ul style="list-style-type: none"> ● ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> ○ Council's support to be recognized in any social media post and listed on website ● BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none"> ○ Council's logo used to recognise support on any event collateral ● COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES ● RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> ○ Council's support noted in verbal acknowledgement during presentations and public announcements, and any media statements ○ An event to help mark Council's Bike Month
--	--

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	\$16,882.75
MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	5
City exposure benefits	3
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	2
Number of anticipated participants	4
Utilisation of city assets	4
Total	19 / 30
MANAGEMENT COMMENT	
<p>Approve \$10,000</p> <p>Recommended - the event has the potential to become a major event with significant growth opportunity and use of key assets. Note: 2020 event was cancelled due to COVID impact.</p>	

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2021 Major Event Sponsorship Application Form
Application MESF-006-2021 From Rotary Club of Rototuna Incorporated
 Form Submitted 30 Apr 2021, 12:28pm 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

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

Name of the Event *

Wheels Along Waikato

Start date of Event *

05/02/2022

2021 Major Event Sponsorship Fund

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Must be a date.

Finish date of Event *

05/02/2022

Must be a date.

Time of the Event *

9:00am

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 *

\$16882.75

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

Is your organisation GST registered? *

☐ Yes ☒ No

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2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
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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
 Rototuna Rotary Club
 Annual Hamilton Rotary Book Fair - Te Rapa
 Gates and Entry for Waikato Racing Cup

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?

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-006-2021 From Rotary Club of Rototuna Incorporated
Form Submitted 30 Apr 2021, 12:28pm NZST

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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 generous grant of \$2,500.00 from the Hamilton City Council 2021 Single-Year Community Grant ensures that the inaugural Wheels Along Waikato event postponed until 2022 is economically viable and allows Rototuna Rotary to continue planning.

The invitation to apply for additional funds from the 2021 Major Event Sponsorship Fund presents the Wheels Along Waikato team the opportunity to develop Wheels Along Waikato into an annual, sustainable and key event on the Hamilton calendar. Non-competitive cycle events are popular as participant numbers for the Hawke's Bay 'Big Easy' and Taupo's 'Lakesider' will attest, some 2,000 riders over the two days for Easter's 'Big Easy' rides.

With the Te Awa River Trail passing through our city, Hamilton is a very marketable event destination and capable of attracting not only Hamilton residents but visitors from further afield to ride the cycle routes and enjoy a market day in summer. Aligning the event with Hamilton City Council's Bike Month in February adds a key event to the programme and provides the event with opportunity for additional promotion.

We see this submission as being in two parts;

First Establish and promote a successful inaugural event for February 2022. To this end, design and create event branding and logos, create a video clip(s) and flyers to begin promotion to build momentum for the event and attract participants, sponsors and supporters, with Social Media etc.

Second Expand and develop the event towards attracting participants from outside of Hamilton. Involve the marketing team in the 2022 event to ensure we digitally capture snippets from all of the cycle rides and sights, sound and action from the Market Day at Kori Kori Park so that the marketing campaign is able to build a stronger story for the 2023 event. Hawke's Bay Tourism advised that 46% of this year's 'Big Easy' Riders, were from out of town, so very important that the event is developed in a model that is scalable and can incorporate more of Hamilton.

No more than 500 words

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2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
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 Form Submitted 30 Apr 2021, 12:28pm NZST

Attach any other event outline documents here

Filename: Wheels Along Waikato Event.pdf
 File size: 2.1 MB

Business Plan for the Event

This should include the following:

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

Attach your Business Plan for the Event here *

Filename: Wheels Along Waikato 2022 Event Plan.pdf
 File size: 2.0 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 2021.xlsx
 File size: 85.6 kB

Filename: WAW 2022 Budget Plan.xlsx
 File size: 36.4 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 and Promotion Plan.docx
 File size: 90.8 kB

Sponsorship Proposal Package

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

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Attach your Sponsorship Proposal Package here *

Filename: Wheels Along Waikato Event Sponsor Overview.pdf
File size: 1.8 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.

Filename: Wheels Along Waikato Benefits & Economic Impact.docx
File size: 90.2 kB

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas
Participants	1200		
Spectators	800		
Trade	150		

Entry Fees

Adult	Child	Older people	Other
40	20	10	

Accommodation

Anticipated number of beds needed

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

Attachment 3

Attachment 3

Item 8

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-006-2021 From Rotary Club of Rototuna Incorporated
Form Submitted 30 Apr 2021, 12:28pm NZST

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

- ☐ Yes
- ☐ No
- ☒ Other: Unknown

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

Use a new public park and base a new event in Rototuna, an event with potential to grow.

Idea 2

An event to help mark 'Bike Month'

Idea 3

A family friendly event in the North of Hamilton that will connect and engage with schools and local business

Idea 4

Engage with wider Hamilton Communities

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.

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-006-2021 From Rotary Club of Rototuna Incorporated
Form Submitted 30 Apr 2021, 12:28pm NZST

Item 8

- 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 *

Rotary Club of Rototuna Incorporated

Full Name of Authorised Signatory *

David Wright

Position of Authorised Signatory *

Club Secretary

Date of Declaration *

30/04/2021

Attachment 3

Attachment 3

Item 8





Item 8

Attachment 3

Wheels Along Waikato



- ☐ 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 for fun cycle rides, taking in local scenery and attractions.

Wheels Along Waikato



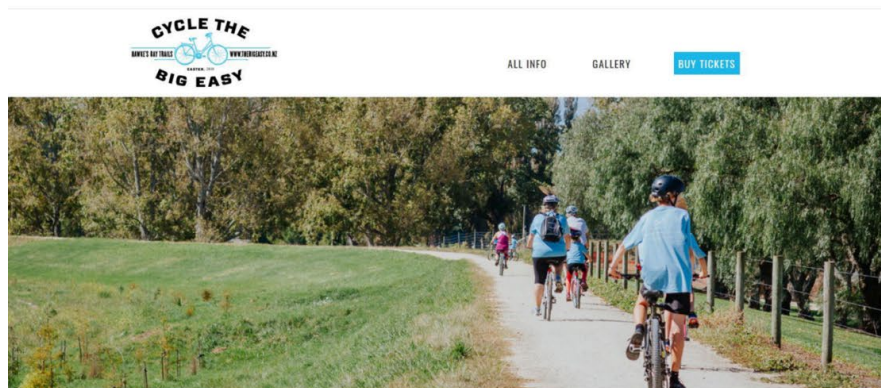
- ☐ 3 Great Rides mostly off-highway
- ☐ BIG TUNA - Cycle from Rototuna to Ngaruawahia and back along Te Awa
- ☐ ROUND TUNA - Cycle through Rototuna's gullies and parks to the river and back
- ☐ LITTLE TUNA - A wriggly trail for the little ones in Korikori Park

Item 8

Attachment 3

4

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

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.



Item 8

Attachment 3

Attachment 3

Wheels Along Waikato Value Proposition

- ☐ Family friendly event based at Korikori Park
- ☐ Establish a Rototuna Community Event
- ☐ Encompass Te Awa the River Trail
- ☐ Use Hamilton Gullies and Pathways
- ☐ Align with HCC February 'Bike Month'
- ☐ Space to develop the Market Day

Item 8



Wheels Along Waikato Future. Scale up to encompass more Hamilton Destinations

- ☐ Hamilton Gardens
- ☐ The Lake & Innes Common
- ☐ Cafes & Hospitality
- ☐ Claudelands
- ☐ Waikato University
- ☐ Hamilton Zoo



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Item 8

Attachment 3

Attachment 3

Item 8



Wheels Along Waikato Marketing Plan

1

A Community Investment

- ☐ 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'

Wheels Along Waikato Investing in our Community



Item 8

Attachment 3

2

Wheels Along Waikato



- ☐ 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 for fun cycle rides, taking in local scenery and attractions.

Wheels Along Waikato



- ☐ 3 Great Rides mostly off-highway
- ☐ BIG TUNA - Cycle from Rototuna to Ngaruawahia and back along Te Awa
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Item 8

Attachment 3

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Attachment 3

Item 8

 ROTOTUNA ROTARY

[About Us](#) [We Support](#) [Get Involved](#) [News](#) [Contact](#)

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 The Rides

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.

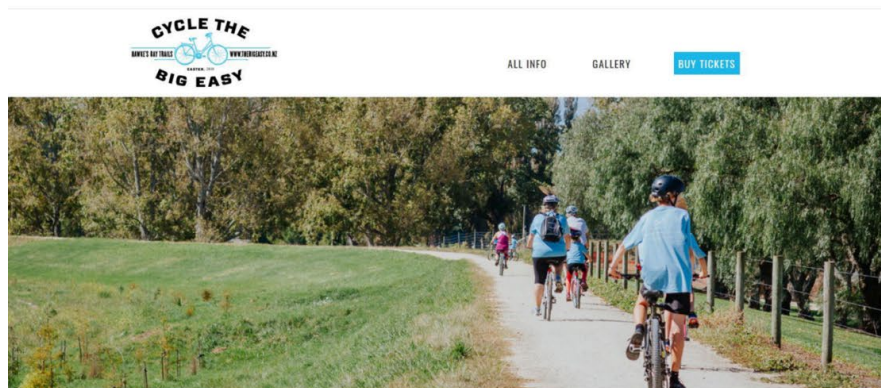


Item 8

Attachment 3

6

Other Non-Competitive Cycle Rides



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- ☐ Tickets from \$40 Adults \$20 Child (under15)
- ☐ Attracted 2,000 riders this year

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- ☐ Part of Taupo's Cycle Event Programme
- ☐ To be held 27th November 2021
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LAKESIDER

Wheels Along Waikato Future. Scale up to encompass more Hamilton Destinations

- ☐ Hamilton Gardens
- ☐ The Lake & Innes Common
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- ☐ Waikato University
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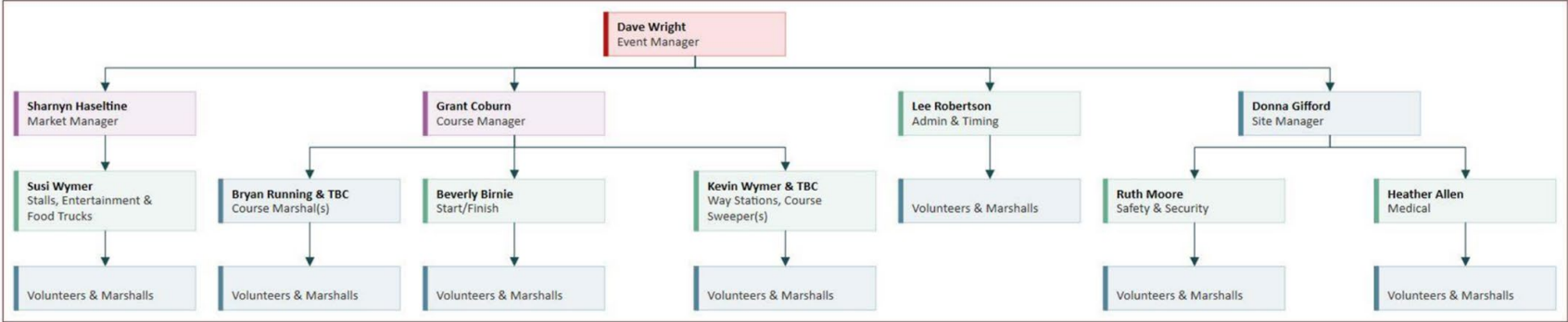


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Item 8

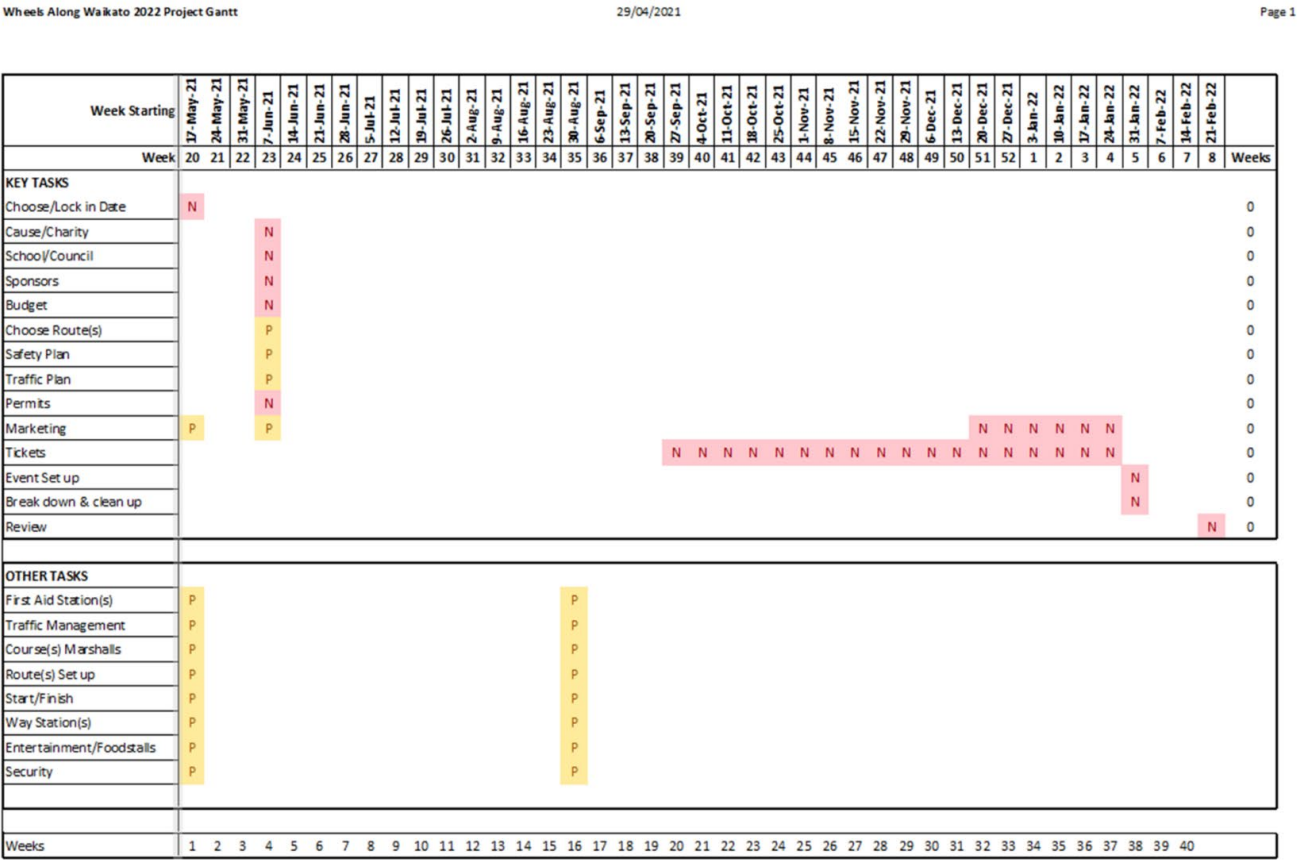
Attachment 3

Attachment 3



Item 8

Wheels Along Waikato Event Structure



Wheels Along Waikato Event Project Gantt

Attachment 3

Item 8

Revised Return on Investment WAW 2022	1200 Entrants 2 Course
Est Event Costs from original budget	-\$ 11,883.50
Pre-Event Estimated Marketing Costs	-\$ 8,278.75
WAW22 Estimated Event Marketing Costs	-\$ 2,393.50
WAW23 Est Event Marketing Costs (Photography & Video during 22 Event)	-\$ 6,460.00
	-\$ 29,015.75
Ticket Sales Revenue (Est)	\$ 6,854.50
Commission Market Stalls (Est)	\$ 2,500.00
Sponsors HCC 2021 Single-Year Community Grant — SYC-084-2021	\$ 2,500.00
Naming Sponsor TBC	\$ -
Other Sponsors TBC	\$ -
Gross Return (Est)	\$ 11,854.50
Return (Est)	-\$ 17,161.25

Wheels Along Waikato Event Budget

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Commercial in Confidence WAW22

29/04/2021

Page 1

Expenses	Due Date	Amount GSTI	Qty	Total Budget GSTI	Supplier & Notes
Insurance (Rotary PI)	20-Jul-20	\$ -	1	\$ -	Rotary District
Event site plan/course map (Plotaroute.com)	20-Jul-20	\$ -	1	\$ -	Free Website www.plotaroute.com
Traffic management	20-Feb-22	\$ 250.00	1	\$ 250.00	
Waste management	20-Feb-22	\$ 25.00	11	\$ 275.00	Cambridge Hire Bins
HCC Permits & Fees	20-Feb-22	\$ 46.00	1	\$ 46.00	
First aid		\$ 2,500.00	1	\$ 2,500.00	St Johns
Aid station gazebo & supplies		\$ -	1	\$ -	
Sanitising Station		\$ -	1	\$ -	
Catering / hospitality				\$ -	Gourmet in the Gardens
Entertainment / MC cost				\$ -	Gourmet in the Gardens // RHS Kapahaka
Market Stalls				\$ -	
Event tickets		\$ 0.95	750	\$ 712.50	Trybooking 3% + .30c
Entry tyvek printed wristbands (4-6 1000 piece rolls)		\$ 0.25	6000	\$ 1,500.00	ID Solutions logos, event and unique number x 2
Event Gazebo				\$ -	(Club asset)
Event Portaloos (10)		\$ 1,950.00	0	\$ -	Not required
Event Security				\$ -	
Event Fencing/Tape 300M (Restricted Area Keep Out)		\$ 25.00	8	\$ 200.00	Basepoint NZ
Marshalls Aid station/ Admin/Timing		\$ -	2	\$ -	
Marshalls General Event Labour				\$ -	
Marshalls Start/Finish/Course				\$ -	
Course safety & signage		\$ 500.00	1	\$ 500.00	TBC
Marketing - 01 Design (tiles, graphics etc)		\$ -		\$ -	
Marketing - 02 Social media & text		\$ 200.00	1	\$ 200.00	Facebook Boosts
Marketing - 03 Billboards & banners		\$ 200.00	1	\$ 200.00	(Schools Bike Shops)
Prizepacks and giveaways		\$ 5,000.00	1	\$ 5,000.00	
Event Transport		\$ -		\$ -	
Event Apparel - Design, printing and purchase		\$ 16.00		\$ -	Logotech Polos Adult & Youth printed lightweight
Expenses contingency (5%)		\$ 500.00	1	\$ 500.00	
Total Expenses				\$ 11,883.50	

Event Costs Apr-21

Wheels Along Waikato Event Budget

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WAW22 Tickets Fees Apr-21

29/04/2021

Page 1

Entrant Group	Course	Entrance Fee	Tickets	Ticket Sales	Trybooking Fee	Ticket Revenue
Adult (+17)	BIG TUNA	\$ 20.00	80	\$ 1,600.00	\$ 72.00	\$ 1,528.00
Child	BIG TUNA	\$ -	200	\$ -	\$ -	\$ -
Family (2A + 2C)	BIG TUNA	\$ 40.00	20	\$ 800.00	\$ 30.00	\$ 770.00
Adult (+17)	ROUND TUNA	\$ 20.00	60	\$ 1,200.00	\$ 54.00	\$ 1,146.00
Child	ROUND TUNA	\$ -	660	\$ -	\$ -	\$ -
Family (2A + 2C)	ROUND TUNA	\$ 40.00	30	\$ 1,200.00	\$ 45.00	\$ 1,155.00
1200 Entrants = 240 Adults & 960 Children			1050	\$ 4,800.00	\$ 201.00	\$ 4,599.00

