

✓ (46)

Tim Crooks

From: Steve Walters [Steve.Walters@WRFU.CO.NZ]
Sent: Wednesday, 30 May 2012 5:29 p.m.
To: BUS: City Events Policy
Subject: Submission on Draft Events Policy 2012
Attachments: Wellington Rugby Submission Draft Events Policy 2012 - SW 30 May 2012.docx

Hi, please find attached our submission on the Draft Events Policy 2012. Please feel free to revert back to me with any questions.

Can you please advise on the process from here.

Good luck in the task from here to consolidate the feedback received,

Many thanks,

Steve Walters



Steve Walters, General Manager, Hertz Sevens **m** +64 21 288 7155
Round 4 of the HSBC Sevens World Series 2011/12
w hertzsevens.co.nz **f** [Like us on Facebook](#) **t** [Follow us on Twitter](#)
Wellington Rugby: 113 Adelaide Road, PO Box 7201, Wellington South, New Zealand

Oral Submission
9.20am slot.



**WELLINGTON
RUGBY FOOTBALL
UNION Inc.**

Submission to Wellington City Council From Wellington Rugby

Draft Events Policy 2012

30 May 2012



WELLINGTON RUGBY FOOTBALL UNION INC.

113 Adelaide Road, Newtown, Wellington 6021. PO Box 7201, Wellington South 6242, New Zealand. Tel: +64-4-389 0020 Fax: +64-4-389 0889 mail@wrfu.co.nz www.wrfu.co.nz

Our Vision: "To be one of the most successful Rugby organisations in the world with a world class performance culture on and off the field"

Draft Events Policy Submission; Wellington Rugby

The Hertz Sevens

The Wellington Rugby Football Union (WRFU) endorses the Council's vision of "Wellington – the Events capital of New Zealand" and agrees with the overall direction of the Draft Events Policy 2012. WRFU whole-heartedly supports the strong working relationship between WCC and WRFU that has been invested in over the last 12 years of hosting the New Zealand International Sevens in Wellington and views this as essential to ensure the Hertz Sevens remains a world-class event in the future.

The Benefits of Supporting Rugby Events in Wellington

WRFU shares the Council's vision that events are one of the key ingredients that makes Wellington great. As one of Wellington's iconic events the Hertz Sevens delivers great pride in Wellington. The has long-term benefits for Wellington's greater community, both economically and in adding to Wellingtonians' sense of well-being. The Hertz Sevens enables Wellington to celebrate many things that are great about Wellington; being an open, creative, and fun-loving people, that celebrates different cultures and a strong sense of community.

The Council's support of the Hertz Sevens also assists in consolidating Wellington's reputation as a great city to host events, attracting more people to live in and visit Wellington. The Tournament has a self-sufficient 'can do' attitude that looks to the Council for support to make the event and experience even better, as opposed to relying on the Council to ensure the event continues. The current return on the Council's investment in the Hertz Sevens is well above the targeted investment ratio of 20:1 and is superb value for the money invested.

Culturally rugby sevens has a lot to offer Wellington. The international nature of rugby sevens, involving the participation of 16 teams from around the globe is important from a cultural as well as a sporting perspective. The Hertz Sevens builds and nurtures relationships with our pacific neighbours plus new cultures such as Japan, USA, Japan, South Africa and Kenya, which adds to the cultural richness of Wellington City. The prospect of rugby sevens' entry into the 2016 Olympic Games will increase rugby sevens profile and Wellington's profile as a leading host city. The inclusion of women's rugby sevens in the Olympics will raise the profile of women's involvement in rugby and boost participation by the women of Wellington in local competitions.

The Hertz Sevens also greatly assists in building a world-class volunteer base.

Other Events to consider attracting/bringing to Wellington

WRFU believes sport should occupy a greater share of the events portfolio in Wellington. Sporting events invigorate passionate communities of fans, create a great sense of well-being, increase civic pride and motivate the community to be more active and healthy. Increased Council support of rugby within Wellington will help grow existing rugby events such as the Hertz Sevens, and help develop new ones. The \$18m approximately that is injected into the Wellington City economy each year will continue to grow as the event grows and attracts more visitors to Wellington. The more the Council supports the event and collateral events around the tournament, the greater will be the return to the City.

The Council can assist in growing the Hertz Sevens by investing in and supporting entertainment and artistic acts which help create a sense of 'carnival' during tournament week. This will attract visitors to extend their stay in Wellington beyond the typical Friday and Saturday nights to at least

another two days and nights. This could be a mid-week concert or event that may benefit from Waitangi Day falling just before or after the Hertz Sevens weekend, or even an alternate sevens party that attracts the more party-focused fans currently attending the Hertz Sevens. A possibility may be to stage the Cuba St Carnival or similar midweek and include a fan parade as part of the carnival.

The Council can also assist in growing the tournament and the economic benefits to Wellington by providing visitors from Australia reasons to extend their Wellington experience. (assisting with Direction 8: To profile Wellington as the events capital of New Zealand). The Council can do this by strengthening the support the Hertz Sevens receives from Positively Wellington Tourism in profiling the event in Australia.

Attracting another Iconic Event

WRFU agrees that attracting another iconic event would benefit Wellington and believes this should be a rugby event. Rugby sevens has proved incredibly popular in Wellington and WRFU is investigating the possibility of hosting other iconic events such as a Women's International Tournament, a national men's and women's tournament and /or a Pacific/Polynesian Sevens Tournament. We will look to WCC to partner with us on this and assist with working with Sport New Zealand and the Major Events team within the Ministry of Economic Development.

Council's Role

WRFU submits the Council should continue to partner the Hertz Sevens in governance and delivery roles, assist with growth of NZRU and IRB relationships, assist with logistics around the city, the provision of training fields, and help ensure extra effort is delivered to make Wellington stand out compared to other host cities. A key area of focus requiring Council support is assisting in the working relationship with the Wellington Regional Stadium Trust to ensure a great experience is delivered to fans. This involves continual improvement in the service of good quality, well-priced food and beverage and an overall great experience.

It would be helpful for the Council to have a dialogue with other councils within New Zealand to assess the likelihood of other cities bidding for Wellington-based events, ensuring wellington's success in retaining hosting rights post 2015.

