

# City Promotions, Events and Attractions

We work to develop, support and draw major events and attractions which are important contributors to the city's economy. We provide funding to Positively Wellington Tourism (PWT) for marketing and research in order to increase visitor numbers and expenditure. We own and operate venues for performances and events and we work to attract and retain creative, skilled people into our workforce.

## 3.1.1 Tourism Promotion

### WHAT WE DID

PWT has maintained the 'Spoil Yourself in Wellington' television and online campaign in market throughout the first quarter of 2009-10. As part of our domestic marketing activities we supported the production of a television commercial promoting the Wellington Phoenix season in the Australian 'A' League. This was on air as their season commenced in August.

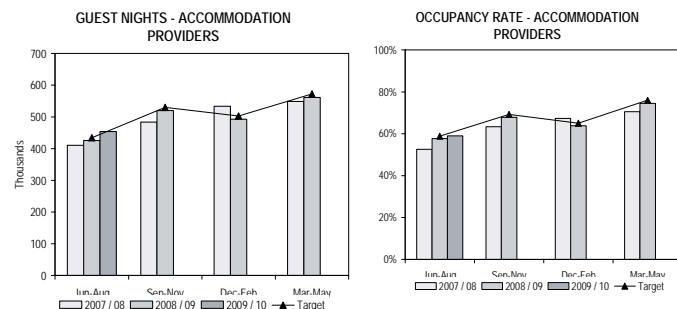
PWT has delivered its 'city excitement' activities - retail competition, billboards, street and taxi flags and Montana World of WearableArt (WOW) Wander.

PWT has, through its marketing role for the NZI Sevens tournament, delivered its 'tickets on sale' campaign and tickets being sold out in a record 3 minutes on the morning of 28 September; simultaneously PWT launched a new website for the NZI Sevens ([www.nzisevens.co.nz](http://www.nzisevens.co.nz)) and a Facebook application. These will be used to communicate to ticket and non ticket holders about the NZI Sevens and offer opportunities for visitors to do more during their visit to Wellington.

PWT in partnership with Grow Wellington (GW) managed and delivered the 'Wellington on a Plate' food festival; this inaugural event has been highly acclaimed by business owners, participants and the food industry across New Zealand. PWT and GW have committed to the future development of the festival in August, a time of year when other business streams are less active.

PWT's Wellington Convention Bureau membership has now reached 100 industry partners. 14 partners attended the MEETINGS trade show in Auckland in July where the stand won 'Best Regional Stand'.

### HOW WE PERFORMED



### ACTIVITIES FOR THE NEXT QUARTER

PWT will be developing and managing national level TV and online campaigns for the City Gallery's re-opening exhibition 'Kusama - The Mirrored Years' and Te Papa's Pompeii exhibition.

The Events section of WellingtonNZ.com will be redesigned in this quarter. This will focus on making the section more inspirational and therefore create more bookings. A dedicated online campaign will be created to direct people to the new Events section.

PWT will maintain the 'Spoil Yourself in Wellington' television and online campaign in market through October and November of the

coming quarter.

The Wellington Convention Bureau will be hosting 31 conference buyers from Australia and New Zealand on a Mega familiarisation visit based around the Wellington Conference and Events Expo on 14 October. Bureau personnel are also attending the Conventions and Incentives NZ Conference in Blenheim in October.

The Bureau has also arranged an Incentive Seminar for its partners on 23 October with an Australian expert speaking.

PWT will carry out research in Australia to validate the marketing activities that are planned.

## 3.1.2 Visitor Attractions

### WHAT WE DID

#### Carter Observatory

During the quarter the Carter Observatory submitted funding bids to significant potential partners.

We also continued to work in preparation for the opening in early 2010.

#### Te Papa

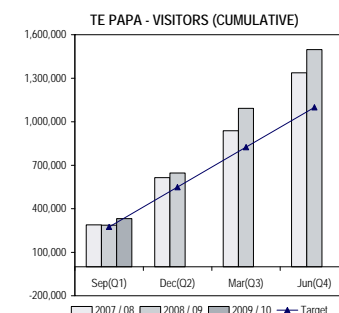
Tales from Te Papa was launched by Hon Chris Finlayson. This project is a partnership between Te Papa, TVNZ and Vero and comprises a series of short programmes which highlight Te Papa's collections and will be screened on TVNZ 6.

Formula One - The Great Design Race opened in the Visa Platinum Gallery.