Entrant Group	Course	Entrance Fee	Tickets	Ticket Sales	Trybooking Fee	WAW22 T Shirt	Ticket Revenue
Adult (+17)	BIG TUNA	\$ 40.00	80	\$ 3,200.00	\$ 120.00	\$ 1,280.00	\$ 1,800.00
Child	BIG TUNA	\$ 20.00	200	\$ 4,000.00	\$ 180.00	\$ 984.00	\$ 2,836.00
Family (2A + 3C)	BIG TUNA	\$ 75.00	20	\$ 1,500.00	\$ 51.00	\$ 1,920.00	-\$ 471.00
Adult (+17)	ROUND TUNA	\$ 40.00	60	\$ 2,400.00	\$ 90.00	\$ 960.00	\$ 1,350.00
Child	ROUND TUNA	\$ 20.00	660	\$ 13,200.00	\$ 594.00	\$ 10,560.00	\$ 2,046.00
Family (2A + 3C)	ROUND TUNA	\$ 75.00	30	\$ 2,250.00	\$ 76.50	\$ 2,880.00	-\$ 706.50
1200 Entrants = 240 Adults & 960 Children			1050	\$ 26,550.00	\$ 1,111.50	\$ 18,584.00	\$ 6,854.50

WAW22 Market Stalls Fees Apr-21

29/04/2021

Stall Type	Est No	Event Fee	Est Total
Market Stall 3x3	40	\$ 40.00	\$ 1,600.00
Food Truck	5	%	\$ 600.00
Attraction	3	%	\$ 300.00
Community Cause 3x3	5	\$ -	\$ -
			\$ 2,500.00

Wheels Along Waikato Event Budget

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Wheels Along Waikato 2022 Marketing Budget

29/04/2021

Page 1

Marketing Budget			Estimated Event Development Costs		
Description	Proposed Supplier	Est. Price GSTI	Qty	Extended Price GSTI	Budget Price GSTI
Branding and Concept (incls research & due diligence)	Halley Design	\$ 552.00	1	\$ 552.00	\$ 552.00
Logo creation	Halley Design	\$ 368.00	1	\$ 368.00	\$ 368.00
Incorporate into existing Rototuna Rotary website	TBC	\$ 400.00	1	\$ 400.00	\$ 400.00
Social media links and email newsletter setup	TBC	\$ 175.00	1	\$ 175.00	\$ 175.00
Document template design	Halley Design	\$ 175.00	1	\$ 175.00	\$ 175.00
Flyers, Poster & Signs design	Halley Design	\$ 175.00	1	\$ 175.00	\$ 175.00
Photography & Social media graphics	Halley Design	\$ 600.00	1	\$ 600.00	\$ 600.00
Flyer Print Double Side 128gm Satin A4 Full Colour	Te Rapa Copy & Print	\$ 1.47	500	\$ 735.00	\$ 735.00
Poster Print A1 140gm Full Colour	Te Rapa Copy & Print	\$ 50.75	25	\$ 1,268.75	\$ 1,268.75
Video pre-production planning and development	Ninmo Productions	\$ 2,400.00	0.5	\$ 1,200.00	\$ 1,200.00
Photo & Video capture. (Scripted & Staged)	Ninmo Productions	\$ 4,000.00	0.4	\$ 1,600.00	\$ 1,600.00
Editing, Music	Ninmo Productions	\$ 3,700.00	0.4	\$ 1,480.00	\$ 1,480.00
				Total Estimate	\$ 8,728.75

Wheels Along Waikato Marketing Budget

Commercial in Confidence Pre-Event Costs

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Wheels Along Waikato 2022 Marketing Budget

29/04/2021

Marketing Budget			Estimated Event Expansion Costs		
Description	Proposed Supplier	Est. Price GSTI	Qty	Extended Price GSTI	Budget Price GSTI
Branding & Logo development	Halley Design	\$ 368.00	1	\$ 368.00	\$ 368.00
Social media links and email newsletter setup	TBC	\$ 175.00	0.5	\$ 87.50	\$ 87.50
Social media graphics	Halley Design	\$ 225.00	1	\$ 225.00	\$ 225.00
Signs 5mm Corflute 600mm (W) 900mm (H)	Vivid Images	\$ 15.35	30	\$ 460.50	\$ 460.50
Route Marker Design	Halley Design	\$ 85.00	0.5	\$ 42.50	\$ 42.50
Route Marker BIG TUNA	Vivid Images	\$ 6.00	100	\$ 600.00	\$ 600.00
Route Marker ROUND TUNA	Vivid Images	\$ 7.00	60	\$ 420.00	\$ 420.00
Route Marker TINY TUNA	Vivid Images	\$ 7.60	25	\$ 190.00	\$ 190.00
Video pre-production planning and development	Ninmo Productions	\$ 2,400.00	0.6	\$ 1,440.00	\$ 1,440.00
Photography & Video capture during 2022 event	Ninmo Productions	\$ 4,000.00	0.7	\$ 2,800.00	\$ 2,800.00
Editing, Music post event	Ninmo Productions	\$ 3,700.00	0.6	\$ 2,220.00	\$ 2,220.00
			Estimated Event Marketing Total		\$ 8,853.50
			Pre-Event Costs		\$ 8,728.75
			Estimated Total		\$ 17,582.25
			Less Existing Event Budget Costs		\$ 700.00
			Estimated Overall Marketing Costs		\$ 16,882.25

Commercial in Confidence Event Marketing Costs

Wheels Along Waikato Marketing Budget

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Next Steps

- ☐ Marketing & Campaign
- ☐ Volunteers & Schools
- ☐ Event partners
- ☐ Sponsor Proposals
- ☐ Ticketing
- ☐ Budget Review
- ☐ Review & update 2021 event and safety plans
- ☐ Prep, prep and more prep

Wheels Along Waikato Event Plan



Rototuna Rotary

Item 8

Attachment 3

16



ROTARY CLUB OF ROTOTUNA INC.



Wheels Along Waikato Benefits & Economic Impact

29th April 2021

- **Benefits to Hamilton City**
 - Use a new public park and base a new event in Rototuna
 - Engage with wider Hamilton Communities
 - An event to help mark 'Bike Month'
 - A family friendly event in the North of Hamilton
 - Connect and engage with Schools
 - Engage with local business
- **Benefits to Sponsors**
 - Community engagement
 - Association with a (potential) premium event
 - Give back in our community
 - Help build a successful annual event that can be scaled up to encompass more of Hamilton City's destinations
- **Long term benefits**
 - Hawke's Bay's 'Big Easy' Rides Easter 2021 attracted some 2,000 participants
 - Tourism Hawke's Bay's participants survey recorded 46% were from out of town, a significant impact for their community's accommodation and hospitality sector



ROTARY CLUB OF ROTOTUNA INC.



Item 8

Wheels Along Waikato Marketing Plan

29th April 2021

- **Target markets**
 - Rototuna & wider Hamilton Communities
 - Families
 - Schools
 - Local business

- **Marketing objectives**
 - Community engagement
 - Attract participants
 - Help build a successful annual event that can be scaled up to encompass more of Hamilton City's destinations

- **Marketing strategies**
 - June 2021 Create promotional video and photos using club member's family and Rototuna High School student groups
 - July 2021 Re-visit local business for Sponsorship
 - There was zero interest from prospective sponsors last year
 - Gallaghers provided fencing standards for route boards
 - August 2021 Start to build a marketing campaign online and social media
 - October 2021 Release ticketing

- **Who is responsible for the marketing and promotions plan?**
 - Dave Wright
 - Executive Board Rototuna Rotary

- **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.

Attachment 3

Page 1 of 2

Attachment 3



- **Marketing and promotions plan budget**
 - Refer to the attached spreadsheet
 - Risks
 - Inadequate sponsorship
 - Low participant numbers reducing revenue
 - Surplus Event Tee Shirts
 - COVID-19 Level restrictions

Item 8



Item 8

Attachment 3

Wheels Along Waikato Sponsor Overview



- ☐ 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 for fun cycle rides, taking in local scenery and attractions.

Wheels Along Waikato



☐ **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**

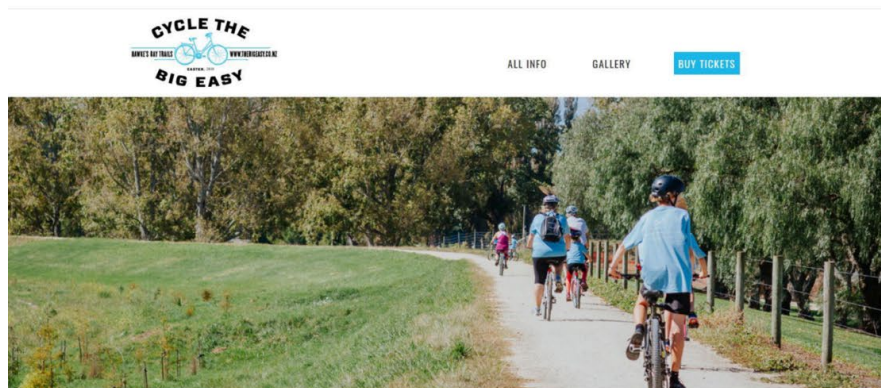
☐ A wiggly trail for the little ones in Korikori Park

Item 8

Attachment 3

3

Other Non-Competitive Cycle Rides



Hawkes Bay The Big Easy and Little Easy Cycle Rides

- ☐ Held over two days each Easter weekend
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LAKESIDER

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.



Item 8

Attachment 3

Wheels Along Waikato

An investment in our community

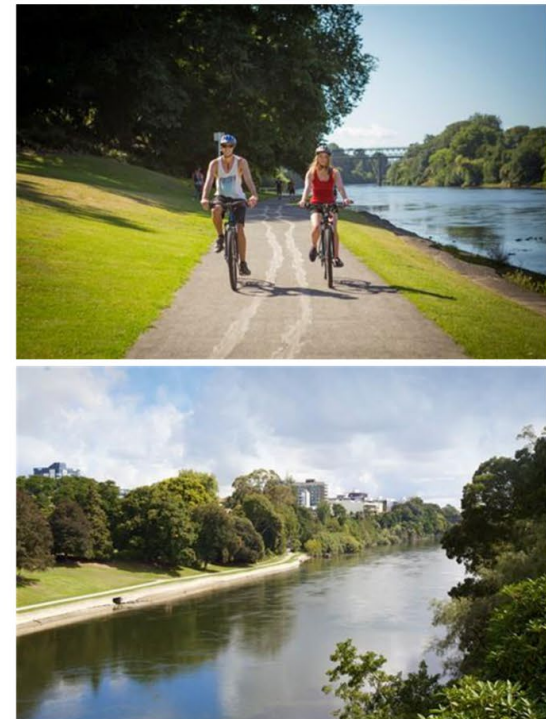
- ☐ Family friendly event based at Korikori Park
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- ☐ Encompass Te Awa the River Trail
- ☐ Use Hamilton Gullies and Pathways
- ☐ Align with HCC February 'Bike Month'
- ☐ Space to develop the Market Day



Wheels Along Waikato Future.

Scale up to encompass more Hamilton destinations
And attract out-of-town visitors to the City.

- ☐ Hamilton Gardens
- ☐ The Lake & Innes Common
- ☐ Cafes & Hospitality
- ☐ Claudelands
- ☐ Waikato University
- ☐ Hamilton Zoo



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Item 8

Attachment 3

Attachment 3

Wheels Along Waikato Sponsor Options

How will you get involved?

- ☐ Event naming rights
- ☐ Route naming rights
 - ☐ The 'XYZ' BIG TUNA
- ☐ Aid or Way Stations
- ☐ Market Day Activities

Item 8



8

Revised Return on Investment WAW 2022	1200 Entrants 2 Course	Notes	Shortfall
Est Event Costs from original budget	-\$ 11,883.50	Due November 2021 to March 2022	
Pre-Event Estimated Marketing Costs	-\$ 8,278.75	Due June 2021	
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WAW23 Est Costs (Photography & Video during 22 Event)	-\$ 6,460.00	Due February 2022	
	-\$ 29,015.75		
Ticket Sales Revenue (Est)	\$ 6,854.50	Revised ticket sales less Event T Shirts	
Commission Market Stalls (Est)	\$ 2,500.00		
Sponsors HCC 2021 Single-Year Community Grant — SYC-084-2021	\$ 2,500.00		
Naming Sponsor TBC	\$ -		\$ 15,000.00
Other Sponsors TBC	\$ -		\$ 5,000.00
Gross Return (Est)	\$ 11,854.50		\$ 20,000.00
Return (Est)	-\$ 17,161.25		\$ 2,838.75

Item 8

Attachment 3

Wheels Along Waikato 2022 Marketing Budget

10/05/2021

Page 2

Marketing Budget			Estimated Event Expansion Costs		
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Route Marker BIG TUNA	Vivid Images	\$ 6.00	100	\$ 600.00	\$ 600.00
Route Marker ROUND TUNA	Vivid Images	\$ 7.00	60	\$ 420.00	\$ 420.00
Route Marker TINY TUNA	Vivid Images	\$ 7.60	25	\$ 190.00	\$ 190.00
Video pre-production planning and development	Ninmo Productions	\$ 2,400.00	0.6	\$ 1,440.00	\$ 1,440.00
Photography & Video capture during 2022 event	Ninmo Productions	\$ 4,000.00	0.7	\$ 2,800.00	\$ 2,800.00
Editing, Music post event	Ninmo Productions	\$ 3,700.00	0.6	\$ 2,220.00	\$ 2,220.00
			Estimated Event Marketing Total		\$ 8,853.50
			Pre-Event Costs		\$ 8,728.75
			Estimated Total		\$ 17,582.25
			Less Existing Event Budget Costs		\$ 700.00
			Estimated Overall Marketing Costs		\$ 16,882.25

Commercial in Confidence Event Marketing Costs

Wheels Along Waikato 2022 Marketing Budget

10/05/2021

Page 3

Marketing Budget			Estimated Event Development Costs		
Description	Proposed Supplier	Est. Price GSTI	Qty	Extended Price GSTI	Budget Price GSTI
Branding and Concept (incls research & due diligence)	Halley Design	\$ 552.00	1	\$ 552.00	\$ 552.00
Logo creation	Halley Design	\$ 368.00	1	\$ 368.00	\$ 368.00
Incorporate into existing Rototuna Rotary website	TBC	\$ 400.00	1	\$ 400.00	\$ 400.00
Social media links and email newsletter setup	TBC	\$ 175.00	1	\$ 175.00	\$ 175.00
Document template design	Halley Design	\$ 175.00	1	\$ 175.00	\$ 175.00
Flyers, Poster & Signs design	Halley Design	\$ 175.00	1	\$ 175.00	\$ 175.00
Photography & Social media graphics	Halley Design	\$ 600.00	1	\$ 600.00	\$ 600.00
Flyer Print Double Side 128gm Satin A4 Full Colour	Te Rapa Copy & Print	\$ 1.47	500	\$ 735.00	\$ 735.00
Poster Print A1 140gm Full Colour	Te Rapa Copy & Print	\$ 50.75	25	\$ 1,268.75	\$ 1,268.75
Video pre-production planning and development	Ninmo Productions	\$ 2,400.00	0.5	\$ 1,200.00	\$ 1,200.00
Photo & Video capture. (Scripted & Staged)	Ninmo Productions	\$ 4,000.00	0.4	\$ 1,600.00	\$ 1,600.00
Editing, Music	Ninmo Productions	\$ 3,700.00	0.4	\$ 1,480.00	\$ 1,480.00
			Total Estimate		\$ 8,728.75

Commercial in Confidence Pre-Event Costs

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Attachment 3

Marketing Budget				Estimated Event Development Costs				Estimated Event Expansion Costs			
Description	Proposed Supplier	Est. Price GSTI	Qty	Extended Price GSTI	Budget Price GSTI	Qty	Extended Price GSTI	Budget Price GSTI	Qty	Extended Price GSTI	Budget Price GSTI
Branding and Concept (inds research & due diligence)	Halley Design	\$ 552.00	1	\$ 552.00	\$ 552.00	0	\$ -	\$ -			
Logo creation	Halley Design	\$ 368.00	1	\$ 368.00	\$ 368.00	0.5	\$ 184.00	\$ 184.00			
Basic customised website & SEO	TBC	\$ 4,000.00	0	\$ -		0	\$ -	\$ -			
Incorporate into existing Rotorua Rotary website	TBC	\$ 1,500.00	0.3	\$ 450.00	\$ 450.00	0.3	\$ 450.00	\$ 450.00			
Social media links and email newsletter setup	TBC	\$ 175.00	1	\$ 175.00	\$ 175.00	0.2	\$ 35.00	\$ 35.00			
Document template design	Halley Design	\$ 175.00	1	\$ 175.00	\$ 175.00	0.2	\$ 35.00	\$ 35.00			
Flyers, Poster & Signs design	Halley Design	\$ 175.00	1	\$ 175.00	\$ 175.00	0.5	\$ 87.50	\$ 87.50			
Social media graphics	Halley Design	\$ 225.00	1	\$ 225.00	\$ 225.00	1	\$ 225.00	\$ 225.00			
Flyer Print Double Side 128gm Satin A4 Full Colour	Te Rapa Copy & Print	\$ 1.84	0	\$ -	\$ -	0	\$ -	\$ -			
Flyer Print Double Side 128gm Satin A4 Full Colour	Te Rapa Copy & Print	\$ 1.47	500	\$ 735.00	\$ 735.00	500	\$ 735.00	\$ 735.00			
Flyer Print Double Side 128gm Satin A4 Full Colour	Te Rapa Copy & Print	\$ 1.36	0	\$ -	\$ -	0	\$ -	\$ -			
Poster Print A1 140gm Full Colour	Te Rapa Copy & Print	\$ 51.75	0	\$ -	\$ -	0	\$ -	\$ -			
Poster Print A1 140gm Full Colour	Te Rapa Copy & Print	\$ 50.75	25	\$ 1,268.75	\$ 1,268.75	25	\$ 1,268.75	\$ 1,268.75			
Poster Print A1 140gm Full Colour	Te Rapa Copy & Print	\$ 49.60	0	\$ -	\$ -	0	\$ -	\$ -			
Signs 5mm Corflute 600mm (W) 900mm (H)	Vivid Images	\$ 15.35	0	\$ -	\$ -	0	\$ -	\$ -			
Signs 5mm Corflute 600mm (W) 900mm (H)	Vivid Images	\$ 15.35	0	\$ -	\$ -	0	\$ -	\$ -			
Signs 5mm Corflute 600mm (W) 900mm (H)	Vivid Images	\$ 15.35	30	\$ 460.50	\$ 460.50	30	\$ 460.50	\$ 460.50			
Route Marker Design	Halley Design	\$ 85.00	3	\$ 255.00	\$ 255.00	0.5	\$ 42.50	\$ 42.50			
Route Marker BIG TUNA	Vivid Images	\$ 6.00	100	\$ 600.00	\$ 600.00	100	\$ 600.00	\$ 600.00			
Route Marker ROUND TUNA	Vivid Images	\$ 7.00	60	\$ 420.00	\$ 420.00	60	\$ 420.00	\$ 420.00			
Route Marker TINY TUNA	Vivid Images	\$ 7.60	25	\$ 190.00	\$ 190.00	25	\$ 190.00	\$ 190.00			
Video pre-production planning and development	Ninmo Productions	\$ 2,400.00	0.5	\$ 1,200.00	\$ 1,200.00	0.5	\$ 1,200.00	\$ 1,200.00			
Video capture.	Ninmo Productions	\$ 4,000.00	0.4	\$ 1,600.00	\$ 1,600.00	0.6	\$ 2,400.00	\$ 2,400.00			
Editing, Music	Ninmo Productions	\$ 3,700.00	0.4	\$ 1,480.00	\$ 1,480.00	0.6	\$ 2,220.00	\$ 2,220.00			
				Estimated Total	\$ 10,329.25		Estimated Total	\$ 10,553.25			