Summary

The support received from the Council has proved very effective in ensuring the delivery of a world-class event; WRFU submits this support should continue at the high level it has to date to ensure the increasing growth and success of the Hertz Sevens. The Tournament will continue to evolve and change, WRFU looks to the Council to work dynamically in partnership with it to deliver one of the best sporting festivals in the world.

WRFU submits the Council should maintain its events focus on Wellington being the events capital of New Zealand. This may require increased efforts from the Council given the published goals of ATEED (Auckland Tourism, Events and Economic Development Ltd) in attracting future events, but the increasing rewards are worth the effort and will ensure the tournament stays in Wellington post 2015. Building on the past successes of the tournament and assisting in the development of the tournament further will ensure a greater sense of community, a celebrated world-class event and on-going increased returns.

Steve Walters,
GM, Hertz Sevens

James Te Puni,
CEO, Wellington Rugby



✓ (16)

City Events
Wellington City Council
PO Box 2199
Wellington

14 May 2012

To the Wellington City Councilors

Please find enclosed our submission on the draft Events Policy 2012.

Our details are:

Contact Person: Dean Stanley
Organisation Name: Royal Port Nicholson Yacht Club
Address: 103 Oriental Parade, Wellington 6011
Phone: 939 7045
Email: ceo@rpnyc.org.nz
Organisation Type: Community Group

We would like to make an oral presentation

Thank you for the opportunity to comment on the policy and we look forward to hearing from you in due course.

Yours Sincerely

Dean Stanley
Chief Executive



ROYAL PORT NICHOLSON YACHT CLUB

Established 1883

ROYAL PORT NICHOLSON YACHT CLUB (RPNYC)

IN THE MATTER OF DRAFT EVENTS POLICY 2012

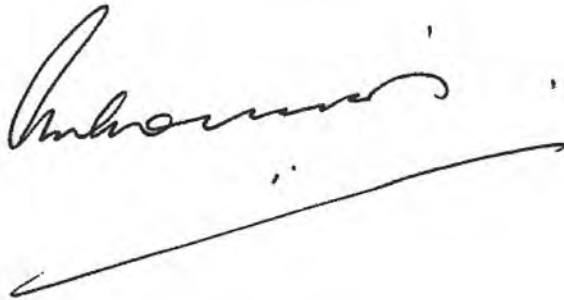
SUBMISSION TO WELLINGTON CITY COUNCIL (WCC)

1. **Submission.** Royal Port Nicholson Yacht Club respectfully:
 - a. Endorses the 'Vision', 'Council's Role' and the nine 'Directions' as articulated in the Draft Events Policy 2012.
 - b. Recommends that the council work with RPNYC to develop and evolve the Wellington Harbour Festival as the next Iconic event for Wellington.
2. **Answers to submission questions.** Royal Port Nicholson Yacht Club provides the following specific feedback on the questions on the submission form.
 - a. RPNYC believes WCC is on the right track with the Draft Events Policy 2012. We believe that Major Events should be used as a key economic contributor for the city and the region, not only in terms of visitation and direct employment aligned to their implementation, but also as a means to help generate, stimulate and sustain new economic activity for Wellington. We agree that Major Events should be used to position the city and region through strong branding and communications and suggest that the City should require the Major Events that it supports to be able to fulfil these branding and communication roles not only at a national and regional level but also at a global level.
 - b. RPNYC strongly agree that a key direction for the Events Policy should be to grow at least one more Iconic event for the city.
 - c. RPNYC agree that a regional approach should be pursued but caution that this should not be at the expense of continuing to grow Wellington's event culture. It is important that the region as a whole embraces and supports the major events that the City hosts and promotes. The development of a regional approach should be undertaken contemporaneously with the implementation of events in the City, and should not be used as an excuse to stall the development and implementation of new and existing events.
 - d. RPNYC believes WCC should focus on growing the Wellington Harbour Festival into a an eight week long Iconic Event each summer featuring a mixture of International, Regional and Community events utilising Wellington's unique harbour arena as a venue and involving a range of ocean sports including sailing.
 - e. RPNYC believes WCC should have both a facilitator and hands on role in the implementation of events and should acknowledge that partnerships are key. The council needs to work with strong community groups, businesses, events providers, regional organisations, national organisations and government organisations to deliver a coordinated quality events programme for the city and it should take a leadership role in this regard.
 - f. RPNYC believes WCC is providing enough information on events and that this is easily accessible.
 - g. RPNYC believes that WCC need not add anything further to the policy but that it should simply get on with its implementation.
 - h. RPNYC believes that the question about the Cuba Street Carnival should not have been included in the consultation document. Singling out one event such as this for respondents to comment on unfairly highlights that event and sets it up for both unwarranted positive and negative feedback. We recommend that the council disregard the responses to this question.

3. **The Wellington Harbour Festival.** Royal Port Nicholson Yacht Club submits that the Council should consider the following information as the basis for developing the Wellington Harbour Festival into an iconic event.
- a. RPNYC envisions the Wellington Harbour Festival as an eight week long Iconic Event each summer featuring a mixture of International, Regional and Community events utilising Wellington's unique harbour arena as a venue and involving a range of ocean sports including sailing.
 - b. Currently there are a series of events that take place on the harbour across a range of ocean sports from ocean swimming, to dragon boating, to waka ama, to triathlon to sailing. These events are not delivered in a coordinated fashion and are all standalone events. By grouping them together as the Wellington Harbour Festival, and by adding some additional events, the Council could quickly establish a further iconic and unique event for the city.
 - c. Wellington has a unique Harbour Arena which is purpose built for ocean sports events. The City and its ocean sports clubs have by no means captured the full potential of the Wellington Harbour Arena as a venue for ocean sport events. With a little lateral thinking around event formats and with a small investment in temporary grandstanding and broadcasting facilities Wellington's water front and inner harbour would come to life as a unique world class venue for ocean sports events.
 - d. Wellington has the opportunity to host significant International Sailing Events as a cornerstone of the Wellington Harbour Festival each year.
 - i. RPNYC and WCC should secure the rights to host annually a stage of the World Match Racing Tour in partnership with Yachting New Zealand as part of the Wellington Harbour Festival. The World Match Racing Tour is an International Sailing Federation Special Event with the same status as the World Cup of Sailing for Olympic sailors and the Volvo Ocean Race for ocean race sailors. The event enjoys a strong global reach into high net worth markets especially in Europe, Asia and the Americas. The World Match Racing Tour is prepared to begin holding world tour events in Wellington as early as 2013. The tour has offered the city a five year hosting deal and provision of yachts to run the event for the first two years. This opportunity should be pursued as a matter of some urgency.
 - ii. A consortium of Wellington Yacht Clubs including RPNYC should work with WCC to secure the rights to host an annual New Zealand Olympic Classes National Championship Regatta in partnership with Yachting New Zealand as part of the Wellington Harbour Festival. This event would align to the Downunder Sailing Series which involves the Sail Sydney, Sail Melbourne and Sail Auckland regattas along with a further regatta in a yet to be determined Asian venue. It is likely the event could be graded as an ISAF grade 2 event in that it would include sailors from the New Zealand Sailing Team along side of international competitors who are competing in the Downunder Sailing Series. This opportunity should be pursued as a matter of some urgency.
 - iii. RPNYC and WCC should secure the rights to host stopovers for as many ocean races that use the traditional southern ocean route as possible and use their restarts as a part of the Wellington Harbour Festival. A key event to target should be the Global Ocean Race which is run every second year. These races are a tier lower in ISAF importance than the World Match Racing Tour but none the less have a strong global reach into the same high net worth markets. The Global Ocean Race has signaled a desire to have Wellington as a stopover port for the next two iterations of the race. The next race would arrive in the summer of 2013-2014 and this opportunity should be pursued over the next 12 months.