The Matariki Festival took place with a diverse range of events, one of the highlights being the live internet broadcast of the Kaumatua Kapa Haka weekend, made possible by the support of TelstraClear and New Zealand Post.

Te Papa suffered the loss of its CEO, Seddon Bennington, during the quarter. He died, along with his tramping companion, in the Tararua's in July. Seddon's tangi was the first to be held on Te Papa's marae. His contribution to Te Papa was immeasurable and he will be missed by staff, colleagues and friends.

### HOW WE PERFORMED



### ACTIVITIES FOR THE NEXT QUARTER

#### Carter Observatory

Fundraising activities will be ongoing and work will continue on the exhibition design and installation.

Work will commence on the planetarium projection, sound and lighting systems.

Carter will apply for building consents for the planetarium refit and contracts will be issued for this refit work.

Carter's active marketing strategy and staff recruitment will commence.

Operational systems and processes will be put in place in preparation for the opening.

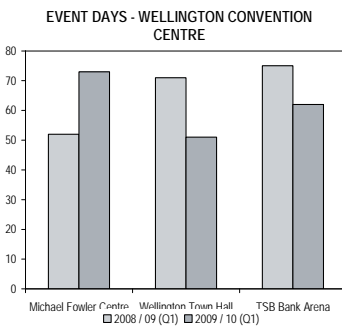
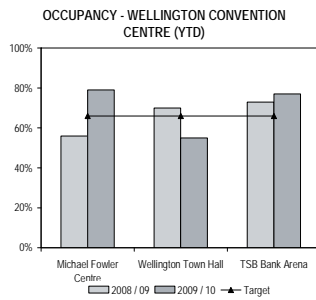
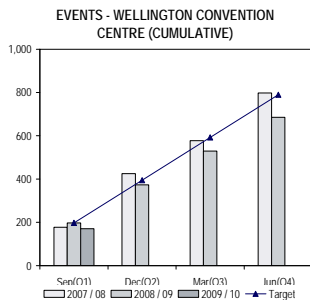
### 3.1.3 Convention Venues

#### WHAT WE DID

We have staged 171 events for the quarter across all venues.

Highlights were the WOW Awards show with 10 sold out shows and Starlight Express, which staged the NZ Premiere in July. Both shows were at the TSB Bank Arena.

#### HOW WE PERFORMED



The economic downturn is impacting our results. It appears from our monitoring that the reduced activity originates from the Government, Corporate and Association sector. It is also apparent that this is industry wide which has put pressure on other providers to become more competitive.

Business trends show that whilst there are still various types of events taking place, attendee numbers, duration and overall spend have all decreased.

#### ACTIVITIES FOR THE NEXT QUARTER

Mamma Mia, the stage show, was held at TSB Arena from 22 October and had 14 performances. We are expecting this show to generate a high level of interest.

It will be business as usual in the lead-up to a traditionally slow December /January period.

### 3.1.4 Suburban and City Centres Vitality

#### WHAT WE DID / HOW WE PERFORMED

During the quarter we monitored and enforced illegal parking around sports fields and shopping centres.

We continue to monitor and enforce weekend parking limits. While weekends are free we enforce time limits to ensure a high level of turnover to allow greater access.

#### ACTIVITIES FOR THE NEXT QUARTER

We will trial cameras in Courtenay Place to identify specific driving / parking behaviours and offences with the view towards public safety.

### 3.1.5 Events Attraction and Support

#### WHAT WE DID

The sold out 2009 Montana World of WearableArt Awards provided a fitting end to the first quarter for 2009/2010. With an additional show added this year plus free public events, WOW continues to deliver significant benefits to the city and is now into its fifth year in Wellington. The city also hosted the inaugural Wellington on a Plate festival and the World Press Photo exhibition returned to Wellington.

Other events hosted included:

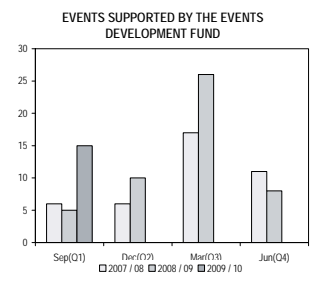
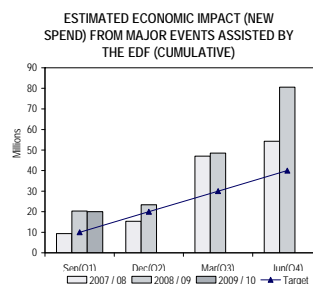
- WOW – WearableArt wander
- NZ Football World Cup Qualifier press conference
- NZ Affordable Art show
- BrewNZ 2009
- International Basketball: NZ vs. Australia
- Ranfurly Shield parades
- Launch of the 2011 AsiaPacific Outgames
- NZ International Film Festival
- Wellington Phoenix season launch
- International Rugby: All Blacks vs. Australia.