Application Summary			
Event Name and Date	Waikato River Festival - He Piko He Taniwha 2022		
Event Date	1-31 March 2022		
Applicant/Organisation	Tainui Waka Tourism Inc		
Event Venue	Across Hamilton inc Hamilton Gardens, Waikato Museum and Arts Post	Event Type	Cultural
Event Overview	<p>The Waikato River Festival – He Piko He Taniwha (Waikato River Festival) aims to develop a unique regional festival focused on celebrating and showcasing the Waikato River.</p> <p>The Waikato River Festival aims to develop a festival programme that leverages off the city's most iconic natural asset – the Waikato river. It also aims to provide a key platform for broadening and strengthening Hamilton's cultural tourism attributes and the development of river based cultural tourism product.</p> <p>The event aims to attract 8,000 visitors to the Hamilton based programming and envisage that over 300 local performing artists, visual artists and event crew will be involved in producing this programming.</p> <p>The Waikato River Festival aims to bring the Waikato River to life by engaging the broader community to experience festival events and activities at key locations along the length of the river. The Waikato River Festival will provide the local community and visitors to the region the opportunity to engage with the Waikato River - with every bend of the river offering opportunity for exploration, experiences, education, enlightenment and enjoyment.</p> <p>The following events and activities are proposed for the Hamilton programme and seek Council support by way of sponsorship:</p> <ul style="list-style-type: none"> • HAKA Māori Cultural Experience @ Te Parapara • Toia Maia Concert @ Ferrybank • Waioara Art Exhibition @ Arts Post • Pou Whenua Cultural Art Trail Launch @ Miropiko Reserve • Riverbeats @ Wellington Street Beach • Woo Koorero Tabletalk @ Victoria on the River • Waikato Te Awa Video Projection @ Garden Place • He Piko He Taniwha Promotional Cultural Tours (Hamilton Gardens to CBD) • Tohi Light Installation (Hamilton Gardens to CBD) 		
Target Market	<p>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.</p> <p>The event organisers have a target to attract at least 8,500 visitors to the Taniwha (Anchor) Events with at least 70% of these being out of region visitors, plus attract an additional 5,500 visitors to our Piko (Auxiliary) Events with at least 70% of these being out of region visitors.</p>		

Attachment 3

Item 8



Event Objectives	<ul style="list-style-type: none"> • Build upon the success, awareness and interest generated by previous Waikato River Festival programmes by sharing the Vision & Mission with a broader cross section of the community. • Continue to strengthen the cultural foundation and values of the Waikato River Festival by working with mana whenua and Waikato River Iwi. • 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. • 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. • 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. • 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. • Develop a regional umbrella campaign that lists and promotes all events and activities held in March that are related to the Waikato River. 		
Attendance	Hamilton 4370 Outside Hamilton 4060	Anticipated Bed Nights	500 beds x 1 nights = 500 bed nights in hotels and motels and camping grounds 600 further home hosted
External Funding	The application provided shows additional grant funding and sponsorship from key regional and national stakeholders such as Creative NZ, NZ Māori Tourism, Ministry of Culture & Heritage, Te Puni Kōwhiri, Trust Waikato and Waikato-Tainui, plus in-kind support from "diverse stakeholder communities" not explicitly listed. A total of \$150k is being sought (excluding the council event fund application).		
Previous Council Support	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 had been paid out.		
Past Event Performance	<p>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.</p> <p>Tainui Waka Tourism Inc. (TWTI) is the Regional Māori Tourism Organisation for the Tainui Waka region. The organisation was formed with the mandate of the Tainui Waka Alliance (i.e. Waikato, Raukawa, Maniapoto & Hauraki Iwi Chairs) and New Zealand Māori 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 2022 Waikato River Festival programme.</p> <p>Aotearoa Experience Ltd is the Event Director of the 2022 Waikato River Festival. Aotearoa Experience has significant event management and cultural tourism experience.</p>		

Sponsorship Benefits to Council	<ul style="list-style-type: none"> • NATIONAL AND LOCAL EXPOSURE <ul style="list-style-type: none"> ○ Strengthens and broadens the cultural tourism offering of Hamilton City and therefore supports a wide range of HCC strategic objectives ○ Enhanced use of Hamilton's riverbank venues by the māori community in acknowledgement of the historical and cultural significance of these sites ○ Support of Council's River Plan vision – "the Waikato River will be the defining heart of Hamilton!" ○ Support of Council's He Pou Manawa Ora – Pillars of Wellbeing • ONLINE/SOCIAL MEDIA PROFILING <ul style="list-style-type: none"> ○ Interview with Council representatives for promotion through social media platforms. ○ Complimentary HCC promotional images from event • BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES <ul style="list-style-type: none"> ○ Logo inclusion on all marketing collateral including websites, posters, fliers or anything prepared ○ Venue signage opportunities and exhibition and banner space • COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES <ul style="list-style-type: none"> ○ Council representatives invited and hosted at key events ○ Complimentary workshop tickets and personalized tours • RECOGNITION AND ACKNOWLEDGMENTS <ul style="list-style-type: none"> ○ Acknowledgement at trust and stakeholder meetings ○ Verbal acknowledgement at the launch event ○ Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public
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MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	\$25,000
MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	2
Generation of incremental income to city businesses	2
Number of anticipated participants	3
Utilisation of city assets	4
Total	18 / 30
MANAGEMENT COMMENT	
APPROVE FOR \$16,000 Recommended - this is an emerging event concept for the city and warrants some testing.	

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 Form Submitted 30 Apr 2021, 4:04pm 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

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

Name of the Event *

Waikato River Festival - He Piko He Taniwha

Start date of Event *

01/03/2022

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Must be a date.

Finish date of Event *

31/03/2022

Must be a date.

Time of the Event *

Various Times

Location or Venue *

Hamilton Gardens, Ferrybank Precinct, Arts Post/Meteor Theatre, Victoria on the River,
Hamilton CBD

Is the Event *

☒ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *

Arts

If Other, please describe

Maaori Arts & Cultural Events

Amount of Hamilton sponsorship sought *

\$25,000

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 .

Attachment 3

Applicant Details

* indicates a required field

Organisation Name and Contact:

Applicant Organisation name *

Tainui Waka Tourism 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

Is your organisation GST registered? *

☒ Yes ☐ No

Attachment 3

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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 Inc 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 *	<p>Governing Body – Tainui Waka Tourism Inc.</p> <p>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, TWTI provides an umbrella for funding and sponsorship as well as some 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".</p> <p>Festival Director - Aotearoa Experience Ltd</p> <p>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 cultural tourism experience and a particular interest in the promotion of Intangible Cultural Heritage (ICH). Their experience includes:</p>

Attachment 3

- 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 Tour Manager
- Co-Producer, Hurihuri – Movement of the Human (HGAF)
- Executive Producer – Videos, Cd's, TV Programmes, Documentaries

☒ Yes
☐ No

☒ Yes
☐ No

Event Description and Attachments

Event Outline

Event Outline *

We are seeking a grant of \$25,000.00 towards the staging of the following 2022 Waikato River Festival programme in Hamilton in March 2022:

- HAKA Māori Cultural Experience @ Te Parapara
- Toia Maia Concert @ Ferrybank
- Waioara Art Exhibition @ Arts Post
- Pou Whenua Cultural Art Trail Launch @ Miropiko Reserve
- Riverbeats @ Wellington Street Beach
- Woo Koorero Tabletalk @ Victoria on the River
- Waikato Te Awa Video Projection @ Garden Place

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- He Piko He Taniwha Promotional Tours (Hamilton Gardens to CBD)
- Tohi Light Installation (Hamilton Gardens to CBD)

We aim to attract at least 8,000 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 this 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 (Waikato, Raukawa, Maniapoto & Hauraki Tribal Chairs). Our vision is: "Sharing our stories with the world".

The Waikato River, New Zealand's longest river, flows through the heart of Hamilton and is an intrinsic part of our identity. The Waikato River is also of great cultural, spiritual, physical, historical, economic, recreational, environmental and social value to mana whenua and Hamiltonians alike. A dedicated 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.

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 national 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 longer-term vision for the Waikato River Festival is reflected by 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). In addition to domestic visitors, many of the events that we are establishing are also designed to appeal to international visitors (once our borders re-open).

Staging the Hamilton based programme is estimated to cost \$175,000. With HCC sponsorship of \$25,000 we aim to leverage additional funding from a combination of regional and national funders such as Creative NZ, NZ Maori Tourism, Ministry of Culture & Heritage, Te Puni Kōkiri, Trust Waikato 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 2022 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

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Attachment 3

Attach any other event
outline documents here

(With feathers, the bird will fly)
For additional background context on this event please visit:
<https://www.stuff.co.nz/waikato-times/business/90083156/waikato-river-tourism-potential-ready-and-waiting>
No more than 500 words

Filename: Copy of Woo _Table Kōrero Facebook Cover (002).jpg
File size: 49.6 kB

Filename: HAKA DLE Red Version Front Page.jpg
File size: 448.8 kB

Filename: HPHT Cultural Tourism Symposium - Online Poster.jpg
File size: 105.7 kB

Filename: Karapiro Waka Banner.jpg
File size: 428.7 kB

Filename: King Taawhiao Image & Quote.jpg
File size: 71.4 kB

Filename: Letter of Support - Creative Waikato - Waikato River Festival.pdf
File size: 119.7 kB

Filename: Letter of Support - TWCT - Waikato River Festival.docx
File size: 285.5 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 from WRLT - Waikato River Festival.pdf
File size: 472.6 kB

Filename: Toia Mai Poster WRF2020.pdf
File size: 918.2 kB

Filename: Tupuna Awa Banner - Final.jpg
File size: 208.3 kB

Filename: WRF 2022 Business Plan to HCC.pdf
File size: 890.5 kB

Filename: WRF Banner.jpg
File size: 367.0 kB

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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 2022 Business Plan to HCC.pdf
 File size: 890.5 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: WRF 2022 Business Plan to HCC.pdf
 File size: 890.5 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- 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 2022 Business Plan to HCC.pdf
 File size: 890.5 kB

Sponsorship Proposal Package

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

Attach your Sponsorship Proposal Package here *

Filename: WRF 2022 Business Plan to HCC.pdf
 File size: 890.5 kB

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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	50	0	
Spectators	4070	3900	100	
Trade	50	10	0	

Entry Fees

Adult	Child	Older people	Other

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	100	1
Motels	400	1
Camping ground	100	1
Schools		
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?

Attachment 3

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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 help broaden and strengthen the cultural tourism attributes of Hamilton City and will also result in progressing research, development & delivery of guided walking, waka and ebike cultural tour experiences in the city. This event supports many HCC goals and strategies including the HCC River Plan vision "The Waikato River will be the defining heart of Hamilton!"

Idea 2

This event 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 community of Hamilton - given the strong cultural and arts programming of this event.

Idea 3

HCC Sponsorship will be acknowledged through the placement of the HCC Logo on collateral associated with the Hamilton City programme as well as placement of the HCC logo on the 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 sponsorship. MC's of these events will provide regular verbal acknowledgement of HCC support.

Idea 4

HCC Councillors, Maangai Maaori & key staff will be invited and hosted at the various events and experiences associated with the HCC programming and interviews sought with local/regional/national media (e.g. Tainui FM, Maaori Television, Waikato Times, TVNZ) and for posts to our event social media platforms.

Idea 5

HCC sponsorship will be acknowledged through formal press releases and at key Waikato River Festival stakeholder meetings.

Idea 6

HCC support will be used to leverage additional central/regional funding of at least \$150,000 in support of events and experiences associated with the Hamilton programming.

Idea 7

HCC support will greatly enhance our marketing and promotional efforts to drive visitation (particularly from outside of Hamilton) to the Hamilton event programming and to other Waikato River Festival programming along the Te Awa Great River Ride, thereby growing economic benefits and visitor spend in the city.

2021 Major Event Sponsorship Fund
2021 Major Event Sponsorship Application Form
Application MESF-007-2021 From Tainui Waka Tourism Inc
Form Submitted 30 Apr 2021, 4:04pm NZST

Item 8

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 Inc

Full Name of Authorised Signatory * Craig Muntz

Position of Authorised Signatory * Secretariat

Date of Declaration * 30/04/2021

Attachment 3

Attachment 3

Item 8

WAIKATO RIVER FESTIVAL



He Piko He Taniwha

EVENT PLAN FOR
HAMILTON CITY COUNCIL
30 April 2021

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.

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iii. EXECUTIVE SUMMARY

Kia ora koutou katoa.

Thank you for the opportunity to apply for event sponsorship from Hamilton City Council. We are seeking a grant of \$25,000.00 towards the staging of the following 2022 Waikato River Festival – He Piko He Taniwha events in Hamilton in March 2022:

- HAKA Māori Cultural Experience @ Te Parapara
- Toia Maia Concert @ Ferrybank
- Waiora Art Exhibition @ Arts Post
- Pou Whenua Cultural Art Trail Launch @ Miropiko Reserve
- Riverbeats @ Wellington Street Beach
- Woo Koorero Tabletalk @ Victoria on the River
- Waikato Te Awa Video Projection @ Garden Place
- He Piko He Taniwha Promotional Cultural Tours (Hamilton Gardens to CBD)
- Tohi Light Installation (Hamilton Gardens to CBD)

We aim to attract at least 8,000 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 this 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 (Waikato, Raukawa, Maniapoto & Hauraki Tribal Chairs). Our vision is: “Sharing our stories with the world”.

The Waikato River, New Zealand’s longest river, flows through the heart of Hamilton and is an intrinsic part of our identity. The Waikato River is also of great cultural, spiritual, physical, historical, economic, recreational, environmental and social value to mana whenua and Hamiltonians alike. A dedicated 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, this event aligns to the Vision of the Hamilton City River Plan “[The Waikato River will be the defining heart of Hamilton!](#)” and to the 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 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 national 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 longer-term vision for the Waikato River Festival is reflected by 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*).

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The development of a regional festival focused on the iconic Waikato River aligns naturally to Hamilton’s uniqueness as a river city; historic cultural foundations, current & future cultural tourism offering and stated HCC Event Sponsorship Criteria.

We believe there is a real need for HCC to make a strategic investment into supporting the development of kaupapa Māori led events to complement existing event sponsorships and to demonstrate support for kaupapa Māori events and the arts/creative sector in general. We also believe that the Waikato River Festival, with it’s strong cultural tourism focus, is the ideal candidate for such an investment.

Furthermore, the Waikato River Festival includes 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 programming as the main hospitality and commercial hub for the region.

Staging the Hamilton based programme is estimated to cost \$175,000. With HCC sponsorship of \$25,000 we aim to leverage the additional funding required from a combination of regional and national funders such as Creative NZ, NZ Maori Tourism, Ministry of Culture & Heritage, Te Puni Kōkiri, Trust Waikato 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.

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We look forward to delivering the 2022 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 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 Tour Manager
- Co-Producer, Hurihuri – Movement of the Human
- Executive Producer – Videos, Cd’s, TV Programmes, Documentary

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AE Ltd has hands on experience in staging events at all the key venues associated with the proposed 2022 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 work in collaboration with 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 festival offering and given the legislative mandate of river iwi, our focus to date has been to work 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 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 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 invaluable promotional platforms to reach out to the wider community. For example, the video of the Waikato Te Awa chant has been viewed over 320,000 times to date.

1.1.4 Event Production Companies

We have an excellent track record of working with Hamilton 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 their ancestral 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 river events (such as, the NZ Iron Man, Tūrangawaewae Regatta, Maadi Cup and Kirikirioa 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 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".

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 Rangī, 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 that 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 HCC Support to Date

We were very pleased to be awarded a grant of \$25,000.00 from HCC last year in support of the 2021 Waikato River Festival programme. Unfortunately, as a result of Covid-19 we made the decision to dramatically scale down our 2021 festival programme and therefore the HCC grant of \$25,000.00 was not drawn down. We believe the city, region and country is in a much better position for us to deliver a festival programme in March 2022.

2. EVENT OVERVIEW – 2022**2.1 Vision & Mission****2.1.1 Vision**

Our vision for the 2022 Waikato River Festival is: **“He Piko He Taniwha – Realising the cultural tourism potential of the Waikato”**.

Our 2022 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 2022 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.

TWTI WRF Business Plan, HCC, 30 Apr 2021

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- 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 (lifeforce) of the river and provide a platform for sharing our unique stories with the world.
- f. Develop a regional umbrella campaign that lists and promotes all events and activities held in March that are related to the Waikato River.

2.2.2 Objectives

- a. Stage 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 in Hamilton by 50% (from 2021) .
- d. Attract at least 8,500 visitors to our Taniwha (Anchor) Events with at least 70% of these being out of region visitors.
- e. Attract an additional 5,500 visitors to our Piko (Auxiliary) Events with at least 70% 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 \$175,000 in funding/sponsorship/in kind towards the staging of our Hamilton City event programming.

2.3 Hamilton Event Programming

Given the significance of the Waikato River to Hamilton City, the development of a strong Hamilton programme provides an ideal platform for the realisation of the HCC River Plan vision - "The Waikato River will be the defining heart of Hamilton!" The development of a strong programme of events and activities in Hamilton also provides a platform to acknowledge the many historical paa sites and places of deep cultural significance that exist along the Hamilton city riverbanks and the importance of the river to Hamilton's past, present and future cultural identity. It is also appropriate that a kaupapa Māori led event organisation is supported to develop programming focused on the ancestral Waikato River and cultural tourism development. Events proposed for our 2022 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.

b. Toia Mai

The Toia Mai concert will be held at the Ferrybank Precinct next to the Toia Mai installation. 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.

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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, Ngā Pou Whakamahara o Kirikiriroa, Victoria on the River, Te Kohao o te Ngira, Riff Raff, Ripples, Te Tiaho o Matariki etc.) will be featured as part of this regional cultural art trail. More importantly Pou Taniwha aims to act as a catalyst for other works to be installed at key sites along the riverbank.

d. Woo Koorero Table Talk

This is a series of guest panel presentations and talks with guest speakers and presenters talking on subjects related to the Waikato River and our city regional identity. These presentations will be supported by guest performing artists, multimedia presentations and/or korero relating to the many murals and cultural art works present within the Hamilton CBD.

e. Waiora Māori Art Exhibition

This will be a public exhibition of contemporary and traditional Māori arts works based that reflect the Waiora theme (i.e. relating to the health and wellbeing of the Waikato River). This will be a curated exhibition that will cover all visual art mediums. There will be an awards programme with entrants vying for the Waikato River Festival art award/title.

f. He Piko He Taniwha Regional Programme Launch

This event will involve the launch of the He Piko He Taniwha Regional Festival Programme. This programme will include in house events and other independently produced events and activities held in Hamilton and along the Waikato River over the month of March. There are many significant recreational and cultural events held in March that have expressed interest in being part of this regional promotional calendar which will dramatically increase the scope and scale of the umbrella Waikato River Festival programme, thereby enhancing national interest and visitation to Hamilton.

g. Riverbeats

This event aims to combine live dj's, youth culture and a bombing competition at the Wellington Street beach and/or other suitable riverside venues.

h. Tohi Light Installation

This event involves the commissioning and display of light box installations on and/or along the river. The river-based installations will be erected upon platforms built on top of twin hull outrigger canoes that can be anchored or paddled on the river.