- iv. WCC should work with the New Zealand Boating Industry Association to host an International Boat Show on the waterfront in conjunction with the World Match Racing Tour during the Wellington Harbour Festival.
 - v. The World Match Racing Tour and the Olympic Classes Regatta meet the Yachting New Zealand category one and/or two Major Events criteria and as such are eligible for investment by New Zealand Major Events and Sport New Zealand within the Yachting New Zealand Major Events strategy. The council and the club should work with these organisations to secure investment in these two events.
 - vi. The Wellington Sprit Sailing Team should be supported to compete in each of the three international events as a means of providing a focal point for a Wellington fan base, adding further to the appeal of the events.
- e. The Wellington Harbour Festival should include significant Regional and National Sailing Events. Events already in place include the Port Nicholson Regatta, the Central Triangle Two Handed Offshore Race, the Wellington Optimist Teams Racing Championship, the CentrePort Youth Match Racing Championship and the Wellington Remote Control Yachting Championship. A consortium of Wellington Yacht Clubs including RPNYC should work together with WCC to secure national and regional level sailing championship regattas for the city each summer.
 - f. The Wellington Harbour Festival should include significant Community Sailing Events. Events already in place include the 'KiwiSport OceanSports Schools Programme', the 'Wellington Spirit Business Sailing League' and the 'Wellingtonians on the Harbour Day'. Further community events such as the 'Round the Bays by Sea' should be developed and added to the Wellington Harbour Festival.
 - g. RPNYC reminds WCC that 'establishing the Wellington Harbour Festival as an iconic annual festival including world class international yachting events in the Wellington Harbour Arena' is a key component of the Wellington Yachting Strategy jointly launched by RPNYC, Yachting New Zealand and the Council in January this year. The strategy presents a framework for using yachting to help promote Wellington City and to help grow economic activity in the Wellington region. A copy of the strategy document is appended to this submission.
 - h. As a direct follow on from the launch of the Wellington Yachting Strategy WCC and RPNYC have started a project to measure the impact of the strategy on the Wellington economy. The project sets out to describe each of the activities included in the strategy in detail including the Wellington Harbour Festival events. It will identify the direct costs of implementing each of these activities, will identify the income that can be expected from each activity and will assess the economic impact of each activity in terms of:
 - i. promoting Wellington,
 - ii. increasing visitor numbers to Wellington,
 - iii. expanding existing and growing new industries in Wellington, and
 - iv. enhancing the vibrancy of Wellington
 - i. RPNYC reminds WCC that it signed a Memorandum of Mutual Understanding (MOU) with WCC in 2006. The MOU lays the framework for RPNYC and WCC to collaborate on the restoration and management of the Clyde Quay Boat Harbour and on the implementation of major sailing events in the city. RPNYC reminds WCC that it is working with council officers on the following initiatives which arise out of the MOU.
 - i. Clyde Quay Boat Harbour Public Access and Amenity. This project aims to improve the public access and amenities in the Clyde Quay Boat Harbour.

- ii. Wellington Ocean Sports Centre. This project is a joint Sport New Zealand and WCC project administered by RPNYC aimed at increasing the number of Wellingtonians who are actively involved in ocean sports.
- iii. Clyde Quay Marina upgrade and management business case. Club and Council Officers are working on a business case for upgrading the Clyde Quay marina facilities and centralising management of both the Clyde Quay Boat Harbour and Chaffers Marina in such a way that there is a minimal fiscal impact of Wellington ratepayers.
- j. The Wellington Harbour Festival project reflects a substantive implementation of the Major Events aspects of 2006 Memorandum of Understanding concluded between RPNYC and WCC.



Andrew Morrison
Commodore

Authorised by: Andrew Morrison, Commodore on behalf of Royal Port Nicholson Yacht Club

Address: 103 Oriental Parade, Wellington

Date: 30 May 2012

RAFT EVENTS POLICY 2012 SUBMISSION FORM



We are keen to get your thoughts on our new
Draft Events Policy 2012 and help Wellington retain its
status as the events capital of New Zealand.

You can have your say:

Making a submission on this form or in person and send it to us by

Post – Draft Events Policy 2012,
Wellington City Council, PO Box 2199,
Wellington 6140

By making a submission online go to
Wellington.govt.nz and select the
Have Your Say link. Go to Public Input.

You can also contact the Wellington City Council
on 09 4444 for more information.

Provide your name and contact details

Mrs / Ms / Miss / Dr (circle which applies)

Name* Derek

Name* SIMPSON

Street Address* 30 MEDWAY ST
ISLAND BAY

Home / Mobile 027 672 8344

Email fitt.simpson@clear.net.nz

Compulsory fields

I am making a submission

As an individual

On behalf of an organisation

Name of organisation AWKWARD
PRODUCTIONS

I would like to make an oral submission to the City Councillors.

Yes 027 672 8344
 No

If yes, provide a phone number above so that a submission time can be arranged.

