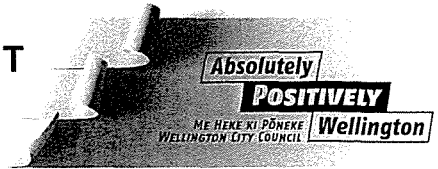


# EVENT DEVELOPMENT FUND REQUEST

## Event Summary



<b>Event Name:</b>	Wellington Fashion Week 2014														
<b>Proposed Date(s):</b>	9 – 13 April 2014														
<b>Proposed Venue(s):</b>	Shed 6 and Waterfront Buildings (Shed 11, Shed 13 and Te Wharewaka)														
<b>Event Organiser/Promoter:</b>	Wellington Fashion Week Limited														
<b>Event Contact and Details:</b>	Cameron Seddon and Craig Mills, Directors P.O.Box 38-338 Wellington Mail Centre LOWER HUTT [REDACTED]														
<b>Event Support Requested:</b>	Event Partner Sponsorship Funding of \$125,000 + GST														
<b>Weighting of Assessment Criteria</b>	<p>Based on the proposal received, the event has been assessed against the key criteria's of the Events Development Fund:</p> <table border="1" data-bbox="742 967 1236 1187"> <tr> <td>Uniqueness to Wellington</td> <td>5%</td> </tr> <tr> <td>E.O.I 20:1 ratio</td> <td>20%</td> </tr> <tr> <td>New Events Seeding Funding</td> <td>5%</td> </tr> <tr> <td>Audience size &gt; 5,000</td> <td>20%</td> </tr> <tr> <td>Seasonality</td> <td>20%</td> </tr> <tr> <td>Regional Focus</td> <td>15%</td> </tr> <tr> <td><b>Total Score</b></td> <td><b>85%</b></td> </tr> </table> <p>Aligns with Direction 2 of the Events Policy: To maximise the advantages of being home to creative, cultural and artistic leaders Iconic (and national) Events: <i>2.2 Develop niche arts events that define Wellington's competitive advantage such as Wellington Fashion week which supports young designers.</i></p>	Uniqueness to Wellington	5%	E.O.I 20:1 ratio	20%	New Events Seeding Funding	5%	Audience size > 5,000	20%	Seasonality	20%	Regional Focus	15%	<b>Total Score</b>	<b>85%</b>
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<b>Background Information and summary of event activities:</b>	<p>WCC supported the inaugural Wellington Fashion Week in April 2012, with an \$8000 grant through the EDF. The organisers successfully built on this and the 2013 event and added a supplementary "Fashion in The Capital" event in September this year that provided the resources and ability for businesses in the fashion industry and wider sector to expand their productivity through trade, media and brand exposure.</p> <p>A total of \$20,000 EDF funding was provided in 2013 (Fashion Week - \$15,000 and Fashion in the Capital \$5,000)</p> <p>The organisers by combining both events in 2014 propose to strengthen the events link to the CBD along with relevant retail and hospitality sectors. Fashion Week 2014 will be in two parts – Trade Week incorporating six showcases for buyers and industry spectators -this is in association with NZ Apparel Magazine.</p>														

	<p>The second part will feature the designer showcases of which there will be eight – notably Wellington Fashion Week is the only show in New Zealand where the general public can have direct access to a runway experience.</p> <p>Fashion Week will be supported with health and beauty seminars and organisers have enlisted support of hospitality venues on the waterfront.</p> <p>Proposed business alignments for Fashion Week 2014</p> <ul style="list-style-type: none"> <li>▪ Wellington Wedding Show</li> <li>▪ New Zealand Apparel Magazine</li> <li>▪ New Zealand Light Leathers Ltd</li> <li>▪ New Zealand Fashion Tech (Fashion Technology School)</li> <li>▪ Massey University (Design School)</li> </ul> <p>Fashion Week has also secured the involvement of Fashion TV for the first time in New Zealand. As the network leader in fashion and lifestyle content Fashion TV broadcasts to 400 million households across 193 countries and has extensive social media presence.</p>
<p><b>Audience size/demographics and number of participants:</b></p>	<p>Estimated attendees and participants of Wellington Fashion Week for 2014</p> <p>9,000+ unique individuals attending 25+ events  232 registered delegates  200 support crew  80 Volunteers  40 Event Partners</p> <p>In 2013 24% of attendees were from out of Wellington - Auckland and Canterbury making up majority of the outside ticket sales. Of the delegates that attended the events 63% of registered delegates were from outside the Region. <i>(source Dash Tickets)</i></p> <p><i>*24% (2160 attendees) + 37% (85 delegates) = 2245 OOR x \$125/day av x 4 days = \$1.1m economic impact.</i></p>
<p><b>Event Budget/Project Plan:</b></p>	<p><b>Total Income \$330,000</b>  Ticket sales \$77,000  Sponsorship (non WCC) \$147,500  Value In Kind \$55,550</p> <p>-----</p> <p><b>Total Expenses \$411,000</b>  Deficit (\$81,000)</p>
<p><b>Recommendation and other comments:</b></p>	<p><i>That the Events Assessment Committee approves a sponsorship of \$65,000 for the 2013 event which is made up of \$50,000 cash grant, and \$15,000 towards "Out of Region" marketing/city package costs directed and managed by PWT</i></p>

**Attachments:** Wellington Fashion Week Sponsorship Proposal