2.4 Hamilton Event Development

The Waikato River is an iconic feature of Hamilton City and it is appropriate that a strong programme is developed in 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 as the regional festival hub.

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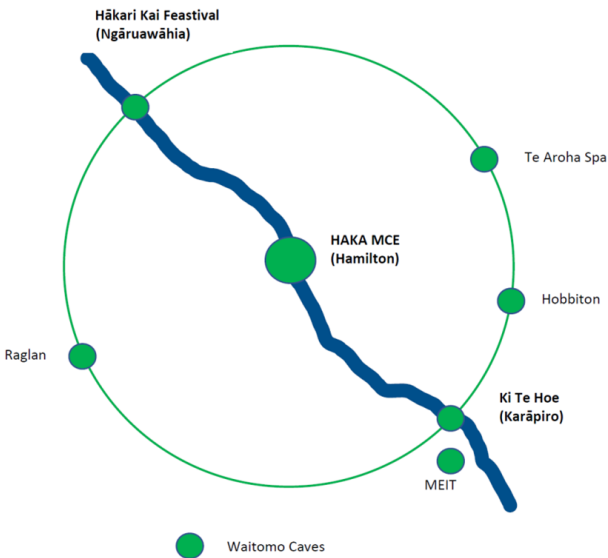
This festival also has a very strong cultural tourism focus which aligns to the key goals of the HCC Event Sponsorship Policy and the TWTI cultural tourism strategy “He Piko He Taniwha – Realising the cultural tourism potential of the Waikato”.

Hamilton City stands to benefit significantly through the growth of our festival programme, as the major accommodation and hospitality hub of the region, and given our focus 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 (Taawhia Te Ao Walking 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.

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 Feastival, HAKA Maori Cultural Experience and Ki Te Hoe – Festival of the Paddle are proposed inaugural Taniwha (Anchor) Events along the Te Awa Great River Ride. Furthermore, a number of the proposed Piko (Auxiliary) Events also have very 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
- Waikato River Authority Trust, Vision and Strategy for the Waikato River
- Ngā Tapuwae o Hotumauea Riverside Reserves Management Plan
- Ngāti Hauā Environmental Management Plan
- Ngāti Koroki Kahukura Maunga Ki Te Awa Strategic Plan
- Toi Waikato - Kia Hua Kia Puāwai Māori Arts Report
- Tainui Waka Tourism Inc. 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 Rangī 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”.

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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 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.

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.

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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 other independent events and activities that wish to be part of the Waikato River Festival kaupapa. This promotional calendar will include our Taniwha and Piko Events and other independently produced river focused events and experiences held in the month of March. 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 national, regional and local 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 (2022, 2023, 2024)

3.1 Strategic Vision & Mission

3.1.1 Strategic Vision (2022-2024)

Our longer-term vision is reflected by 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 – “survive to thrive”. When our international borders safely open we envisage very strong international visitation given pre-Covid19 demand 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 future visitor demand and growth.

3.1.2 Strategic Mission (2022-2024)

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 2022 to 2024:

3. Strategic Goals & Objectives

3.2.1 Strategic Goals

- a. Establish Taniwha Events and Piko Events along 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 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 70% of these being Inter Regional visitors.
- d. Attract an additional 19,500 visitors to our wider regional event programming with 70% 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 income through grant funding, sponsorship, in kind and box office revenue of at least \$1.2 million in support of the 2022, 2023 & 2024 Waikato River Festival 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 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

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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, lwi 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 lwi 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
- lwi 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
- 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 be of benefit to 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). These include:

- International Traditional Arts Festival of New Zealand
- Ahi Kaa - Home Fires
- WAKA – International Paddling Festival

Of particular note, we have been invited to apply to the NZ Major Events Incubator Fund in support of the above.

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	• TWOA has agreed to sponsor
Ablutions	• Sufficient on site and/or hired as required
Parking	• Sufficient on site and/or temporary street/parks
Communication RT's	• 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	• Mana Whenua
Security	• NZ Māori Wardens
Traffic Management	• NZ Māori Wardens, Mana Whenua Groups
Fire	• Fire Permit for Hangi (if required)
Personal Health	• Tu Tonu (PT's, Massage Therapists etc.)
First Aid	• St Johns / NZ Red Cross
Police	• NZ Police - Māori Liaison Officers (if required)
VIP / Staff Catering	• Mana Whenua
Event Transport	• Ruakura Fleet Management (Shuttles)
Public Transport	• Coordinate bus services with Waikato Regional Council
Staff/Artist Accommodation	• 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	<ul style="list-style-type: none"> • Standard condition of venue • Minimum of \$2 million to be secured through Vero
Liquor Licensing	<ul style="list-style-type: none"> • Application to Hamilton City Council, NZ Police
Traffic Management	<ul style="list-style-type: none"> • Adopt existing Traffic Management Plans
Venue Booking	<ul style="list-style-type: none"> • Venue Agreement/Permits to Hamilton City Council
Waka Ama	<ul style="list-style-type: none"> • Sanctioned event covered by the national body
Health & Safety	<ul style="list-style-type: none"> • Event Health & Safety plan to Venue Operator
River Closure	<ul style="list-style-type: none"> • Temporary Maritime Event Application to WRC
Waka Ama Paddlers	<ul style="list-style-type: none"> • Individual paddlers to sign standard waiver
Tour Participants	<ul style="list-style-type: none"> • Individual participants to sign standard waiver
Tour Operators	<ul style="list-style-type: none"> • Have own Public Liability & H&S Policies
Commercial Food Stalls	<ul style="list-style-type: none"> • Permits from Council (as required)
Event Production Suppliers	<ul style="list-style-type: none"> • Have own Public Liability & Equipment Certification
Artists / Event Leads / Staff	<ul style="list-style-type: none"> • Service Contracts/JD's, Complete IRD330C/Invoices
Public Notifications	<ul style="list-style-type: none"> • Processed through Venue Operators
Financial Reporting	<ul style="list-style-type: none"> • 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).

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.

Our Event Budget provides a breakdown of proposed Income and Costs and reflects the investment of \$25,000 from HCC. 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 and Secretariat 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 to boost the marketing and promotion of these events to reach and attract our respective target markets and audiences.

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 channels to reach our target markets.

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 320,000 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

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.

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)

The combination of rich site-specific history, strong cultural foundations, leveraging off our comparative advantages, utilising existing built capital and 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

The target audience for our 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

TWTI WRF Business Plan, HCC, 30 Apr 2021

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 are designed to appeal to domestic visitors (and to international visitors – post Covid19).

5.4 2022 WRF Marketing Goals & Objectives

5.4.1 Marketing Goals

- a. To raise awareness and interest in the story of the Waikato River Festival amongst the wider community, central north island region and county.
- b. 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 2022 Waikato River Festival.
- d. Grow attendance to the HAKA Māori Cultural Experience by 50% (from 2021) .
- e. Attract at least 8,500 visitors to our Taniwha (anchor) Events in 2022 with at least 50% of these being Inter Regional visitors.
- f. Attract an additional 5,500 visitors to our Piko Events in 2022 with at least 50% of these being Inter Regional visitors.
- g. 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.
- h. Secure income through grant funding, sponsorship, in kind and box office revenue of at least \$315,000 in support of the 2022 Waikato River Festival programme (with \$175,000 dedicated to Hamilton 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 promotional budget of \$77,500.00 for the entire festival programme (see below). This budget is based on the stated income targets being achieved. As we will be looking at investing in a dedicated Marketing & Comms Role we do not wish to be too prescriptive at this early stage with respect to our Marketing & Comms Plan and the allocation of our initial marketing budget.

Budget	Amount	Activity
Marketing & Comms	\$40,000.00	<ul style="list-style-type: none"> • Creative Design • Printing Costs • Advertising (Radio, Print, Social Media, Outdoor) • Website
Regional Calendar	\$20,000.00	<ul style="list-style-type: none"> • Design & development of Regional Calendar • Print & distribution of calendar (online & print). • Event Flags/Banners
Photography/Videography	\$2,500.00	<ul style="list-style-type: none"> • Collation of professional still/video collateral
Secretariat	\$15,000.00	<ul style="list-style-type: none"> • Dedicated Marketing & Comms Role • Review & Implement Marketing & Comms Plan • Prepare Press Releases / Copy / Newsletter • Prepare brand guidelines • Facilitate PR & Social Media • Leveraging media promotional support
Total	\$77,500.00	

Whilst the above budget is very modest in comparison to some major events and local government communications spend, it is a massive step-up in terms of supporting and promoting the Waikato River Festival. The dedicated Marketing & Comms role will also be charged with securing 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. Note – This is the total Marketing & Promotional Budget for the entire 2022 Waikato River Festival. Hamilton marketing & promotional activity is included in this budget (allocated on a pro rata spend).

5.7 Proposed Marketing Channels

There are many marketing channels available to us. Once we have confirmed our budget and appointed a Marketing & Comms person we will review and implement our programme, marketing objectives and marketing plan accordingly. It is likely that we will consider the following Channels:

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

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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 lwi 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/vollies/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 e.g. Mercury Power invoices 😊
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 lwi 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 • 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

TWTI WRF Business Plan, HCC, 30 Apr 2021

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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.

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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 Waioara 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 \$175,000 in income towards the staging of the 2022 Waikato River Festival programme in Hamilton (with a grant of \$25,000 being sought from HCC) as illustrated in the following table.

Income Type	Est. Income 2022
Central Government (e.g. NZMT, TPK)	\$30,000.00
Regional Government (e.g. WRC)	\$5,000.00
Hamilton City Council	\$25,000.00
Corporate / Sponsorship (e.g. Mercury)	\$10,000.00
Ticket Sales / Registrations / Fees	\$9,000.00
Corporate VIP Packages	\$2,000.00
Exhibitors/Vendors Site Sales	\$2,000.00
Advertising Sales	\$1,000.00
Merchandise Sales	\$2,000.00
In Kind	\$30,000.00
Community Grants (e.g. Trust Waikato)	\$30,000.00
Iwi / Māori Organisations (e.g. Waikato Tainui)	\$25,000.00
Tertiary / Education / Health	\$4,000.00
Income Total	\$175,000.00

Our primary financial aim for the 2022 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.

6.2 Expenditure Projections – Hamilton Programming

The projected costs for the staging the 2022 Waikato River Festival Hamilton programming is as follows:

Expenditure Type	Est. Cost 2022
Venue Hire & Services	\$10,000.00
Secretariat - Management & Admin Support	\$20,000.00
Event Staff / Artists / Entertainment	\$60,000.00
Travel & Accommodation	\$2,000.00
Marketing & Communications (Hamilton)	\$25,000.00
Logistics (traffic, ticketing, security etc)	\$10,000.00
Marketing & Comms - Regional Calendar	\$5,000.00
Governance	\$1,000.00
Production (Staging, Sound, Light, Power etc.)	\$38,000.00
VIP / Stakeholder Hospitality & Liaison	\$2,000.00
Multimedia (Photography & Videography)	\$2,000.00
Expenditure Total	\$175,000.00

The above estimates of income and expenditure provide a useful benchmark to target. We are confident that we can deliver our programme within 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. However, this risk is mitigated by our conservative funding targets.

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.

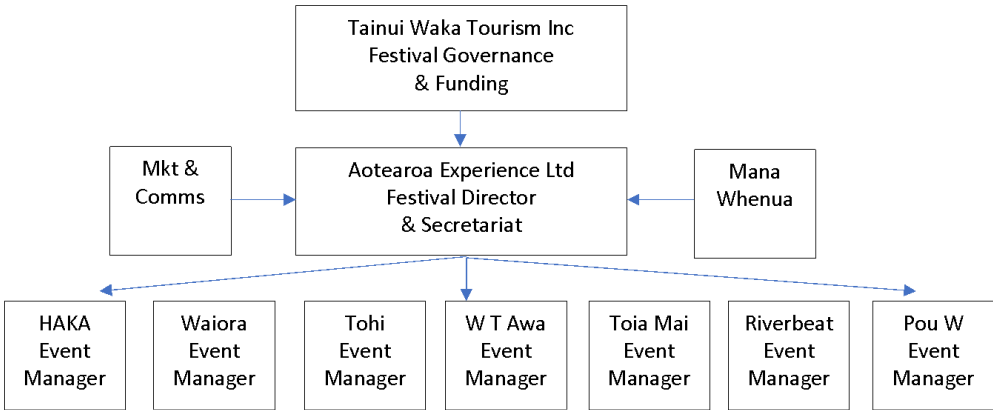
7. MANAGEMENT & BUSINESS CONTROLS

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.

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Figure 3: Festival Organisational Structure



Our team has successfully staged four Waikato River Festival programmes to date (i.e. 2017, 2018, 2019 & 2020). We also have past experience in staging events at the proposed Hamilton venues and therefore have a good understanding of the respective administrative and health & safety requirements pertaining to each venue. Of particular note, we will engage experienced operators for the delivery of any water-based activities and professional Hamilton based event production suppliers (e.g. ACLX, Stronglite Staging etc.) We also take out \$2 million in Public Liability insurance for the duration of the festival.

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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 2021 to festival delivery in March 2022. This working document will be reviewed at monthly team meetings and adjusted as required. The general aim is to complete core funding/planning by August 2021. With Below the Line activities commencing by October 2021 and Above the Line activities commencing in February. With festival delivery over the month of March 2022 and festival evaluations and reporting to be completed by May 2022.

Event Date: Mar 2022																	
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															
Confirm F&B	EM															
Confirm Tours	FD															
Marketing & Comms																
Engage Mkt & Comms	FD															
Review Mkt Plan	MC															Underway
BTL Activities																
Engage Designer	MC															
Engage Printer	MC															
Collateral Print Ready	MC															
ATL Activities																
Engage Web Designer	FD															
Launch Website																
Launch Programme	FD															
Live Event																
Pack In	EM															
Programming	EM															
Pack Out	EM															
Post Event																
Complete Evaluations	EM															
Collate Media	MC															
Settle Accounts	FD															
Complete Reporting	FD															

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7.3 The Business – Management & Administration systems

Key roles and responsibilities with respect to the delivery of the Waikato River Festival are as follows:

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 2022 and to weekly reporting in February 2022.

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 the Festival SOP's and TWTI Financial Policy. Registrations for 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

This quote by King Tāwhiao reflects the significance of the Waikato river to our city and region. 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 stated HCC aspirations reflected in key documents such as the HCC River Plan and HCC Event Sponsorship Policy.

The Waikato River Festival 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 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 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 Kīngitanga 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 2022 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
- Past Event Collateral

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Attachment 3



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 style.

Dr Jeremy Mayall
CEO
Creative Waikato
jeremy@creativewaikato.co.nz

Item 8



22nd June 2016

Tainui Waka Tourism Inc.
PO Box 4397
Hamilton East 3247

Tēnā koutou katoa

LETTER OF SUPPORT FOR WAIKATO RIVER FESTIVAL

The Tainui Waka Cultural Trust represents traditional Māori Performing artists and kapa haka groups from throughout the Tainui Waka region, which encompasses the traditional geographic boundaries of the Waikato, Hauraki, Maniapoto and Raukawa Iwi.

Our Trust is also the official representative for Tainui Waka under the Te Matatini National Festival framework and is responsible for staging the biennial Tainui Waka Kapa Haka Festival.

The Tainui Waka Cultural Trust writes in full support of the WAIKATO RIVER FESTIVAL project. This is an exciting and timely initiative and we envisage that many of our traditional arts groups and cultural exemplars will be interested in supporting this project.

The collaborative approach between Tainui Waka Tourism Inc., Community Development Trust, Aotearoa Experience Ltd and the regional Māori arts and cultural community provides a solid platform for the development and staging of this project.

We look forward to the realisation of this project which aims to showcase and celebrate the Waikato River. We also look forward to the many opportunities that this project will provide for communities along the length of the Waikato River and its tributaries.

Nākū noa, nā



Paraone Gloyne
Chairperson

Attachment 3

Item 8



Private Bag 3010
Hamilton 3240
New Zealand

TEL 07 838 6699
FAX 07 838 6599
EMAIL info@hcc.govt.nz
hamilton.govt.nz

30 October 2020

Tainui Waka Tourism Inc.
PO Box 4397
Hamilton East 3247
Hamilton

Teena 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 Maaori 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

Teena 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

Attachment 3

Hamilton & Waikato TOURISM

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.

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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

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14th May 2016

Tainui Waka Tourism Incorporated
PO Box 4397
Hamilton East 3247

Teenaa koutou katoa

LETTER OF SUPPORT - WAIKATO RIVER FESTIVAL

The Waikato Raupatu Lands Trust represents over 64,500 registered Waikato-Tainui tribal members affiliated to 33 sub-tribes and 68 marae throughout our region. Our vision is to grow a prosperous, healthy, vibrant, innovative, and culturally strong iwi.

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. I am therefore very happy to write this letter of support for the WAIKATO RIVER FESTIVAL. This is an exciting initiative that will rightly showcase and celebrate our region's most iconic geological feature and key point of difference – the mighty Waikato River.

This project supports 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.

This project also supports the proposed new 20 Year Vision for Hamilton Waikato Tourism which is, "The mighty Waikato River is the lifeblood of a region that embraces visitors, is recognised for its manaakitanga, and is alive with people enjoying authentic experiences, journeys and vibrant communities".

I envisage that the WAIKATO RIVER FESTIVAL will provide a wonderful catalyst for the development of a diverse range of cultural, recreational, social, environmental and educational activities along the length of the Waikato River. These activities will serve to galvanise and engage the wider community back to our ancestral river, advance the cultural, social and economic well-being of our people and region and raise community awareness of and support for the ongoing environmental enhancement of the entire river system.

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

Item 8

Attachment 3

Attachment 3

We very much look forward to the realisation of this exciting initiative which we believe has great potential to grow into an iconic event on our national events calendar. We also look forward to supporting the WAIKATO RIVER FESTIVAL through the various funding and sponsorship opportunities that may be available to Waikato - Tainui.

Waikato Taniwharau, He Piko He Taniwha, He Piko He Taniwha.