Submissions close 5pm, Wednesday 30 May 2012

Privacy statement

All submissions (including name and contact details) are published and made available to elected members of the Council and the public. Personal information supplied will be used for the administration and reporting back to elected members of the Council and the public as part of the consultation process. All information collected will be held by Wellington City Council, 101 Wakefield Street, Wellington. Submitters have the right to access and correct personal information.

AFT

2012 – Have your say

No

Unsure

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Comments: _____

Your comments: _____

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Your comments: _____

PLEASE SEE ATTACHED
PROPOSAL FOR THE
WELLINGTON CIRCUS
FESTIVAL.

Comments: _____

Perhaps development
and investment in some
the current events
be a better
strategy.
Pital e, Cuba st,
Liduta circus
TIVAL etc.....

Your comments: _____

5. Should the Council's role be more facilitation and less hands-on in delivering events?

Yes No Unsure

Your comments: _____
PROVIDING SUPPORT
TO HELP EVENTS, ARTISTS
AND FESTIVALS TO
DEVELOP FULL POTENTIAL.

6. Is the Council providing enough information on events that is easily accessible?

Yes No Unsure

Your comments: _____

7. Are there other directions that we have missed in the draft policy?

Yes No Unsure

Your comments: _____
LACK OF SUITABLE
MID-SIZE, WELL EQUIPPED
VENUES. AN INVESTMENT
IN A NEW 600 SEAT
THEATRE IS ESSENTIAL.

8. Should Cuba Street Carnival become an iconic event for Wellington?

Yes No Unsure

Your comments: _____

9. Do you have other comments you would like us to take into consideration before we make decisions?

Your comments: _____

If you have further views you would like to share with us email eventspolicy@wcc.govt.nz

Thank you for giving the Council your views on the draft Events Policy



WELLINGTON FESTIVAL OF CIRCUS

Event supported by



PROPOSAL 2013

THE 2013 FESTIVAL

Awkward Productions in association with the Wellington Circus Trust Proposal for a 2013 Circus Festival.

The 2013 Circus Festival will be bigger and bolder with more artists and more attractions, all housed in and around a traditional Big Top. The Capital's favorite Circus event just got better!

The Wellington Circus Festival began in 2006 as a one-day event in Civic Square. It was presented, with the financial assistance of Wellington City Council on an annual basis until 2011.

In 2010 we decided to take the event to Waitangi Park and stage it over two weekends, with fairground rides, a big tent, outdoor circus rigs, flying trapeze, free workshops and professional performances. In 2010 over **15000 people** attended the various activities and workshops with over **9000** attending the performances in the tent. **In 2013 we plan to build on this success with a bigger line-up of performances, workshops and events including the World Premier of "Stance" from Awkward Productions.**



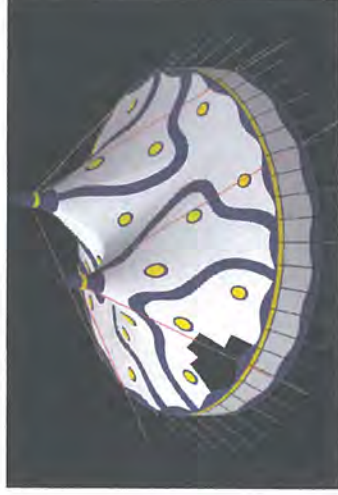
The 2013 Wellington Festival of Circus

(Venue and date to be confirmed)

Highlights of the 2013 festival will include.

In the Big Top:

- The return of **"Grimace"**. Awkward Productions children's production originally commissioned and staged for the Capital E National Arts Festival 2011 with a sell out season at Downstage.
- **Wellington Youth Circus** with a new production from this exciting group of young circus performers.
- **"The Butler"** an award winning production from Christchurch circus company The Loons.
- **"Deadly"** The return of this steamy, award winning Production from Awkward Productions.
- **"Kallo Collective"** with Jenny McArthur and Sampo Kurppa



Your Name on a banner between the poles!

On the Big Outdoor Rig:

- World Premier of **'Stance'** from Awkward Productions with an international cast of performers.
- **Fuse Circus** with a new **spectacular outdoor production**.
- **Wellington Youth Circus**, members of the youth circus show off some of their individual routines and skills.
- **Buskers** stage.....the best buskers in New Zealand get a chance to strut their stuff in the Capital



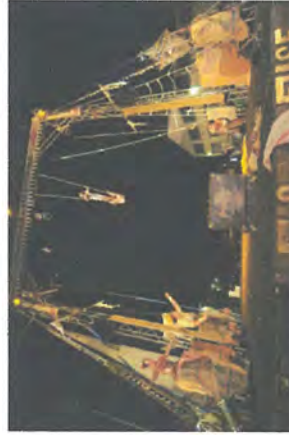
Crowds at the 2010 festival

...and at the heart of the Festival the public get to show off with free workshops everyday in.....

- Flying Trapeze
- Static Trapeze
- Juggling
- Rolla-bolla
- Unicycle
- Acrobatics.....and more.



The festival is a family event and appeals to all, young and old with plenty to do for everyone with fairground rides, food and coffee stalls and a licensed bar in the Big Top.



The Fuse Rig 2010 Festival

The Capital E National Arts Festival.

In 2013 the Circus festival and Capital E will team up. The centerpiece of the Circus Festival, our Big Top will house productions from the Capitals own international children's festival.

With a capacity of approximately 400 the big top will house 2 shows a day from the Capital E National Arts Festival.

The Conference

As part of the Wellington Festival of Circus the Wellington Circus Trust and Awkward Productions will host New Zealand's first circus conference bringing together artists, trainers, directors, innovators and recreational practitioners from around the country to share their love of all things Circus.

This will be an opportunity to look at national provision for Circus Arts, to develop strategies around growth and development; funding and sponsorship opportunities.

The conference will endeavor to bring in a range of overseas guests to give insight and inspiration from their part of the world.

We will look to seek opportunities for New Zealand Artists to present their work at New Zealand venues and Festivals and to explore the area of international touring.

We will invite speakers from CNZ, Wellington City Council, various New Zealand venues and festivals.

We will hold workshops and training sessions look at innovations in equipment, rigging and safety. This will be an opportunity to develop national partnerships to help develop, maintain and grow this very exciting art form.

The conference venues will be The Circus Hub in Newtown and at the Festival Big Top.