#### Rugby World cup 2011

We established the RWC 2011 Directorate and put in place a project programme. The project programme has identified the key streams of work required and is based on the critical success factors.

Several briefings and presentations have been delivered to major stakeholders including the CCOs, retailers and Grow Wellington.

#### HOW WE PERFORMED



#### ACTIVITIES FOR THE NEXT QUARTER

Activities for the next quarter include:

- 'Wild Wellington' Mountain Bike Relay
- FIFA World Cup Qualifier: All Whites vs. Bahrain
- The Lovely Bones Red Carpet event (TBC)
- Asia Pacific Rim Junior Diving International
- 15th World Unicycle Championships

## Financials

### WHAT IT COST

What it cost				
Operational projects \$000	Actual YTD	Budget YTD	Variance YTD	Full Year Budget
<b>3.1.1 Tourism Promotion</b>				
Expenditure	1,185	1,185	0	5,240
Revenue	0	0	0	0
Net Operating Expenditure	1,185	1,185	0	5,240
<b>3.1.2 Visitor Attractions</b>				
Expenditure	638	637	(1)	2,587
Revenue	0	0	0	0
Net Operating Expenditure	638	637	(1)	2,587
<b>3.1.3 Convention Centre</b>				
Expenditure	2,658	2,702	44	10,681
Revenue	(1,472)	(1,691)	(219)	(5,853)
Net Operating Expenditure	1,186	1,011	(175)	4,828
<b>3.1.4 Suburban and City Centres Vitality</b>				
Expenditure	317	316	(1)	1,266
Revenue	0	0	0	0
Net Operating Expenditure	317	316	(1)	1,266
<b>3.1.5 Events Attractions and Support</b>				
Expenditure	881	746	(135)	2,958
Revenue	0	0	0	0
Net Operating Expenditure	881	746	(135)	2,958
<b>Capital projects \$000</b>				
<b>3.1.1 Tourism Promotion</b>				
Expenditure	0	0	0	0
<b>3.1.2 Visitor Attractions</b>				
Expenditure	79	552	473	1,894
<b>3.1.3 Convention Centre</b>				
Expenditure	239	194	(45)	566
<b>3.1.4 Suburban and City Centres Vitality</b>				
Expenditure	0	0	0	0
<b>3.1.5 Events Attractions and Support</b>				
Expenditure	0	0	0	0

#### Operating Expenditure

3.1.1: Operational expenditure is in line with budget.

3.1.2: Operational expenditure is in line with budget.

3.1.3: Revenue is under budget due to reduced event activity and an unfavourable change in the mix of events, away from high revenue generating events such as conferences. Many of the reduced events are in the Government and Association sectors. As a result of the reduced events, activity expenditure has also reduced.

3.1.4: Operational expenditure is in line with budget.

3.1.5: Operational expenditure is ahead of budget as event funding commitments have been paid earlier than budgeted. Expenditure is expected to be in line with budget at the end of the year.

#### Capital Expenditure

3.1.1: No capital expenditure is budgeted for this activity.

3.1.2: Capital expenditure is behind budget as negotiation surrounding the purchase of digital planetarium equipment for the Carter Observatory is taking longer than originally anticipated. Expenditure is expected to be under budget at year end, as the Carter Observatory Trust is now funding the planetarium room upgrade.

3.1.3: The capital programme is largely related to the upgrade of facilities during this financial year. The programme is slightly ahead of budget schedule. Expenditure is expected to be in line with budget at the end of the year.

3.1.4: No capital expenditure is budgeted for this activity.

3.1.5: No capital expenditure is budgeted for this activity.

#### How It Was Funded

3.1.1: This activity is targeted to be 100% rates funded. Positively Wellington also funded their activities through private sector investment.

3.1.2: This activity is targeted to be 100% rates funded.

3.1.3	Rates (%)	Revenue (%)
YTD Actuals	45	55
Annual Target	45	55

3.1.4: This activity is targeted to be 100% rates funded.

3.1.5: This activity is targeted to be 100% commercial rate funded.