Naaku noa, naa



Parekawhia McLean
Chief Executive Officer

Item 8

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







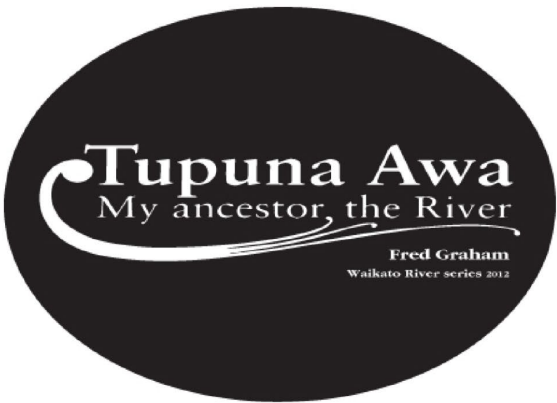






Attachment 3

Item 8



Waikato taniwharau - he piko he taniwha,
he piko he taniwha

Te Puuaha o Waikato



WAIKATO RIVER FESTIVAL



He Piko He Taniwha



Sharing our stories with the world



www.waikatoriverfestival.nz

Featuring international guest speakers from the
Seminole Tribe USA, Miss Indian World Cheyenne
Kippenberger, Joe Kippenberger &
local Passionate Environmental Advocate, Wiki Papa

Thursday 5th March, 2020
6.00pm - 8.00pm
Location: Victoria on the River, Victoria Street Hamilton
Light Refreshments
Cost: No Charge
Proudly supported by:

WAIKATO RIVER FESTIVAL
He Piko He Taniwha

Woo

cbd
Events

Item 8

Attachment 3

Attachment 3




HĀKA

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

Item 8



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:




**NZ MĀORI
TOURISM**
HE TOA TAKITINI
YOUR CONNECTION TO THE WORLD




Te Puni Kōkiri
MINISTRY OF MĀORI DEVELOPMENT




**Trust
Waikato**
TE PUNA O WAIKATO




**WAIKATO
TAINUI**




**Te Wānanga
o Aotearoa**




Waipa
DISTRICT COUNCIL




Hamilton Waikato
COUNCIL



Aotearoa
TOURISM LTD



Ngāti Kōwhiri
KAWHIRI



Ngāti Raukawa
Te Kōwhiri

Item 8

Attachment 3





**“Tōku awa koiora me ōna pikonga he kura tangihia o te mātāmuri”
The river of life, each curve more beautiful than the last
- Kīngi Tāwhiao**

Item 8

Attachment 3

Cambridge to Hamilton Paddle Race	Sep 2020	The Boatshed Kayaks Limited	September 2020	\$5,000
Rāhui Pōkeka Ahurei	Oct 2020	Tainui Teachers Association Society Inc	September 2020	\$15,000
NZ U15 & U19 Badminton Championships	Oct 2020	NZ Badminton Incorporated	September 2020	\$5,000
Round the Bridges	Nov 2020	Classic Events Limited	September 2020	\$10,000
NZ Artistic Swimming Nationals	Dec 2020	Tauranga Synchronised Swimming Club Inc	September 2020	\$2,000
Hamilton Gardens Arts Festival	Feb 2021	Hamilton Gardens Summer Festival Foundation	September 2020	\$120,000
Balloons over Waikato	Mar 2021	Balloons Over Waikato Trust	September 2020	\$120,000
Feast Waikato	Apr 2021	Waikato Food Incorporated	September 2020	\$10,000
Boon: Hamilton Street Art Festival *	Mar 2021	Hamilton Arts Trust	September 2020	\$25,000*
He Piko He Taniwha 2021*	Mar 2021	Tainui Waka Tourism Incorporated	September 2020	\$25,000*
The Great Kiwi Walk & Run Series	May 2021	SMC Events Limited	September 2020	\$10,000
Matariki ki Waikato	Jun 2021	Te Ohu Whakaita	February 2020	\$40,000
Less Approved Events above				\$387,000
Unallocated budget after September decisions				\$14,246
Less events that did not take place during the 2020/21 financial year*				\$50,000
Surplus budget remaining at Year End				\$64,246

Item 8

Attachment 4

Council Report

Item 9

Committee: Economic Development Committee

Date: 03 June 2021

Author: Sean Murray

Authoriser: Sean Murray

Position: General Manager Venues, Tourism and Major Events

Position: General Manager Venues, Tourism and Major Events

Report Name: Waikato Regional Airport Limited - Appointment of Director

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

- To inform the Economic Development Committee of the upcoming process to appoint one new director to the Waikato Regional Airport Limited (WRAL) board.

Staff Recommendation - *Tuutohu-aa-kaimahi*

- That the Economic Development Committee:
 - receives the report; and
 - notes the planned Director appointment process.

Executive Summary - *Whakaraapopototanga matua*

- A new Director of WRAL is due for rotation and this report outlines the process that will be followed to recommend a candidate to the Economic Development Committee, in line with the Appointment and Remuneration of Board Members of COs, CCOs and CCTOs policy (as revised and outlined in a separate report to this Committee).
- Executive Search firm Kerridge and Partners (Kerridge) will be commissioned to assist with the identification of the new candidate and be supported by a panel comprising WRAL Board representatives and Council shareholder representatives.
- This report outlines the process that will be followed to recommend a suitable candidate to the Economic Development Committee meeting of 11 August 2021, for subsequent recommendation to the Council approval at its 30 September 2021.
- Staff consider the recommendation in this report to have low significance and that the recommendations comply with the Council's legal requirements.

Background - *Koorero whaimaarama*

- WRAL operates as a limited liability company, with the following shareholders:

Council	Shareholding
Hamilton City Council	50.00%
Matamata-Piako District Council	15.63%
Waikato District Council	15.63%
Waipa District Council	15.63%
Otorohanga District Council	3.13%

Item 9

8. WRAL is viewed as a highly strategic asset for the city and region. The company's constitution guides the rules and relationship between the company activities and its shareholders.
9. The Directors of the WRAL Board are accountable to their shareholders and are required to act in the best interests of the company. Under the terms of WRAL's constitution, they are appointed for a three-year term which can be renewed for a further three years. However, a total of six years is the maximum tenure unless agreed with shareholders under special circumstances, which is currently the case for Directors Margaret Devlin and Annabel Cotton.

The current board is as follows:

Name	Date Appointed
Barry Harris (Board Chair)	May 2019
Margaret Devlin	May 2013
Annabel Cotton	Dec 2013
Simon Craddock	Nov 2020
Kate Searancke	Nov 2020

11. The Board of WRAL have considered the director rotation requirements of their constitution, due to the end of term, a new Director needs to be appointed to cover board rotation of Annabel Cotton, who will step down from her board role in November 2021.

Discussion - *Matapaki*

12. As with previous board rotations, an Executive Search firm, Kerridge and Partners, will be commissioned to assist with the identification of one new candidate. Kerridge has prior knowledge and experience of working with WRAL, as they previously assisted in the search for new board members in 2013 and 2019/20 and identified a new board Chair in 2018/19.
13. The process to be undertaken is as follows:

Date - 2021	Action to be undertaken
Prior to June	Advice to WRAL shareholders and informal brief to Kerridge
By mid-June	Confirm brief, timeline confirmed, panel confirmed and appointed
By end June	Long list assessed
July / August	Short list agreed and interviewed; recommended checks completed.
Aug / September	<ul style="list-style-type: none"> Shareholder approval process completed Management recommendation to the Economic Development Committee meeting of 11 August 2021 Economic Development Committee to recommend to the Council meeting of 30 September 2021
November	Formal appointment confirmed at WRAL AGM

14. WRAL have considered the requirements for this replacement board member given the current mix of skills and business challenges and have advised a strong focus will be placed on the following specifications:
 - i. Demonstrable commercial acumen and track record;
 - ii. Governance experience;
 - iii. Waikato based and/or a strong affinity with Hamilton and the Waikato region; and
 - iv. Subject to the above, sector experience in finance, hospitality, tourism, property and airport operations would be beneficial.

15. The calibre and experience mix of candidates suitable for appointment continue to lift, alongside shareholder expectations of Boards. Company Boards are experiencing greater complexity in building governance practices, developing business strategies, assessing enterprise risk and compliance standards.
16. Management have advised all WRAL shareholder representatives of the above process plan to seek their approval and this has been unanimously endorsed.
17. A panel comprising of Barry Harris (WRAL Chair), Margaret Devlin (WRAL Director) and Sean Murray (acting as HCC Shareholder Representative) and Garry Dyet (Waipa District Council Shareholder Representative) will work alongside Kerridge to find a suitable candidate.

Financial Considerations - *Whaiwhakaaro Puutea*

18. The cost of the executive search is split between shareholding councils, relevant to shareholding totals and is budgeted in 2021/22, for \$40k in total. No additional funding is required.

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

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

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

20. 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').
21. 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.
22. The recommendations set out in this report are consistent with that purpose.

Economic

23. WRAL's activity relates strongly to the Economic wellbeing by its delivery of key objectives to operate an efficient and compliant airport, maximised revenue through diversification to protect the core aeronautical business and enhanced tourism growth within the region.

Environmental, Social and Cultural

24. There are no environmental, social or cultural wellbeing implications identified in the development of this report.

Risks - *Tuuraru*

25. There are no known risks associated with the decisions required for this matter.
26. Kerridge and Partners offer a guarantee period of two years from the date of appointment. This means in the unlikely event a candidate is not able to perform in the role, they will revisit the assignment at no extra cost.

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

Significance

27. 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.

Item 9

Engagement

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

Attachments - *Ngaa taapirihanga*

There are no attachments for this report.

Council Report

Item 10

Committee: Economic Development Committee
Date: 03 June 2021
Author: Claire Foster
Authoriser: Jen Baird
Position: Property Officer
Position: General Manager City Growth
Report Name: New Licence - WEL Networks - Municipal Building

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

1. To seek the Economic Development Committee's recommendation to the Council to approve a new licence for WEL Networks for a base radio station located on the roof of the Municipal Building.

Staff Recommendation - *Tuutohu-aa-kaimahi* (Recommendation to the Council)

2. That the Economic Development Committee:
 - a) receives the report; and
 - b) recommends that the Council approves a new licence for WEL Networks for a base radio station located on the roof of the Municipal Building, subject to the following terms and conditions:
 - i. Term – 10 years, commencing 1 July 2021;
 - ii. Renewals – nil;
 - iii. Rental – Market, to be determined by a registered valuer; and
 - iv. Rent reviews – CPI annually, market review at 5 years.

Executive Summary - *Whakaraapopototanga matua*

3. WEL Networks (WEL) has written to ask Council to consider the establishment of a base radio station on the roof of Council's Municipal Building in Garden Place.
4. WEL is interested in occupying a small indoor area on the rooftop for radio equipment as well as outdoor space for up to four antennas (refer **Attachment 1**).
5. The request is to facilitate a project that involves relocating switching equipment within the CBD and replacing several existing 11kV switches with modern automated switches. This will improve WEL's network reliability and resilience within the CBD in the event of a seismic event.
6. The term of the lease will be for 10 years, commencing 1 July 2021.
7. The current market rent will be determined by a registered valuer.
8. Staff recommend that the new licence be approved by the Council and confirm there are no risks associated with this recommendation.

Item 10

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

Discussion - *Matapaki*

10. WEL has a project to vacate its existing 11kV switching station, beneath Garden Place, which narrowly meets minimum New Building Standards (NBS) and is deemed earthquake prone.
11. The project involves relocating switching equipment within the CBD and replacing several existing 11kV switches with modern automated switches.
12. To facilitate the project, WEL needs to establish a base radio station on a centrally-located building within the inner CBD and has identified the Council's Municipal Building as a suitable location.
13. There is existing infrastructure on the roof, plus a small storage room available, to enable WEL to set up quickly. The storage room will house the backup batteries (approximately 200kg).
14. If the recommendation is not approved, WEL Networks will need to seek an alternative location for their radio base station.

Financial Considerations - *Whaiwhakaaro Puutea*

15. Rental will be determined in accordance with standard commercial practice by a registered valuer, based on existing market rates for similar situations.
16. Power consumption will average around 200-300W per month (around 2,628kWh per annum). This equates to around \$400 + GST per annum. This sum will be included in the rent and will be reviewed annually to monitor power consumption.

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

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

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

18. 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').
19. 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.
20. There were no social, environmental, or cultural wellbeings have been identified in the development of this report.

Economic

21. The recommendation set out in this report shows that Council supports the request for a new licence to be able to support WEL Networks to set up a radio base station to provide more certainty and resilience for their central city power supply.

Risks - *Tuuraru*

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

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

Significance

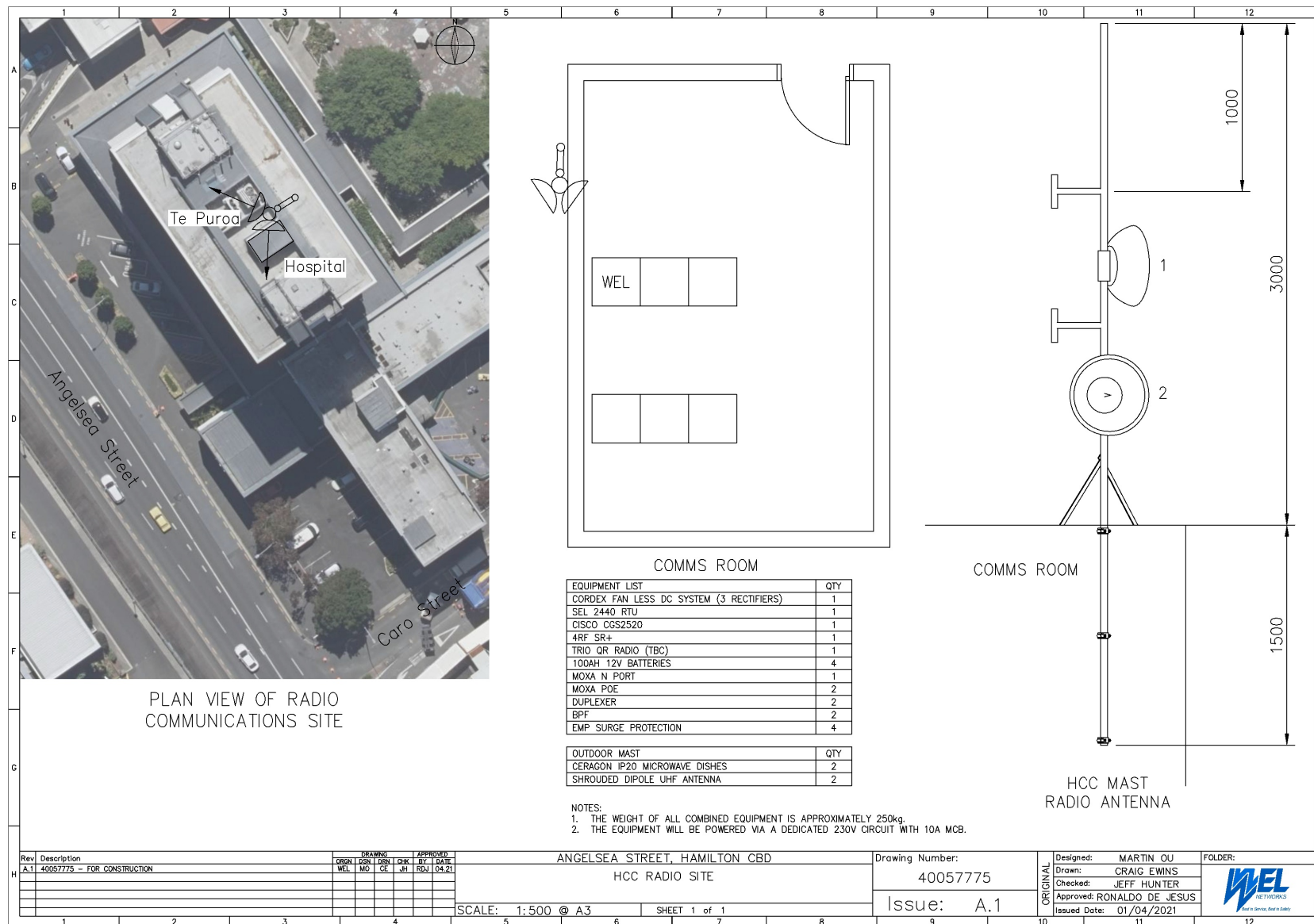
23. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the recommendation(s) in this report has/have a low level of significance.

Engagement

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

Attachments - *Ngaa taapirihanga*

Attachment 1 - Aerial Plan - WEL Radio site on Municipal Building



Item 10

Attachment 1

Council Report

Item 11

Committee: Economic Development Committee
Date: 03 June 2021
Author: Candice Swanepoel
Authoriser: Tracey Musty
Position: Business Performance Accountant
Position: Financial Controller
Report Name: Policy Review - Appointment and Remuneration of Board Members of COs, CCOs and CCTOs

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

1. To inform the Economic Development Committee on the recommended changes to the Appointment and Remuneration of Board Members of COs, CCOs and CCTOs Policy.
2. To seek a recommendation from the Economic Development Committee that the Council approves the Draft Appointment and Remuneration of Board Members of COs, CCOs and CCTOs Policy.

Staff Recommendation - *Tuutohu-aa-kaimahi* (Recommendation to the Council)

3. That the Economic Development Committee:
 - a) receives the report; and
 - b) recommends that the Council approves the draft Appointment and Remuneration of Board Members of COs, CCOs and CCTOs Policy (**Attachment 1**).

Executive Summary - *Whakaraapopototanga matua*

4. The Policy regarding the Appointment and Remuneration of Board Members of COs, CCOs and CCTOs (all referred to as CCOs in this report) has been reviewed by staff as part of the 2021-31 Long-Term Plan process.
5. This Policy is required by Section 57 of the Local Government Act 2002 (LGA) and assists Hamilton City Council (HCC) to implement satisfactory governance over Council Controlled Organisations.
6. This Policy sets out the appointment process, remuneration and tenure of board members of CCOs.
7. Staff considered matters that require further visibility within the Policy:
 - i. covering issues of diversity, in various contexts, as it would apply to CCOs through the appointment process;
 - ii. noting, within the Policy, that each CCO is governed by its own Constitution and that this needs to be considered alongside the Policy;

Item 11

- iii. emphasising that the appointment process is to be a collaboration between the Economic Development Committee and the Chair, Board and other stakeholders of the CCO; and
 - iv. reflect the level of shareholding in each CCO and consider the degree of influence available to Council based on majority or minority shareholding.
8. Staff consider the matters in this report low significance and that the recommendations comply with the Council's legal requirements.

Discussion – Matapaki**Recommended amendments to the Policy**

- 9. The Appointment and Remuneration of Board Members of COs, CCOs and CCTOs Policy was adopted in March 2014. The Policy is set to be reviewed every 3 years by the relevant Council Committee.
- 10. The Policy has been revised and a first draft was taken to the Economic Development Committee Meeting on 9 March 2021. Staff have performed further assessment and recommend the changes as addressed in paragraphs 12-13 of this report.
- 11. As per its terms of reference the Economic Development Committee holds the delegations for developing, recommending and monitoring the Appointment and Remuneration of Board Members of COs, CCOs and CCTOs Policy.

12. Principles

The principles, which support Council values, should address:

- i. demographic diversity when making appointments to the Board; and
- ii. consideration of both this Policy and the CCOs constitution, through the appointment process.

Policy Guidelines

These may differ for each CCO based on Council's shareholding and the level of influence:

- i. tables added to reflect current shareholding

Appointments and Performance Management

- i. additional paragraph to emphasis diversity requirements in terms of skills, demographics and perspectives when making appointments to the Board; and
- ii. amendments to ensure consistency in referencing other areas of the Policy.

Tenure and remuneration

- i. additional paragraph to highlight the parameters around the setting of remuneration of Board members.

Appointment Process

- i. additional paragraph to highlight that the appointment process is to be a collaboration between the Economic Development Committee and the stakeholders of the CCO.
13. General review of language and grammar, such as referencing a Council Committee rather than the Finance Committee.

Financial Considerations

- 14. There are no financial implications in relation to the recommendation in this report.

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

15. Staff confirm that the matters in this report complies with the Council's legal and policy requirements.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

16. 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').
17. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report.
18. The recommendations set out in this report are consistent with that purpose.
19. The Appointment and Remuneration of Board Members of COs, CCOs and CCTOs Policy is in place to support the development of CCOs and provide a framework within which shareholders can take a collaborative approach in addressing matters related to the various CCOs. The economic wellbeing impacts will vary by CCO, and will be presented in reports specific to each CCO.
20. There were no social, environmental or cultural wellbeings identified in the development of this report.