Circus from around the world

You will find Circus festivals in the four corners of the world, they are a unique in that they are not only a showcase of talent and artistic enterprise, but they also open up a world of possibilities. Unlike other festivals most circus festivals seek to engage the public in becoming actively involved, in giving it a go. Anyone can participate and there are few boundaries.

Please check the links below to see the impact of Circus Festivals from around the world.

Note: The Montreal Festival was founded in 2010 with over \$3m local government funding. A true testament to the power, impact, popularity and effect of Circus and Circus arts on local communities.

Tasmania <http://www.circusfest.com/>

Melbourne <http://www.melbournecircusfestival.com/>

Sydney <http://www.darlingharbour.com/sydney-things-to-do-hoopla-festival.htm>

Belgium <http://www.extremeconvention.be/>

Bristol UK <http://www.bristolharbourfestival.co.uk> (Circus forming part of a wider festival)

CircusFest – London www.roundhouse.org.uk (a biennial festival held at the roundhouse)

Rotterdam <http://www.circusstad.nl>

Canada <http://montrealcompletecirque.com/en/>

Buenos Aires <http://www.festivalpolocirco.gob.ar/>

and if that's not enough check out <http://sideshow-circusmagazine.com/map/festivals> for information on more circus festivals and events.

Wellington Festival of Circus Draft Budget			
Expenditure			
Personnel		27400.00	
Fixed costs inc tent, security etc		48000.00	
Administration		5850.00	
Marketing		6000.00	
Artist fees and performances		42000.00	
Other		4500.00	
Total Costs		133750.00	
Income			
Stalls and fairground rides etc.....		2000.00	
Box office from tent shows		20000.00	
other earned income including % of bar		2000.00	
Capital E venue rental		10000.00	
Conference registration fees		3000.00	
Earned income		37000.00	
Wellington City Council		30000.00	
Wellington Circus Trust fundraising		10000.00	
Fees/fundraising		40000.00	
Sponsorship, inkind and cash.		56750.00	
Total Income		133750.00	

Partnerships

As in previous years Awkward productions feels that the relationship with, and support of Wellington City Council is vital to the sustainability, development and growth of this unique event.

In recent years Circus has been seen as a growing art form with Circus skills and performances being seen in every major Festival and performance center, from theatre to television and film. Circus is also a huge participatory activity that allows people from all walks of life, and all shapes and sizes to take part. It is a very inclusive activity.

The aim of the festival is to allow the people of Wellington to take part in this exhilarating and growing activity, whether as part of an audience watching amazing performances or taking part in one of our many free workshops. We want them to be full absorbed in this unique, colourful and exhilarating event.

Good for the heart, the body and the soul.

We propose to stage the event on Waitangi Park, or similar site in March 2013.

As can be seen from the draft budget Awkward Productions seek **\$30000.00** worth of funding from Wellington City Council in 2013 to support this event. The event is expected to cost approx \$134,000.00, the shortfall being made up of earned income and sponsorship.

The Future

Beyond 2013 Awkward productions would propose the Festival to be staged biennially opposite the International Arts Festival.

We would see the festival grow and develop to include stages for Physical Theatre and Dance working in association with local and international companies. We would seek funding from CNZ for the commissioning and development of new works from New Zealand. We see at as part of our mandate to look to develop opportunities for New Zealand performers to tour internationally by developing links with other circus festivals.

We would look to strengthen our relationship with our funding bodies including Wellington City Council and CNZ, to develop relationships with sponsors and other arts organizations and companies including DANZ, Circo Arts (Christchurch), The Loons, Fuse Circus etc. to ensure the sustainability of this Festival.

This proposal forms part of a larger proposal to CNZ for Arts Development Investment (Toi Uru Kahikatea) for the further development of the work of Awkward Productions. The proposal will be submitted to CNZ on the 1st June 2012 the outcome should be known by September 2012.

Included below you will find a draft sponsorship proposal.

Sponsorship Opportunities.

We have several sponsorship opportunities but would be happy to discuss any variation of the following.

Naming Rights for the festival.

For one lucky sponsor they will be able to name the festival, so the festival could be.....

"YOUR NAME, WELLINGTON FESTIVAL OF CIRCUS".....or a choice to be agreed!

- Your name and company logo will appear on all marketing materials, press releases, posters, programs, banners, letterheads etc.
- Your name would be associated with one of the top summer attractions in the Capital.
- Your company would be associated with one of the fastest growing activities in New Zealand promoting, health, fitness, fun and well-being.
- Complimentary tickets to all Big Top shows.
- Promotion area for your company by/in the Big Top.
- A major sponsors function (organized by the festival but at additional cost).

Sponsor the Buskers Stage

The Buskers Stage will include local and traveling buskers from around New Zealand

- Your logo on all marketing material.
- Recognition of your sponsorship next to all material and marketing for the Buskers Stage.
- Complimentary tickets to other shows in the Big Top.
- Invitation to the major sponsors function.

Sponsor the outdoor rig

- A banner across the outdoor rig with your logo and recognition of your sponsorship.
- Your logo on all marketing material.
- Complimentary tickets to a show in the Big Top
- An invitation to the major sponsors function.

Sponsor the workshops

- A banner across the workshop area with your logo and recognition of your sponsorship.
- Your logo on all marketing material.
- An invitation to the major sponsors function

Buy a company promotion area on site

For a small fee you can have your company presence on site during the entire festival, bring a marquee or small stand and promote your company to the circus goers of Wellington.

Cost will depend on size of area required.

Donations

If you would rather make a donation to the Festival we are more than happy to discuss recognition for your donation, or keep it anonymous if you would prefer.



Contact Information

If you wish to discuss sponsorship opportunities or require further information please contact.

Derek Simpson
Producer
Awkward Productions

Fitt.Simpson@clear.net.nz

027 6728344
04 977 0327

Also check-out:

www.awkwardproductions.co.nz

and:

www.circus.co.nz

1. Is the policy on the right track?

- Yes it is; it has set out goals to create more events for Wellington and enhance the vision of Wellington as the Events Capital in New Zealand.
- From a youth perspective, there should be consideration for events that encourage maximum youth participation. This could either be as audience members that can go out and enjoy the events, organisers of the events, or specifically involving young participants. Arts events such as the Wellington Fashion Show and the Cuba Street Carnival encourage greater participation by young people and thus help work towards Wellington becoming an Events Capital.
- Opportunities should be given on a local level to allow young people, especially those completing arts/music degrees at Victoria or Massey Universities to showcase their work/talents in events.
- We do note that the attraction of events that are not typically aimed at young people do still benefit them, for example through casual employment.
- Events that do target young people should be affordable for them.