Risks - *Tuuraru*

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

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

Significance

22. 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

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

Attachments - *Ngaa taapirihanga*

Attachment 1 - Appointment and Remuneration of Board Members of COs, CCOs and CCTOs (Tracked Changes)

Attachment 2 - Appointment and Remuneration of Board Members of COs, CCOs and CCTOs (Clean Version)

First adopted:	March 2014
Revision dates/version:	February 2019 June 2021
Next review date:	June 2024 November 2022
Engagement required:	
Document number:	D-2856515
Associated documents:	Governance Structure
Sponsor/Group:	Corporate

Appointment and Remuneration of Board Members of:

- Council Organisations (COs)
- Council Controlled Organisations (CCOs)
- Council Controlled Trading Organisations (CCTOs)

Purpose and Scope

1. This Policy is required by Section 57 of the Local Government Act 2002 (LGA). This Policy assists Hamilton City Council ([Council](#)) to implement satisfactory governance over Council Controlled Organisations. This Policy applies to all CCOs, ~~Ces~~-COs and CCTOs (all referred to as ~~CO's~~-CCOs in this Policy document) as defined in Section 6 of the LGA. ~~Hamilton City~~[The](#) Council's current CCO and ~~Ces~~-COs are listed in Schedule 1.

Definitions

Definition	Detail
CO	A CO is an organisation in which Council has a voting interest and/or the right to appoint a director, trustee or manager.
CCO	A CCO is CO in which one or more local authorities control, directly or indirectly, 50 percent or more of the voting rights and/or have the right, directly or indirectly, to appoint 50 percent or more of the directors, trustees or managers.
CCTO	A CCO which operates a trading undertaking for which making a profit is one of its purposes.

Principles

2. ~~Hamilton City~~[The](#) Council must be transparent and objective in its appointment of competent and professional individuals to the governance bodies of ~~HCC's~~-[Council's](#) CCOs.
3. ~~Hamilton City~~[The](#) Council should appoint independent directors. Elected Members and/or ~~HCC~~ [Council](#) officers should only be appointed in exceptional circumstances.
4. [The Council will actively work to ensure that appointments made under this policy will help to deliver boards of CCOs that reflect the diverse demographics of our city.](#)
5. [Where Council has a minority interest \(less than 10%\) in a CCO \(i.e. where a CCO is controlled by a number of Councils and Hamilton City Council does not have a majority stake\) then the process for the appointment and remuneration of directors will be agreed with the other shareholders in the CCO. As far as practicable, Council's involvement in the process will be consistent with the](#)

application of this policy and the Constitution of the entity, whichever is more relevant to the circumstances.

Policy Guidelines

Majority Shareholding

Council Controlled Organisation	HCC Shareholding	Other Shareholders
Waikato Innovation Growth Ltd (WIGL)	100%	
New Zealand Food Innovation (Waikato) Limited (NZFIWL)	70% (through WIGL)	30% - Callaghan Innovation
Waikato Regional Airport Limited (WRAL)	50%	15.62% - Waipa District Council 15.62% - Waikato District Council 15.62% - Matamama-Piako District Council 3.12% - Otorohanga District Council
Waikato Local Authority Shared Services (WLASS)	19.60%	11 Councils in the Waikato region

Appointments and Performance Management

6. Appointees should have the appropriate balance of skills, knowledge, integrity and governance experience.
- 4.7. Appointees should complement and bring diversity of skills, demographics and perspectives to the membership of boards of CCOs.
- 5.8. All positions require a formal position description which all appointees must formally acknowledge and accept.
- 6.9. An annual review of appointees' delivery against ~~the position description performance outcomes~~ should be undertaken by the ~~Finance Committee in conjunction with the~~ respective ~~CO's CCOs~~ Chair.
- 7.10. Subject to the principle in clause 3, No no more than two Elected Members may be appointed to any particular ~~CO/CCO~~.
- 8.11. Except under exceptional circumstances, Elected Members may not hold the position of Chair. This is subject to the principle in clause 3 of this policy.

Tenure and remuneration

12. Board fee bands shall be set by Council once a triennium, based on the relevant Council Committee's recommendation to the Council.
- 9.13. All ~~Hamilton City~~ Council appointments to the boards of ~~COs CCOs~~, as well as remuneration of appointees, are ~~at the Finance Committee's discretion~~, based on the relevant Council Committee's recommendation to the Council.
- 10.14. It is expected that, other than in exceptional circumstances, appointments are for two full and consecutive terms (term in this clause means the term as defined in the terms of reference of the CCO). A former appointee becomes eligible again after at least one full-term absence.
15. Remuneration of appointees is a matter of public interest and will be approved by resolution at the ~~CO's CCOs~~ Annual General Meeting.
16. Board members' fees will reflect the element of public service in serving on the board of a CCO and will accordingly be set at or below the average for comparable roles as evidenced through The Institute of Directors remuneration survey results, taking into consideration:
- a. The size and scale of the CCO;
 - b. Complexity and scope of operations;
 - a-c. Skills set, expertise and specialisation needed.
- 11.17. Unless otherwise determined, Elected Members and ~~Hamilton City~~ Council officers appointed to the board of a ~~CO CCO~~ shall not be entitled to any remuneration, while in a Council position.

Appointment Process

~~12-18.~~ As per its delegated authority, the ~~Finance-relevant Council~~ Committee, will ~~approve all Hamilton City Council appointees~~ make a recommendation on all appointees to the Council.

19. For each appointee the ~~Finance-relevant Council~~ Committee shall:

- a. ~~Collaborate with the Chair, Board and other stakeholders of CCOs to ensure an agreed approach is followed that meets the policy requirements and the entity's Constitution;~~
- b. Confirm the formal position description ~~and, subject to the process set out in point 19a of the appointment process, instruct Council officers to compile a shortlist of candidates;-~~
- ~~c. Instruct Hamilton City Council officers to compile a shortlist of candidates. This may involve collaboration with other stakeholders of the relevant CO-~~
- ~~d-c.~~ Determine, in a public excluded meeting, the appointee most suitable for the position;-
- ~~e-d.~~ Gain acceptance of the appointment from the successful candidate; ~~and-~~
- ~~e.~~ Make a public announcement of the successful appointee as soon as is ~~practical~~ practicable.

Minority Shareholding

Council Organisation/ Council Controlled Organisation	HCC Shareholding	Other Shareholders
New Zealand Local Government Funding Agency (LGFA)	8.30%	20% - New Zealand Government 80% - 30 Councils
Civic Financial Services Ltd	1.80%	96.98% - 71 Councils 1.22% - TrustPower

20. Where Council has a minority (less than 10%) shareholding in a CCO, the level of influence over it is significantly reduced. ~~Clauses 19-21 modify the application of this Policy in the case of minority shareholding.~~

21. The CE is delegated authority from Council to agree the process, appointment and remuneration of directors, as well as approve minor changes to the CCO's Constitution, with the other shareholders in the CCO.

~~13-22.~~ A collaborative approach with the Board of the CCO will be followed to ensure the intent of this policy prevails as much as possible, acknowledging the minority influence Council has.

Conflicts of Interest

~~14-23.~~ ~~Hamilton City~~The Council expects that, in line with good governance practice, all appointees will avoid actions which could give rise to a conflict of interest. This includes, but is not limited to, the offering of gifts, hospitality, travel ~~and-~~ entertainment. Appointees should follow the provisions of the New Zealand Institute of Directors' Code of Ethics.

Monitoring and Implementation

~~15-24.~~ This Policy will be ~~activated and~~ monitored by the ~~Finance-relevant Council~~ Committee which, as per its terms of reference, has ~~the been delegated the~~ ~~recommendatory~~ power ~~to approve on~~ the appointment and remuneration of directors to the boards of the ~~COs~~ CCOs.

~~16-25.~~ ~~Hamilton City~~ Council officers will advise the ~~COs-CCOs~~ as to ~~HCC's-the Council's~~ strategic direction, requirements of Statements of Intent and other relevant matters on behalf of the ~~Finance-relevant Council~~ Committee.

~~17-26.~~ The Policy will be reviewed:

- a. ~~every three years~~at the beginning of the triennium or
- b. at the request of ~~HCC-Council~~ or
- c. in response to changed ~~legislation and statutory~~legislative requirements.

Schedule 1

At the time of writing the entities subject to this Policy are:

CCO's

- Waikato Local Authority Shared Services Ltd (WLASS).
- New Zealand Local Government Funding Agency Ltd (NZLGFA).
- Waikato Innovation Growth Ltd (WIGL) and its subsidiary New Zealand Food Innovation Waikato Ltd (NZFIW) and its subsidiary New Zealand Food Innovation Waikato D2 Ltd (NZFIW D2).
- Waikato Regional Airport Ltd (WRAL) and its subsidiaries Hamilton and Waikato Tourism Limited, Titanium Park Limited and Waikato Regional Airport Hotel Limited.

CO's

- Civic Financial Services Ltd.
- Melody Dairies Limited Partnership – a subsidiary of NZFIW D2.
- Melody Dairies GP Limited – a subsidiary of NZFIW D2.

<i>First adopted:</i>	March 2014
<i>Revision dates/version:</i>	June 2021
<i>Next review date:</i>	November 2022
<i>Engagement required:</i>	
<i>Document number:</i>	D-2856515
<i>Associated documents:</i>	Governance Structure
<i>Sponsor/Group:</i>	Corporate

Appointment and Remuneration of Board Members of:

- **Council Organisations (COs)**
- **Council Controlled Organisations (CCOs)**
- **Council Controlled Trading Organisations (CCTOs)**

Purpose and Scope

1. This Policy is required by Section 57 of the Local Government Act 2002 (LGA). This Policy assists Hamilton City Council (Council) to implement satisfactory governance over Council Controlled Organisations. This Policy applies to all CCOs, COs and CCTOs (all referred to as CCOs in this Policy document) as defined in Section 6 of the LGA. The Council's current CCO and COs are listed in Schedule 1.

Definitions

Definition	Detail
CO	A CO is an organisation in which Council has a voting interest and/or the right to appoint a director, trustee or manager.
CCO	A CCO is CO in which one or more local authorities control, directly or indirectly, 50 percent or more of the voting rights and/or have the right, directly or indirectly, to appoint 50 percent or more of the directors, trustees or managers.
CCTO	A CCO which operates a trading undertaking for which making a profit is one of its purposes.

Principles

2. The Council must be transparent and objective in its appointment of competent and professional individuals to the governance bodies of Council's CCOs.
3. The Council should appoint independent directors. Elected Members and/or Council officers should only be appointed in exceptional circumstances.
4. The Council will actively work to ensure that appointments made under this policy will help to deliver boards of CCOs that reflect the diverse demographics of our city.
5. Where Council has a minority interest (less than 10%) in a CCO (i.e. where a CCO is controlled by a number of Councils and Hamilton City Council does not have a majority stake) then the process for the appointment and remuneration of directors will be agreed with the other shareholders in the CCO. As far as practicable, Council's involvement in the process will be consistent with the application of this policy and the Constitution of the entity, whichever is more relevant to the circumstances.

Policy Guidelines

Majority Shareholding

Council Controlled Organisation	HCC Shareholding	Other Shareholders
Waikato Innovation Growth Ltd (WIGL)	100%	
New Zealand Food Innovation (Waikato) Limited (NZFIWL)	70% (through WIGL)	30% - Callaghan Innovation
Waikato Regional Airport Limited (WRAL)	50%	15.62% - Waipa District Council 15.62% - Waikato District Council 15.62% - Matamama-Piako District Council 3.12% - Otorohanga District Council
Waikato Local Authority Shared Services (WLASS)	19.60%	11 Councils in the Waikato region

Appointments and Performance Management

6. Appointees should have the appropriate balance of skills, knowledge, integrity and governance experience.
7. Appointees should complement and bring diversity of skills, demographics and perspectives to the membership of boards of CCOs.
8. All positions require a formal position description which all appointees must formally acknowledge and accept.
9. An annual review of appointees' delivery against performance outcomes should be undertaken by the respective CCOs Chair.
10. Subject to the principle in clause 3, no more than two Elected Members may be appointed to any particular CCO.
11. Except under exceptional circumstances, Elected Members may not hold the position of Chair. This is subject to the principle in clause 3 of this policy.

Tenure and remuneration

12. Board fee bands shall be set by Council once a triennium, based on the relevant Council Committee's recommendation to the Council.
13. All Council appointments to the boards of CCOs, as well as remuneration of appointees, are based on the relevant Council Committee's recommendation to the Council.
14. It is expected that, other than in exceptional circumstances, appointments are for two full and consecutive terms (term in this clause means the term as defined in the terms of reference of the CCO). A former appointee becomes eligible again after at least one full-term absence.
15. Remuneration of appointees is a matter of public interest and will be approved by resolution at the CCOs Annual General Meeting.
16. Board members' fees will reflect the element of public service in serving on the board of a CCO and will accordingly be set at or below the average for comparable roles as evidenced through The Institute of Directors remuneration survey results, taking into consideration:
 - a. The size and scale of the CCO;
 - b. Complexity and scope of operations;
 - c. Skills set, expertise and specialisation needed.
17. Unless otherwise determined, Elected Members and Council officers appointed to the board of a CCO shall not be entitled to any remuneration, while in a Council position.

Appointment Process

18. As per its delegated authority, the relevant Council Committee, will make a recommendation on all appointees to the Council.
19. For each appointee the relevant Council Committee shall:

- a. Collaborate with the Chair, Board and other stakeholders of CCOs to ensure an agreed approach is followed that meets the policy requirements and the entity's Constitution;
- b. Confirm the formal position description and, subject to the process set out in point 19a of the appointment process, instruct Council officers to compile a shortlist of candidates;
- c. Determine, in a public excluded meeting, the appointee most suitable for the position;
- d. Gain acceptance of the appointment from the successful candidate; and
- e. Make a public announcement of the successful appointee as soon as is practicable.

Minority Shareholding

Council Organisation/ Council Controlled Organisation	HCC Shareholding	Other Shareholders
New Zealand Local Government Funding Agency (LGFA)	8.30%	20% - New Zealand Government 80% - 30 Councils
Civic Financial Services Ltd	1.80%	96.98% - 71 Councils 1.22% - TrustPower

20. Where Council has a minority (less than 10%) shareholding in a CCO, the level of influence over it is significantly reduced. Clauses 19-21 modify the application of this Policy in the case of minority shareholding.
21. The CE is delegated authority from Council to agree the process, appointment and remuneration of directors, as well as approve minor changes to the CCO's Constitution, with the other shareholders in the CCO.
22. A collaborative approach with the Board of the CCO will be followed to ensure the intent of this policy prevails as much as possible, acknowledging the minority influence Council has.

Conflicts of Interest

23. The Council expects that, in line with good governance practice, all appointees will avoid actions which could give rise to a conflict of interest. This includes, but is not limited to, the offering of gifts, hospitality, travel and entertainment. Appointees should follow the provisions of the New Zealand Institute of Directors' Code of Ethics.

Monitoring and Implementation

24. This Policy will be monitored by the relevant Council Committee which, as per its terms of reference, has been delegated the recommendatory power on the appointment and remuneration of directors to the boards of the CCOs.
25. Council officers will advise the CCOs as to the Council's strategic direction, requirements of Statements of Intent and other relevant matters on behalf of the relevant Council Committee.
26. The Policy will be reviewed:
 - a. At the beginning of the triennium or
 - b. at the request of Council or
 - c. in response to changed legislative requirements.

Schedule 1

At the time of writing the entities subject to this Policy are:

CCOs

- Waikato Local Authority Shared Services Ltd (WLASS).
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COs

- Civic Financial Services Ltd.
- Melody Dairies Limited Partnership – a subsidiary of NZFIW D2.
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Council Report

Item 12

Committee: Economic Development Committee
Date: 03 June 2021
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 July to 31 March 2021

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 and from 1 July 2020 to 31 March 2021 inclusive.

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) for Quarter 3 2020/21 activity. This includes financial and non-financial activity for Claudelands, FMG Stadium Waikato, Seddon Park and residual activity related to the Founders Theatre.
4. This report also speaks of the impact of COVID-19 on H3 business and a return to trading activity for the period.
5. The quarter saw a strong return to event activity. H3's ability to hold a range of events across multiple venues resulted in budgeted revenue being exceeded. Despite the strong result, H3's direct operating budget forecast to year end remains as per budget.
6. The full report providing the results from Quarter 3 2020/21 is attached.
7. 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.
8. Staff consider the matters in this report to have low significance and the recommendation comply with the Council's legal requirements.

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

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

Financial Considerations - *Whaiwhakaaro Puutea*

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

Item 12

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

11. 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').
12. 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.
13. The recommendations set out in this report are consistent with that purpose.

Social

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

Economic

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

Environmental

21. 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.
22. H3 venues are healthy environments;
23. H3 cares about reducing, recycling and reusing water, electricity and waste.

Cultural

24. H3 venues offer a range of events for people to attend;
25. The heritage of H3 venues and locations is valued;
26. Our community has trust in H3.

Risks - *Tuuraru*

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

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

Significance

28. 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

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

Attachments - *Ngaa taapirihanga*

Attachment 1 - H3 Q3 Report - 1 July 2020 to 31 March 2021

ACTIVITY
REPORT
Q3
2020/21






Crowd at SIX60, Claudelands Oval February 2021

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. This report is a summary of H3's Q3 activity for the 2020/21 financial year and was prepared for Council's Economic Development Committee meeting on 3 June 2021.

Like our previous reports to this Committee, this report will provide ongoing detail on the impact of COVID-19 on H3's business. We had a short alert level change during Q3 and the impact of COVID-19 remains an ever-present part of our planning and delivery of events in our venues. For example, large conference activity has been badly affected in the short-term (more so than expected) however forward bookings into 2021/22 suggest a healthy return to business from this sector.

As the year has progressed, we've continued to see an exceptionally strong 'bounce-back' of confidence in the impact event market by promoters and organisations responsible for the event content. Our summer impact events campaign ('Summer For It! – collateral below) resulted in strong sales results for ticketed events. Being in this position has made Hamilton the envy of many parts of New Zealand, and our ability to hold a range of events across our multi-purpose venues has seen us surpass our revised revenue budget expectations for Q3. The quarter exceeded our expectations again; however, we remain conservative in our business expectations to year end.

Sean Murray

GENERAL MANAGER
VENUES, TOURISM AND MAJOR EVENTS GROUP



1. VENUE HIGHLIGHTS

Item 12

1.1 - Q3 SUMMARY

- New Zealand remained in COVID-19 alert level 1 for the vast majority of the Q3 period, with just a short interruption in late February – early March. This resulted in the rescheduling of events and flexibility from promoters and event-goers. Despite the COVID landscape, several new and returning events took place during the quarter, reinforcing the notion of confidence across the events industry.
- As we have already reported, H3 has retained the majority of our COVID-19 plans in place to prioritise on-going safety and reassurance for guests at our venues. To continue the safe delivery of these events, H3 have kept in place several safety protocols (i.e. increased cleaning, social distancing recommendations, hygiene stations) and continue to communicate public messaging relating to COVID-19.

1.2 - CLAUDELANDS Q3 SUMMARY

- Across Q3 Claudelands showcased its versatility as a multi-zoned event facility. The venue hosted live music, performance, sport, conferences, meetings, functions and exhibitions.
- The first large event of the quarter was The 4 & Rotary Nationals, which returned to Claudelands for a second year to host their 'show and shine' event day with over 6,000 people attending. The venue also hosted other shows, expos and markets throughout the quarter - Hamilton Collectables Markets (2,100), Hamilton's Farmers Market (av. attendance 1,850 per week) Show Your Ability trade show (640), and the 12-hour long charity fundraising event, Relay for Life (1,000).
- A number of ticketed events also took place – The Great Kiwi Beer Festival (5,480) plus popular comedy shows from international comedians Russell Howard (850) and Bill Bailey (1,539).
- Family favourites 'The Wiggles' entertained over 4,700 fans (and their chaperones) while Crowded House entertained a similarly large crowd in the arena (4,500) with their rescheduled event in late March.
- The Grandstand hosted a pop-up Wedding event in late January, where several wedding ceremonies were conducted across the course of one day. Business events and functions remain key business for Claudelands with a multitude of events taking place including Council's Citizenship Ceremony, Audit NZ Conference, Master Joiners Annual Conference, NZ Dairy Industry Awards - Waikato Regional Dinner, Waikato Momentum Showcase, Elite Beauty School, NZ Tourism School, NZMA and Wintec Graduation Ceremonies and a number of corporate and private functions and gatherings.

**DURING Q3
111,860 PEOPLE
ATTENDED EVENTS
AT H3 VENUES!**



H3 GROUP | Q3 ACTIVITY REPORT 2020/21

Attachment 1

Attachment 1

Item 12

1.3 - SIX60 @ CLAUDELANDS OVAL

- The most talked about event at Claudelands this quarter was the successful hosting of the SIX60 concert on the Claudelands Oval in February.
- The Oval has been used for many years as an outdoor venue for festivals, motoring events, regular markets and the Waikato A&P show, reflecting its versatility. More recently it's emerged as New Zealand's newest large outdoor concert venue.
- The sold-out, all ages concert (24,315 pax) with one of New Zealand's hottest popular music groups, was an event that came with unique opportunities, logistical demands and challenges.
- As the venue, H3 had direct involvement in alcohol, crowd and health and safety controls for SIX60.
- A temporary CCTV overlay and control room were created by the venue and staff were embedded into management of the event alongside organisers, contractors and exhibitors.
- Community engagement and relationships are fundamental to H3, and the SIX60 concert saw no complaints from residents due to extensive neighbour communication and traffic management implementation, all organised by the venue.
- Post event, Claudelands Oval received significant praise and recognition from media, community, event attendee and the events sector, demonstrating the vibrancy and pride the event brought to Hamilton and the region.



"CLAUDELANDS WAS AN AMAZING VENUE! I KEPT LOOKING AROUND THINKING 'I CAN'T BELIEVE I'M IN HAMILTON!!...'"

Event Attendee



"GREAT JOB. AS A RESIDENT OF CLAUDELANDS, I THOUGHT IT WAS A SLICK OPERATION WHICH SHOWED A LOT OF CONSIDERATION TO RESIDENTS"

Peter, Neighbour



H3 GROUP | Q3 ACTIVITY REPORT 2020/21

1.4 - STADIA SUMMARY

1.4.1 FMG STADIUM WAIKATO

- FMG Stadium Waikato played host to two Super Rugby Aotearoa home games (Highlanders and Blues).
- The match against the Highlanders was held under alert level 2 restrictions, which resulted in around 1,300 corporate hospitality guests and Chief's season members attending the venue in groups of one hundred to ensure compliance with alert levels. The latter was well supported with over 9,900 people in attendance.
- The venue also hosted 109 other events such as business meetings, workshops and functions in its corporate function spaces.

1.4.2 SEDDON PARK

- Seddon Park began Q3 with three domestic cricket Super Smash matches. Seddon Park also hosted four Northern Districts Spirit games, two Ford Trophy matches and numerous corporate cricket events. In March, the venue welcomed a T20 double header with the Black Caps v Bangladesh and White Ferns v Australia (3,562).
- As reported last quarter, Seddon Park and Hamilton were announced as one of four cities to receive a portion of Central Government (Sport NZ) funding to help upgrade both public and player facilities.
- Upgrades at Seddon Park involved improvements to existing player facilities including individual toilets and showers and refurbishment of the decommissioned public toilets to create additional gender neutral and fully accessible player facilities to cater for double headers and provide accessible facilities for people with disabilities. This work was completed in Q3.
- Following last quarter's confirmation of Hamilton's match allocation as part of the ICC Women's Cricket World Cup, preparations and work are now underway to prepare for the month long tournament in March 2022.



H3 GROUP | Q3 ACTIVITY REPORT 2020/21

Item 12

Attachment 1

Attachment 1

1.5 FOUNDERS THEATRE

- Founders Theatre remained closed for all but essential maintenance during Q3. The relocated COVID testing station remained in situ in the carpark.
- The Council's preference (approved December 2020) to budget \$3.6M towards a project to demolish the former theatre building and build a new multi-purpose park on the site was included in consultation for the 2021-31 Long Term Plan. Consideration of the feedback and final adoption of the plan, including the decision on Founders will be made in Q4.



H3 GROUP | Q3 ACTIVITY REPORT 2020/21

Item 12

1.6 - COMMERCIAL PARTNERSHIPS

- Following the success of the naming rights partnership with FMG at FMG Stadium Waikato (2015), staff embarked on the preparation of a Commercial Partnership Strategy.
- H3 has been actively seeking commercial partners for venue naming rights or to enter into new partnership agreements.
- Via the public excluded report to the Economic Development Committee meeting 3 June 2021, H3 will seek endorsement to enter into a new commercial partnership agreement.
- The proposal is centred around naming rights and presents a new and significant revenue stream with a commercial partner who has business interests within Hamilton and the Waikato.
- Most similar venues nationally and worldwide sell naming rights as a revenue generating partnership to offset expansion, maintenance and operating costs.

2. FINANCIAL SUMMARY

Item 12

2.1 FINANCIAL SUMMARY 2020/21

TABLE 1: RESULT FOR THE PERIOD 1 JULY 2020 TO 31 MARCH 2021

Prior YTD Actual 2019-20		Actual YTD	Budget YTD	Variance favourable/ (unfavourable)	Annual Budget
\$000		\$000	\$000	\$000	\$000
	Revenue				
-	Subsidies and Grants	-	-	-	-
-	Capital Revenue	59	-	59	200
5,993	Revenue from Activities	4,163	2,560	1,603	3,710
5,993	Total Revenue	4,223	2,560	1,662	3,910
	Direct Operating Costs				
2,430	Cost of Sales	1,561	659	(902)	1,085
3,918	Personnel Costs	3,698	3,755	57	4,999
1,648	Operating and Maintenance costs	1,604	1,442	(162)	1,855
50	Professional Costs	86	144	58	198
665	Administrative Costs	648	578	(69)	777
1,207	Property Costs	1,182	1,045	(136)	1,469
9,917	Total Direct Operating Costs	8,779	7,624	(1,155)	10,384
(3,924)	Direct Operating Surplus/(Deficit)	(4,556)	(5,063)	507	(6,474)
	Indirect Revenue				
99	Interest Income	86	59	27	79
	Indirect Overhead Costs				
4,005	Depreciation and Amortisation	3,895	4,094	199	5,459
1,962	HCC Overhead Allocation	2,033	2,154	121	2,871
1,321	Finance Costs	912	1,108	196	1,477
7,288	Total Indirect Operating Costs	6,840	7,355	516	9,807
(7,189)	Net Indirect Costs	(6,754)	(7,296)	542	(9,728)
(11,113)	Net Surplus/(Deficit)	(11,310)	(12,360)	1,049	(16,202)
(4)	Gains and Losses	(330)	-	(330)	-
(4)	Total Gains and (Losses)	(330)	-	(330)	-
(11,118)	Surplus/(Deficit)	(11,641)	(12,360)	719	(16,202)

The financials presented exclude Founders Theatre for reporting purposes. Any prior year comparatives reflect this also



H3 GROUP | Q3 ACTIVITY REPORT 2020/21

Attachment 1

Attachment 1

Item 12



NOTES:

2.2. REVENUE

- Favorable due to additional volume of events incurring in Q3 against our budget phasing. Our budget phasing assumed events would be slower to return.

2.3 OPERATING EXPENDITURE

COST OF SALES

- Additional costs relate to the uplift in revenue against Q3 budget.

OPERATING AND MAINTENANCE COSTS

- Identified additional maintenance required and higher level of event activity.

PROPERTY COSTS

- Increased utilities charges relate to events being held at the venues during the first half of the year vs budget phasing of venue closures and additional costs incurred due to COVID cleaning regimes.

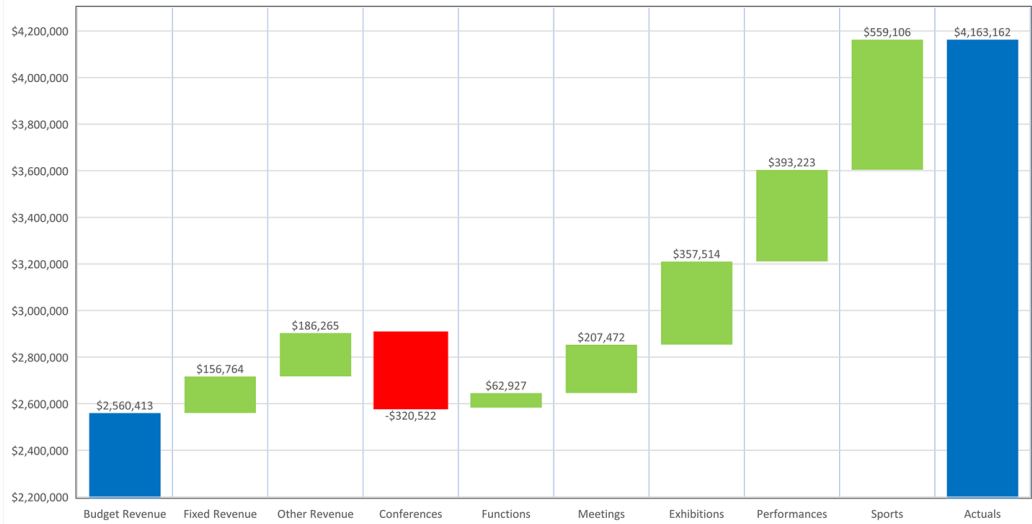


H3 GROUP | Q3 ACTIVITY REPORT 2020/21

REVENUE SUMMARY

Item 12

2.4 - GRAPH 1: 2020/21 H3 REVENUE VARIANCE TO BUDGET (EXC. CAPITAL) FOR PERIOD 1 JULY 2020 TO 31 MARCH 2021



Attachment 1

2.4.1 NOTES

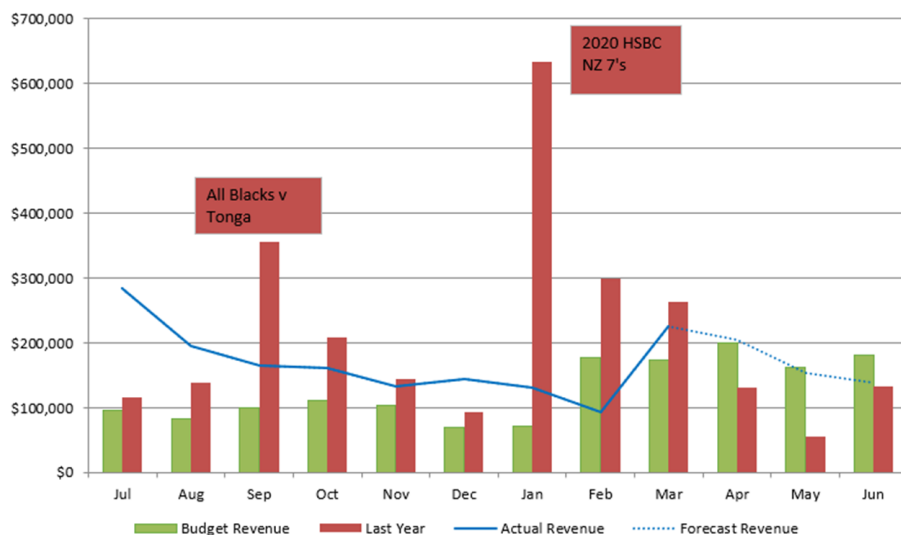
H3 revenue budgets were revised during preparation for the annual plan 2020/21 with a conservative approach to revenue due to the limitation of holding events. Events bounced back faster than expected which is reflected in the favorable result year to date.

- Total revenue Q1 – Q3 was above budget by \$1,603k (63%).
- Conference revenue was \$321k below budget due to less conferences being held. When budgets were set, H3 had several large conferences booked which subsequently cancelled due to COVID-19 which resulted in this variance.
- Sporting events revenue was \$559k above budget with higher than expected event volumes due to the commencement of Super Rugby Aotearoa, Māori All Blacks, Silver Ferns and MITRE 10 Cup and ANZ Premiership Netball games.
- Performance event revenue was \$393k above budget due to extremely strong Q3 that included SIX60, Crowded House, The Wiggles, Russell Howard and Bill Bailey.
- Exhibitions revenue was \$358k above budget, driven by a favorable return of the exhibition market and longer than expected hire days. This was substantially due to the CBAC testing station based at Claudelands for an extended period.



STADIA RESULT

2.5 - GRAPH 2: 2020/21 STADIA REVENUE FOR THE PERIOD 1 JULY 2020 - 31 MARCH 2021



2.5.1 - TABLE 2: STADIA SUMMARY PERIOD 1 JULY 2020 - 31 MARCH 2021

	Actual YTD	Budget YTD	Variance Favourable/ (unfavourable)	Annual Budget
	\$000	\$000	\$000	\$000
Revenue				
Subsidies and Grants	-	-	-	-
Capital Revenue	59	-	59	200
Revenue from Activities	1,189	664	524	1,649
Total Revenue	1,248	664	584	1,849
Direct Operating Costs				
Cost of Sales	529	95	(433)	465
Personnel Costs	1,046	1,146	100	2,276
Operating and Maintenance Costs	674	532	(142)	1,303
Professional Costs	18	54	37	112
Administrative Costs	215	189	(26)	375
Property Costs	385	356	(29)	811
Total Direct Operating Costs	2,867	2,373	(494)	5,343
Direct Operating Surplus/(Deficit)	(1,619)	(1,709)	90	(3,494)

- Total Stadia revenue is 53% above budget driven by the commencement of Super Rugby Aotearoa, the MITRE 10 Cup and international rugby (Māori All Blacks v Moana Pasifika), which were unbudgeted, due to events not being confirmed at time of budget setting. This is offset by additional costs related to the revenue uplift (Cost of Sales).

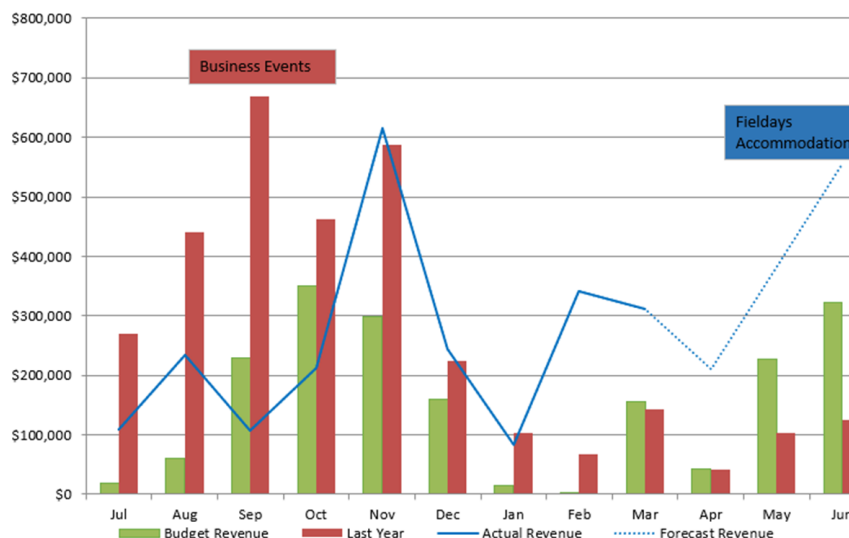


H3 GROUP | Q3 ACTIVITY REPORT 2020-/21

CLAUDELANDS RESULT

Item 12

2.6 - GRAPH 3: 2020/21 CLAUDELANDS REVENUE FOR THE PERIOD 1 JULY 2020 - 31 MARCH 2021



2.6.1 - TABLE 3: CLAUDELANDS SUMMARY PERIOD 1 JULY 2020 - 31 MARCH 2021

	Actual YTD	Budget YTD	Variance Favourable/ (unfavourable)	Annual Budget
	\$000	\$000	\$000	\$000
Revenue				
Subsidies and Grants	-	-	-	-
Capital Revenue	-	-	-	-
Revenue from Activities	2,470	1,454	1,016	2,061
Total Revenue	2,470	1,454	1,016	2,061
Direct Operating Costs				
Cost of Sales	990	414	(576)	620
Personnel Costs	2,146	2,045	(101)	2,723
Operating and Maintenance Costs	656	411	(245)	552
Professional Costs	39	63	23	86
Administrative Costs	335	299	(36)	401
Property Costs	567	467	(101)	658
Total Direct Operating Costs	4,734	3,698	(1,036)	5,041
Direct Operating Surplus/(Deficit)	(2,264)	(2,245)	(20)	(2,979)

- Total Claudelands revenue is 70% above budget, due to events returning earlier than expected. This is offset by additional costs related to the revenue uplift (Cost of Sales).
- Maintenance overspends relates to identified additional maintenance. As the venue ages, these costs will increase and be reflected in our future budgets accordingly. We anticipate these costs to be above budget at year end.
- Property cost overspend is driven by increased utilities related to events being held at the venues during the first half of the year vs budget phasing of venue closures. Additional costs incurred due to cleaning regimes.
- We anticipate these costs to be above budget at year-end.



H3 GROUP | Q3 ACTIVITY REPORT 2020/21

Attachment 1

3. ACTIVITY SUMMARY

3.1: NUMBER OF EVENTS, HIRE DAYS AND ATTENDANCE 1 JULY 2020 - 31 MARCH 2021



711 Events at
H3 Venues



730.75 Hire Days
across H3 Venues

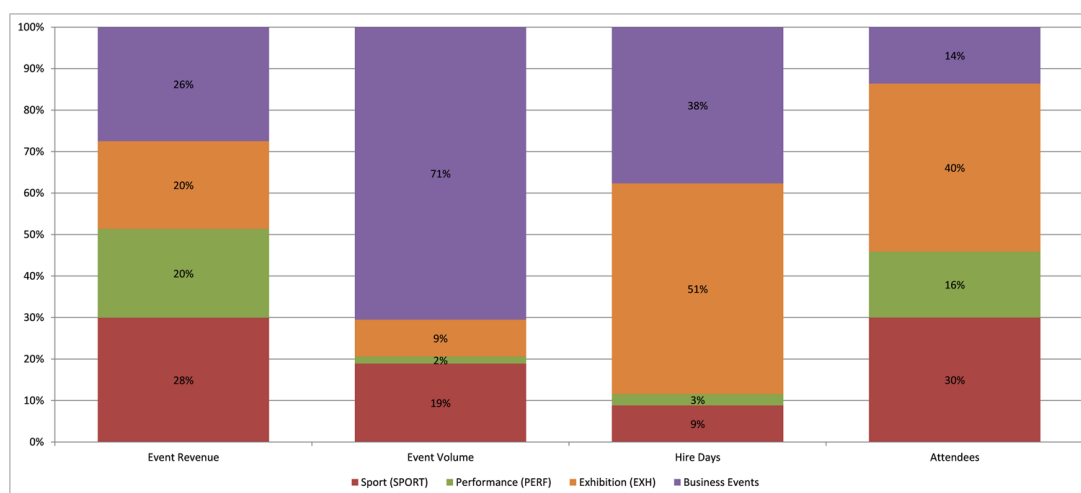


332,128 attendees
at H3 Venues

3.2 - TABLE 4: BY EVENT TYPE FOR THE PERIOD 1 JULY 2020 - 31 MARCH 2021

Event Type	Number of Events				Hire Days				Attendance			
	Q1	Q2	Q3	Total	Q1	Q2	Q3	Total	Q1	Q2	Q3	Total
Business	149	189	162	500	120.75	141.5	123.5	262.25	5,821	24,350	14,858	45,029
Exhibition	20	23	22	65	152.25	49	25.5	201.25	17,583	77,921	39,890	135,394
Performance	1	6	5	12	1.75	13.5	12.75	15.25	4,026	12,569	35,940	52,535
Sport	28	35	71	134	23.75	37.75	23.75	61.5	39,903	38,095	21,172	99,170
Total	198	253	260	711	298.5	241.75	190.5	730.75	67,333	152,935	111,860	332,128
FY 2019/20 comparison	314	285	214	599	283.75	292.25	286.50	862.50	127,592	134,787	137,755	400,134

3.3 - GRAPH 4: BUSINESS MIX BY EVENT TYPE FOR THE PERIOD 1 JULY 2020 - 31 MARCH 2021



H3 GROUP | Q3 ACTIVITY REPORT 2020/21



3.4 - 2018-28 10-YEAR PLAN KPIS
TABLE 5: FOR THE PERIOD 1 JULY 2020 - 31 MARCH 2021

Measure	Annual Target	Q1	Q2	Q3	Total
The number of people attending events at H3 Venues	441,000	67,333	152,935	111,860	332,128

- We are forecasting to achieve the annual target.