2. Views on key direction areas:**A. To attract another iconic event**

- Strongly agree
- This would further enhance Wellington's title as Events Capital.
- Thought should be given to the type of event in order to distinguish it from current events we already have; such as a focus on culture, music, food and environment as we already have iconic sporting and creative arts events e.g. the Sevens and WOW.

B. To adopt a more regional approach

- Agree
- Developing events at a regional level is ultimately a good thing, particularly by bringing people and communities from across the region together in order to share their best ideas and work together in creating iconic 'Wellingtonian' events.
- It should not impact events developing at a community level – these help to create the vibrant capital we all want.

Other comments:

- **To attract and retain events**
 - We support the proposal to partner with Te Papa as seen in action 1.5
 - We are concerned with the proposed cuts to funding and resources of Te Papa as it will impact on the amount of events that are available.
 - There is a need for facilities in order to attract and retain events:
 - Perhaps develop the facilities we already have, in terms of expanding their capacity to hold big events, as well as ensuring constant up-to-date maintenance and care.
 - Constant assessment on the number of facilities we have in accordance with the number of events that are held in Wellington, in order to

maximise the resources we have and not waste extra facilities that are not being used, and also be sure that the types of events best fit the facilities available.

- **To maximise the advantages of being home to creative, cultural and artistic leaders**
 - Utilize school graduates and University students and their creative flair by developing events that help showcase this e.g. The Wellington Fashion Show, Regional Film Competition, Sport celebrations or Regional Music concerts etc.
- **To ensure sustainable development**
 - We support the public transport planning around major events to provide affordable and accessible transport solutions for young people.
 - We also support incentives to use public transport such as giving event ticket holders free bus rides to the destination of their event.
- **Council operations**
 - Should be streamlined with events, in terms of making sure there are efficient facilities that suit particular events.
- **Establish and maintain a strong volunteer base for Wellington Events**
 - Promotion for volunteers in schools.
 - More recruitment programmes throughout the region.
 - Also reward volunteers and appreciate them for their work such as providing free tickets to events.

3. What iconic event/other events should be developed in the future?

- Cuba Street Carnival
- A film exhibition, where producers, technicians and other industry professionals can showcase what they do, as well as let people try out technologies like CGI and get to experience industries like Weta workshops.
- Utilize indoor facilities in winter as it is colder and people are less likely to go outdoors, therefore events like a 'Films of the Week' can be held indoors and maintain events running throughout the year.
- Wellington on a plate/beervana; an iconic food festival that showcases Wellington's culinary talents, including school students, polytechnics and professionals.
- The concept of 'play' as a focus for a major Wellington event, for example an iconic 'Wellington Games' event where people are shown how to play different sports, participate in competitions and social recreation. Games are fun and socially bridging – a context in which you get to know people you don't normally mix with – hence can build resilience, as well as provide health benefits:
 - Often intergenerational and inclusive (e.g. adult coaches - kids - parents), age is irrelevant for many games but old people can teach

young people games and vice versa; there are many clubs and informal networks based around games.

- Games can come in all sorts of forms – physically active, mentally active; creative, imaginative; place based/virtual; old games, new games; spectacles/very low key; cultural and ethnic games; etc.
- The Council could involve and partner with lots of different groups including government agencies; games, sports and recreation based businesses; and community based groups, for example utilize regional sport clubs such as the Hurricanes and Lions to help make events.
- Use facilities like the Basin Reserve and Waitangi Park.

4. Should the council's role be more facilitation and less hands-on in delivering events?

- The council should help through funding and providing venues, but also participate in the development, promotion and distribution of events in order to get them known across the region.

5. Is the Council providing enough information on events that is easily accessible?

- We believe that council should increase their effort and focus "to profile and tell the story of Wellington as the events capital of NZ", particularly towards young people:
 - We suggest that council promote an easily accessible online hub that lists up-to-date city events, as well as maintain city stands with lists of events and information (like the ones used for the Rugby World Cup) and ensure that they are kept up to date with information about events throughout the city.

6. Are there other directions that we have missed in the draft policy?

- A focus on developing and maintaining the facilities that Wellington has for events etc.
 - Ensure that they are regularly assessed and utilized to the fullest capacity.

7. Should Cuba Street Carnival become an iconic event for Wellington?

- Yes, especially as it is a fun festival for all ages.
- It should involve regional-based cultural groups, schools, volunteers and businesses to make it a vibrant, city-centric event, allowing maximum participation for people of all ages and cultures throughout Wellington.
- The carnival should be funded in a sustainable way.

8. Do you have other comments you would like us to take into consideration before we make decisions?

- Make sure council invests in projects and events that are in demand by the region and profitable.
- We take the view that cultural benefits should be considered alongside economic benefits.

In addition to this written submission, representatives from the Wellington Youth Council would like to make an oral submission to Wellington City Councillors. The contact person for this is Bing-Ying Lou. Her phone number is 027 783 5680 and her email is bingyinglou@gmail.com.

✓ (21)

Tim Crooks

From: dave@radioactive.fm
Sent: Tuesday, 29 May 2012 10:17 a.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: David
Last Name: Gibbons
Street Address: Flr 1 75 ghuznee st
Suburb: cbd
City: wellington
Phone: 021 801089
Email: dave@radioactive.fm

I would like to make an oral submission in June: Yes

Organisation Name: radioactive

Are we on the right track with the draft Events Policy: Yes

Key direction: to attract another iconic event: Agree

Key direction: to adopt a more regional approach: Agree

What iconic event would you like us to consider developing: One Love and music street event on cuba st and surrounding areas.

What other events would you like to see in Wellington in the future as part of the policy: Music street event on cuba st and surrounding areas.

A lighting show of the city.

An annual giant water slide competition.

Like Cuba for christchurch.

Annual Mini Glove Park Summer festival

Should the Council's role be more facilitation and less hands-on in delivering events: Yes

Comments: When we put on One Love we have to deal with 35 different people at the council to put it on.

Crazy.

Is the Council providing enough information on events that is easily accessible: No

Comments: One Love gets left off a lot of promo as you often have relationships with other radio stations and it seems that as the money goes in the direction they do not wish to push this event.