3.5 - OTHER NON-FINANCIAL KPIS CUSTOMER SATISFACTION
TABLE 6: FOR THE PERIOD 1 JULY 2020 - 31 MARCH 2021

Survey Type	Q1	Q2	Q3	Total
Business Events Hire Survey	9.1	9.6	9.7	9.5
Ticketed Events Attendee Survey	N/A	N/A	8.8	8.8

- There were no ticketed events surveyed due to re-prioritisation of resource. They will be restarted in Q4.

3.6 - KEY SUPPLIERS

- H3 issued no contracts in Q3.

3.7 - OUR PEOPLE

- H3's cumulative permanent staff turnover for the first three quarters was 12.34% with nine staff leaving against an average staff number of 72 year to date.
- This is above the prior year period result (9.89%), due to a competitive employment market at present.
- Recruitment is underway on key roles to ensure we remain a competitive market leader.
- The casual labour market remains a challenge for our operational teams, with casual positions harder to fill as temporary staff obtain permanent roles and no longer seek casual role opportunities.



H3 GROUP | Q3 ACTIVITY REPORT 2020/21

Item 12

Attachment 1

3.8 - HEALTH AND SAFETY**TABLE 7: INJURIES, MEDICAL TREATMENT & LOST TIME INJURIES FOR THE PERIOD 1 JULY 2020 - 31 MARCH 2021**

	Q1	Q2	Q3	Total
Injuries	2	4	2	6 Staff injuries (minor) 2 Contractor injuries (minor)
Medical Treatment	0	2	0	
Lost time Injuries	0	0	0	

Highlights across Q3:

- Key staff participated in critical risks workshops
- Claire Toko (H3 Operations Manager) elected to the HCC Safety Governance Committee
- Power failure at H3 Headquarters allowed for testing of business continuity plan
- Developed and implementing new training process for issue of trespass notices.
- Asset, Plant and Equipment Improvements:
 - FMG Stadium Waikato Tie Rods replacement/repair complete
 - FMG Stadium Waikato – Changes to Gate 5 to allow access to be controlled remotely to improve venue security.



4. MARKETING HIGHLIGHTS

Item 12

4.1 SUMMARY

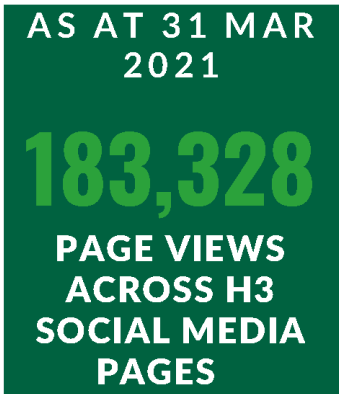
- H3's websites (h3group.co.nz, hlive.co.nz, Claudelands.co.nz, fmgstadiumwaikato.co.nz, seddonpark.com and spoiltforchoice.co.nz) had a combined total of 70,572 web visitors throughout the quarter. The site with the most visitors during this time was the Claudelands website with 41,653 and also had the most views on a single day with 8,079 visitors the day of the SIX60 concert.

4.2 DATABASE SEGMENTATION

- The HLive database currently has 48,639 active subscribers with 80 new subscribers this quarter.
- During the quarter, nine electronic direct mails were sent to the HLive database. On average these had an open rate of 22.8% and an average click through rate of 2.25%.
- The top locations based on where our audience was located when opening our emails was Auckland, Hamilton and Tauranga. People residing in Auckland were our most engaged audience for the quarter, which reflects a heavy focus we have applied to this market

4.3 SOCIAL MEDIA ENGAGEMENT

- Facebook is our primary social media platform for communicating and engaging with our audiences. Below we share information about the posts that had the highest engagement throughout the quarter for each of our Facebook pages:



H3 GROUP | Q3 ACTIVITY REPORT 2020/21

Attachment 1

Attachment 1

@fmgstadiumwaikato

- The post with the highest reach was a post sharing the Chiefs win against the Blues, posted on 27 March. This post reached approximately 1,852 people which showed interest in this content. This post also had the highest engagement with 228 post engagements and 141 post reactions.

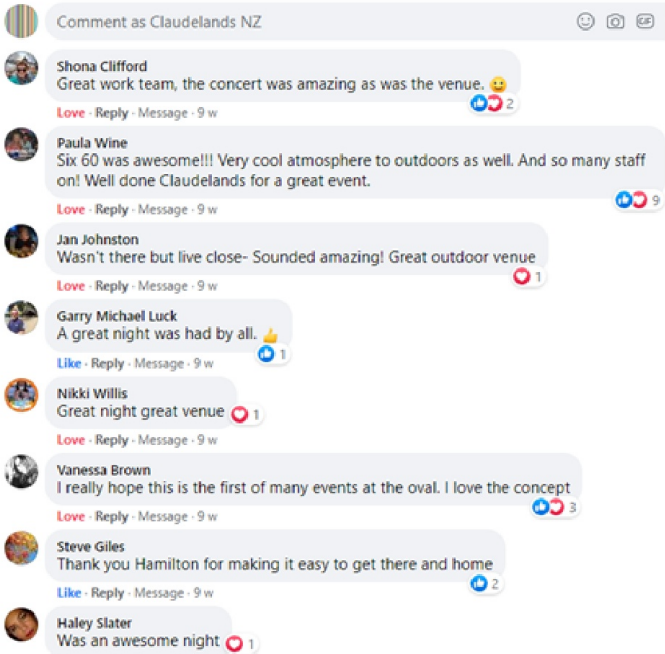


Chief's rugby fan @FMG Stadium Waikato - March 2021

Item 12

@Claudelandsnz

- The post with the highest reach and engagement was a post thanking all those who attended the SIX60 concert. This post showed people sharing their excitement for the venue, atmosphere, and of course the music. This resulted in a post that had 11,889 reaches and 1,575 engagements.



Post show facebook comments from @Claudelandsnz - February 2021

@HLivenz

- HLive's post with the highest engagement and reach was the announcement of SIX60 having SOLD OUT with 10,031 people reached and 1,206 engagements.



5. SUSTAINABILITY HIGHLIGHTS

Item 12

5.1 Q3 ACTIVITY SUMMARY

Over the last year we've seen an increase in demand from our clients and users to have more sustainable initiatives and practices introduced at our venues. Our 'Branches of Sustainability' (pictured) inform our way of working in this area, aimed at reducing the negative impact of our venues and activities.

Sustainability activity undertaken in Q3 included:

- Herb garden planted at Claudelands for use by Montana Food and Events
- 80kgs of honey harvested from Claudelands' beehives
- Commercial composting trial complete. Product did not compost as expected so further options are being investigated
- Parklet bike rack trialled at Seddon Park for a Black Caps game
- Extensive waste management programme undertaken at SIX60 Saturday event – 70% of waste diverted from landfill
- Claudelands Building Management System (BMS) upgrades complete. Now able to measure and control energy use more efficiently throughout the venue
- LED sports lighting upgrade project at FMG stadium Waikato commenced

OUR BRANCHES OF SUSTAINABILITY

Here at H3 we pride ourselves on protecting and caring for the environment around us. Our Guiding Principles of Tight Team, Dedicated Hosts and Best in the Business guide our internal culture and way of working, including our commitment to meaningful and long-lasting sustainable practices.

We are united in our commitment to continuously improve our impact on the environment, as outlined in our sustainability branches below:



Our environment

Significantly reduce our environmental impact through a range of meaningful sustainable initiatives

= *A healthier Hamilton / Tepe ora a Kirikiriroa*



Our community

Act as guardians of our city, helping to shape and grow a healthy future through local partnerships, investments and initiatives to benefit future generations

= *Lasting local legacies / He mana tuurua*



Our people

Ensure our team, partners, contractors, clients and customers all connect to and support sustainable beliefs and behaviours

= *A green culture / Ahurea taiao*



Our purchases

Always adhere to the highest sourcing standards to guarantee responsible, local and ethical purchases

= *Mindful purchasing / Holokake tika*



Our green spaces

Maintain and manage our green spaces as living examples of our commitment to the environment

= *Symbols of sustainability / Ngaa tohu manaaki taiao*





Claudelands | FMG Stadium Waikato | Seddon Park

Attachment 1

Martin (Apiarist), from Sweet Tree Honey at Claudelands' beehives

H3 GROUP | Q3 ACTIVITY REPORT 2020/21

Economic Development Committee Agenda 3 June 2021- OPEN

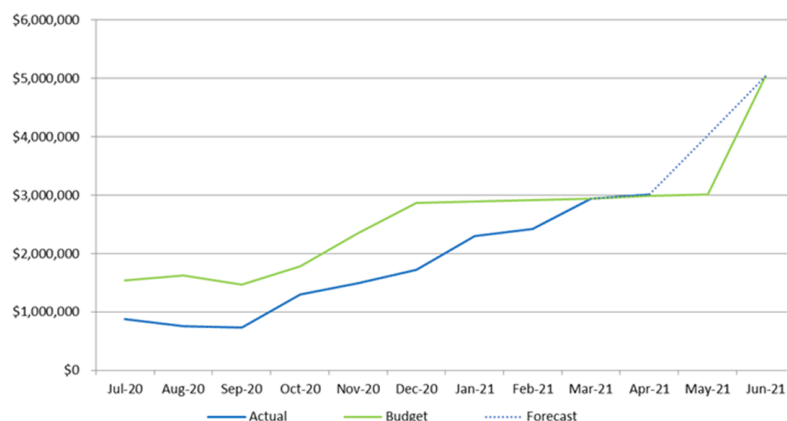
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6. CAPEX & ASSET MANAGEMENT

6.1 - 2020/21 CAPEX SPEND ACTUALS VERSES BUDGET

GRAPH 5: FOR THE PERIOD 1 JULY 2020 - 31 MARCH 2021



- H3's capital programme is forecast to underspend at year end. The above forecast and budget reflects \$850k in deferrals to the next year. This is for work started/contracted that won't be completed this year due to scheduling delays.

5.2 - ASSET MANAGEMENT

FMG STADIUM WAIKATO WEL NETWORKS STAND

- A quantity surveyor has provided a cost estimate the project and the business case has been approved. The contract will seek Council's approval at the 13 June 2021 Finance Committee meeting to enable the project's tender process tender in Q4. The work is programmed for Q1 and Q2 2021/22. The Stand will be unavailable for event use during this time.

FMG STADIUM WAIKATO LIGHT TOWERS

- The business case for this project has also been approved and will seek Council's contract approval in Q1 2021/22. The project is due to be completed by Q2 in 2022/23, with the early tender timeframe providing for the procurement of long lead time items.

FMG STADIUM WAIKATO TIE RODS

- The FMG Stadium Waikato Tie Rods project has been completed and is operational.

ALL VENUES - WORKFORCE PLANNING

- As part of our transformation projects, H3 is implementing a toolset that works alongside our event management system to provide integrated staff scheduling and rostering. The pilot is near completion with deployment planning underway and the live rollout to commence in Q4.

OTHER PROJECTS UNDERWAY

- Venue Security – FMG Stadium and Seddon Park Cardex
- Venue Improvements - Sight Screens at Seddon Park, Arena LED Lighting Upgrade, Claudelands HVAC and operational staff facility.



H3 GROUP | Q3 ACTIVITY REPORT 2020/21

7. FORWARD POSITION

Item 12

7.1 Looking Forward

- H3's forward bookings through to the end of the financial year are currently strong. Q4 will deliver ahead of budget, assuming no further COVID-19 interruptions take place.
- We are continuing to experience a lack of availability for event activity in Q1 and Q2 2021/22.
- Two operational concerns remain; Maintenance and electricity costs are challenging, and a great deal of effort is being put into tackling these costs while at the same time protecting our assets. The second is an increase in security issues, not only on event day but during down time periods. H3 will focus on this to protect our assets and people on-site.
- H3 staff have instigated discussion with Council's Infrastructure Team around the proposed consultation of the Five Cross Roads intersection as part of the Eastern Pathways School Link Corridor activity and the upgrade of the Brooklyn Road and Heaphy Terrace intersection.
- H3 continues to experience constraints to growth however on three fronts for the coming year which are proving very challenging to resolve.
 - Peak booking periods forcing "new booking" closeouts.
 - A lack of casual and technical expert staff to support the business.
 - A lack of commercial accommodation (not just hotels).

Attachment 1



H3 GROUP | Q2 ACTIVITY REPORT 2020/21

Item 13

Council Report

Committee: Economic Development Committee

Date: 03 June 2021

Author: Tyler Gaukrodger

Authoriser: Becca Brooke

Position: Governance Advisor

Position: Governance Manager

Report Name: Open Information only reports

Report Status	<i>Open</i>
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1. The following report is for information purposes only:

- General Manager's Report.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the General Manager's Report.

Attachments - *Ngaa taapirihanga*

Attachment 1 - General Manager's Report

Council Report

Item 13

Committee: Economic Development Committee
Date: 03 June 2021
Author: Mike Bennett
Authoriser: Jen Baird
Position: Key Account Manager
Position: General Manager City Growth
Report Name: General Managers Report

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

1. To inform the Economic Development Committee of topical issues, areas of concern and items which need to be brought to the member's attention, but which do not necessitate a separate report.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development committee receives the report.

Background - *Koorero whaimaarama*

3. This report is to inform the Economic Development Committee of topical issues, areas of concern and items which need to be brought to the member's attention.

Economic Development Agenda Update

4. Staff are progressing Economic Development Agenda that was approved by the Economic Development Committee in late 2020.
5. A tech sector value proposition was created and brought to a working group of sector leaders in late March 2021. An updated version based on group input and feedback was taken back to sector leaders on 25 May 2021, with a final version expected by the end of June. Building on this work, staff are finalising an overview of Hamilton's tech sector to be used as an investment promotion tool.
6. Also, in the technology and innovation space, economic development staff have transitioned into the role of managing Council's relationship with Waikato Innovation Park, previously part of the Special Projects portfolio. This will entail regular meetings with park ownership and management to ensure alignment on commercial outcomes and delivery of the aspirations represented in the park's masterplan.
7. Economic development staff are partnering with Growth Programmes managers to create an overview of Hamilton's logistics sector. Similar to the tech sector work, this will support the promotion of Hamilton's unique position in the logistics and distribution sector, as well as highlight strategic assets such as the Stage 1 portion of the Ruakura Superhub being developed by Tainui Group Holdings. Work across other key sectors such as AgriTech and Manufacturing will follow.

Attachment 1

8. A rebuild of the Hamilton Invest website is underway, with staff currently developing user personas representing key economic development and analytics stakeholders. The result will be a set of user stories which will be field-tested to refine our understanding of their primary objectives. Next steps will include the development of a high-level design outline, mock-ups, and dynamic visualisations/dashboards that will be part of a user experience workshop in the coming months.

Tech sector working group update

9. Two tech sector working group meetings have been held since the last Economic Development Committee meeting. The first was held in late March. The discussion sought to make progress in key focus areas including sector value proposition, talent attraction and retention.
10. Following feedback, the value proposition is being further refined to better reflect the passion, community impact focus and collaborative nature of the industry in the Waikato. To be clear, the value proposition is not a tagline, advertising approach or slogan; its goal is to provide a unifying idea that everyone in the sector in our region can use. It communicates the benefit of being part of the sector in our region and its aim is to address the fragmentation of messaging we have seen over the last few years.
11. Investment in building a Hamilton that attracts talent was important to the group. They were pleased with Council's central city investment plans in the Long-Term Plan and pleased with the continued commitment to the growth of the city.
12. The group is in the early stages of considering a variety of opportunities for the city including projects to attract Venture Capital Funding, ensuring our education providers are turning out the kind of graduates the sector of the future will need and creating networking opportunities to build connections that encourage people to stay in Hamilton as their career grows.
13. It is pleasing to see such a wide variety of organisations and sector leaders come together for this work. While council has led and funded much of the work to date, the vision is for business to take the central role in this work to ensure it delivers to their growth needs.
14. At the time of writing, the second meeting was just a few days away. The Key Account manager will provide a verbal update on progress from this meeting.

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

15. Staff confirm that the matters in this report complies with the Council's legal and policy requirements.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

16. 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').
17. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report.
18. The recommendations set out in this report are consistent with that purpose.
19. There were no social, economic, environmental or cultural wellbeings identified in the development of this report.

Risks - *Tuuraru*

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

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

Significance

21. 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

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

Attachments - *Ngaa taapirihanga*

There are no attachments for this report.

Item 13

Attachment 1

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 9 March 2021) Good reason to withhold information exists under Section 7 Local Government Official Information and Meetings Act 1987	Section 48(1)(a)
C2. Appointment of Director - Waikato Innovation Growth Limited/ New Zealand Food Innovation Waikato Limited)	
C3. Claudelands Commercial Partnership Agreement		
C4. 2 Brooklyn Road and 778 Heaphy Terrace - Property Disposal		
C5. Municipal Endowment Fund Action and Management Plan - Approval		
C6. Victoria Street Development - Verbal Update		
C7. Public Excluded Information only reports		

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 protect the privacy of natural persons	Section 7 (2) (a)
	to enable Council to carry out commercial activities without disadvantage	Section 7 (2) (h)
	to enable Council to carry out negotiations	Section 7 (2) (i)
Item C3.	to enable Council to carry out commercial	Section 7 (2) (h)

	activities without disadvantage	Section 7 (2) (i)
	to enable Council to carry out negotiations	
Item C4.	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	
Item C5.	to avoid the unreasonably, likely prejudice to the commercial position of a person who supplied or is the subject of the information	Section 7 (2) (b) (ii) Section 7 (2) (h) Section 7 (2) (i)
	to enable Council to carry out commercial activities without disadvantage	
	to enable Council to carry out negotiations	
Item C6.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C7.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)