Also no promotion of any event is spent on this station all money regarding anything council does not come this way.

Are there other directions that we have missed in the draft policy: Unsure

Should Cuba Street Carnival become an iconic event for Wellington: No

Comments: You had your chance and too expensive and its lost its creative chief.

Any other comments: The centre of the city is losing its cool ie cuba most friends who have businesses, all they are doing is paying the landlord.

Making no profit and yet they are the cool.

Even we were asked to move after 15 years to double the rent and yet we suppose to support local artists and community and we are finding it hard.

Its about time the council stop giving the old school network the money and share its media spends and others around the city. They have had there day do not work and need to re-invent. Just because an advertising agency has all your budget does not mean they no were to place everything correctly and cost effectively.

✓ 122

Tim Crooks

From: peter.frater@clear.net.nz
Sent: Tuesday, 29 May 2012 11:04 a.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: PETER
Last Name: FRATER
Street Address: 90 BRITOMART STREET
Suburb: BERHAMPORE
City: WELLINGTON
Phone: 972 9718
Email: peter.frater@clear.net.nz

I would like to make an oral submission in June: Yes

I am making this submission: as an individual

Are we on the right track with the draft Events Policy: Yes

Comments: My comments are specific to community events. You have taken on board the requests of the community events sector for assistance with the management and logistics of community events which is an enlightened response.

Key direction: to attract another iconic event: Strongly agree

Comments: For a start, why does it have to be in Wellington inner city and why does it have to be performance, elite sport or "cultural" based, why not something rural like a giant annual A&P Show that celebrates all of Wellington?

Key direction: to adopt a more regional approach: Strongly agree

Comments: Wellington is not just the Westpac Stadium, the "six venues" and Courtenay Place, it's a large and interesting region.

What iconic event would you like us to consider developing: A community event that involves all of the communities of the Wellington region.

What other events would you like to see in Wellington in the future as part of the policy: Events that bring together region, race and culture, sport and industry together. E.g, like the old Winter Show at the Show Buildings (Te Whaea)

Should the Council's role be more facilitation and less hands-on in delivering events: Yes

Comments: Facilitation by Council and presentation by the community the way that Waitangi Day and Pasifika Day are facilitated and presented is a good model for all large community events.

Is the Council providing enough information on events that is easily accessible: No

Comments: This is a job for the communicators.

Should Cuba Street Carnival become an iconic event for Wellington: Yes

Comments: Yes, but not at the cost of the Newtown or Island Bay Festivals. Also, it should be a night-time festival and not a day-time event. Daytime events in the suburbs and night-time events in the inner city.

Any other comments: I do have one concern and that is the potential for council to "control" everything. Council should stick to what it does best - management and logistics - and let the community do what it does best - express itself when and where it wants to.

✓ (32)

Tim Crooks


From: Tracey Betham [Tracey@portnicholson.org.nz]
Sent: Wednesday, 30 May 2012 1:06 p.m.
To: BUS: City Events Policy
Cc: Liz Mellish; Aroha; 'paul@kprcatering.co.nz'; Chris
Subject: Events Policy Submission
Attachments: Submission to WCC Events Policy 2012.docx

Tena koutou katoa

Attached please find a copy of our Submission on the Wellington City Council's Draft Events Policy 2012. This has been submitted on behalf of the Port Nicholson Block Settlement Trust. The original signed document follows in the mail today.

Naku noa, na

Tracey Betham - *e-mail. eddie.*
Executive Administrator

 Description
PNBST
Logo

Old Railway Social Hall, 55 Waterloo Quay, Wellington
PO Box 12164, Wellington 6144
Phone: (04) 472 3872
Fax: (04) 472 3874
Mobile: 021 447 941

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30 May 2012

Freepost WCC
City Events
Wellington City Council
PO Box 2199
WELLINGTON 6140
eventspolicy@wcc.govt.nz

Tena koutou katoa

SUBMISSION ON EVENTS POLICY 2012

The Port Nicholson Block Settlement Trust/Taranaki Whanui ki Te Upoko o Te Ika (“Taranaki Whanui”) are the mandated Iwi Authority for Wellington, Hutt and Upper Hutt cities. The Trust was established in August 2008 as the legal entity to receive the Taranaki Whanui treaty settlement. Taranaki Whanui comprises whanau and hapu from Te Atiawa, Ngati Ruanui, Taranaki and Ngati Tama Iwi.

A Memorandum of Understanding was signed between the Wellington City Council and the Port Nicholson Block Settlement Trust on 5 August 2009. This is an enduring document and is fundamental to the important relationship between the parties.

This partnership, in part sees Taranaki Whanui undertake their mana whenua responsibilities through conducting appropriate tikanga and cultural rituals at events throughout Wellington. This includes working collaboratively with not only Council but central government, corporate entities, private organisations and other Maori entities on a range of events.

The Trust vision is to restore, revitalise, strengthen and enhance the cultural, social and economic well-being of Taranaki Whanui ki Te Upoko o Te Ika. In fulfilling this vision Taranaki Whanui also strengthen and enhance the wider community.

Railway Station Social Hall
55 Waterloo Quay
PO Box 12164
Wellington 6144

Current events on the calendar

At present there are two national events listed in the draft events policy 2012 that are directly related to Mana Whenua. Those two events are the national annual celebration of Te Rā o Waitangi –Waitangi Day held on 6 February, and Matariki the Māori New Year Winter Festival which signifies the traditional period when the star constellation Matariki became apparent.

Whilst we see these events as being national events, they are noted in the draft event policy as Community Events (page 12). We would like to see these events profiled at a regional level sitting alongside events such as the Cuba Street Carnival. We have given a brief snapshot of these events later in the submission and wish to highlight how prominent they have become in the event calendar as well as their potential to continue to flourish each year.

Future events

Both Te Rā o Waitangi and Matariki have grown from year to year. We anticipate this continuing to evolve. The benefits gained from these events has already improved social cohesion and grown a sense of community. Further support for these two events will ensure that the Council positions itself to take advantage of the cultural focus the city has taken on. By increasing the cultural diversity recognition within Wellington and the important role of mana whenua, Council will attract visitors, provide jobs and encourage economic growth. Wellington City Council through this draft events policy must ensure that at its foundation the mana whenua heritage, history and culture becomes an inherent part of the city's identity. Te Rā o Waitangi and Matariki currently showcase Maori culture and the support of Council is acknowledged. However we think there is a real opportunity for the Council to capitalise on a new iconic event. "The Pacific Rim Festival" could include activities based around Wellington Harbour and include all peoples.

Te Rā o Waitangi – A celebration of Waitangi Day

In 2012 Te Rā o Waitangi was truly an international event with Iwi and Wellington City Council collectively hosting representatives of the Diplomatic Corp from 56 countries. Nineteen representatives had specifically travelled from overseas postings to attend. The Governor-General was also hosted later in the day.

The day commenced with a traditional Taranaki powhiri held at Pipitea Marae which was followed by a hakari.





Guests then relocated to Te Raukura (the Wharewaka) and the surrounding waterfront where the public celebration of the day was officially opened by Her Worship the Mayor. This was followed on with a concert at Frank Kitts Lagoon where staging, entertainment, kai stalls, arts and crafts were held for the enjoyment of Wellingtonians.

Te Rā o Waitangi 2012 was a fantastic day and a real celebration of “Treaty partnership” that was enjoyed by all who attended, unencumbered of the ‘political shenanigans’ of the far North.



Events of this nature require significant coordination and this year no less than eleven organisations were involved in the planning.

While Te Ra o Waitangi is currently supported as a community event by the Wellington City Council, we would encourage Council to give this event Regional Event status. We would also encourage Council to allocate the same level of financial support to Te Ra o Waitangi as events such as the Cuba Street Carnival.

Matariki Māori New Year Winter Festival

Matariki is the Māori New Year celebration that is unique to New Zealand. This is celebrated in June and July each year. It signifies the traditional period when the star constellation Matariki became apparent and celebrates the fundamental concept of the Maori New Year - regrowth, new beginnings, consolidation and future aspirations.

**MATARIKI
MĀORI
NEW YEAR
WINTER
FESTIVAL**

Pipiri/June –
Hōngongoi/July 2012



Wellington City has in the past played a supporting role by publishing a calendar of events throughout the City. As expected this event is now expansive with a large number of activities being held throughout the City during this period. A schedule of the events planned for 2012 has been appended to this submission. In addition to the appended schedule of activities it is expected that there are around 30 other activities that are being organised.

The number of activities held to celebrate Matariki is a clear indication of how prominent this event has become and its worthiness of regional status and Council support. We recommend moving this event from a Community Event (page 12) to become a Regional Event.

Matariki is a unique opportunity where mana whenua could work more closely with Council to maximise potential from the international tourist market and attract people to a unique New Zealand experience. This event is at a point where our City as industry leaders could take this opportunity to bring this celebration to its fruition and make it an event that is iconic to our City. Further support from Council of this event will maximise the creative, cultural and artistic talent that this event entails, which is our City.

Identify a further iconic event

Direction 1, action 1.7 of the draft policy notes that it is the Council's aim to pro-actively seek to identify a further "iconic" event that will grow tourism in the region.

Mana whenua encourage Council to consider this further "iconic" event being one which is a new unique cultural celebration in Wellington. The Festival proposed is The Pacific Rim Festival.

The notion of an event that brings together countries that border the Pacific Ocean such as Brunei, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Indonesia, Japan, Malaysia, Mexico, Nicaragua, North Korea, Panama, Papua New Guinea, Peru, Philippines, Russia, Singapore, South Korea, Taiwan, Thailand, United States of America, and Vietnam. It will also include our closest neighbours in the Pacific such as Australia, Cook Islands, Fiji, Kiribati, Nauru, New Caledonia, Papua New Guinea, Samoa, Solomon Islands, Tahiti, Tokelau, Tonga, Tuvalu and Vanuatu. The vision for The Pacific Rim Festival is one of international standards and Council are urged to seriously consider the proposal.

The largest taonga (treasure) this city has is Te Whanganui a Tara (Wellington Harbour).

We envisage the harbour being at the core of The Pacific Rim Festival, with the harbour itself a symbol of the Pacific Rim.

The Pacific Rim Festival would include a diverse range of activities in and around the harbour that would attract international interest, particularly from our wider Pacific Ocean neighbours, boosting the local economy and providing employment opportunities. The event would cover a wide scope: sport, arts, culture, music, food and environment.

Culture

The concept of **The Pacific Rim Festival** is to involve all the Pacific Rim and Pacific Island countries and their culture into each facet of the programme.

Sport

We have the facilities around the harbour to enable water sport to be a key part of this festival. Water sports in the form of a regatta as part of **The Pacific Rim Festival** is an opportunity that should be grasped with both hands and nurtured. The excitement generated when the ceremonial waka go on the water is palpable and could be expanded easily into an integrated event involving:

- Regatta - involving various types of waka such as dragonboats, waka ama, yachts, kayaks, rowing, windsurfers, jet boats, American Indian canoes, and so on, participating in an event that utilises the full scope of the Harbour reaching out from Orua iti to Hikoikoi to Korokoro etc.



- Larger visiting vessels docking along the waterfront as part of the festival, Junkets from Vietnam, Thailand, a vessel from the Pacific Voyagers (Te Matau a Maui (NZ), Marumarua Atua (Cook Islands), Faafaite (Tahiti), Gaualofa (Samoa)), the Spirit of New Zealand, Navy Ships, NZ Police vessels, and perhaps in port a Cruise ship or two



Food

Pacific Rim cuisine is an exciting mix of flavours and cultures.

It's a little Vietnamese with a touch of Thai.

It's a hint of Hawaiian with a dash of French, and so much more - it's enough to make your mouth water:

- *Kaimoana festival* - based on the concept of the Kaikoura Seafest, the Whitianga Scallop Festival, Bluff Oyster and Seafood Festival, and the Tauranga Moana Seafood Festival we suggest having Wellingtons own Kaimoana festival
- *Food from all the Pacific Rim cultures* - hangi/umu, tacos, fajitas, spring rolls, raw fish, crabs, sticky rice pudding, barbeques, pig on a spit you name it, it will likely be there – we propose stalls all along the waterfront
- *Kava ceremonies* – providing an opportunity for Wellingtonians to participate in the traditions of a kava ceremony
- *Food cooking demonstrations* - from the many cooking schools (ie Asiana Cooking School, Le Cordon Bleu Cooking School etc.), and restaurants around the City and from within the precinct itself
- *Food tasting* - from various restaurants that surround the waterfront as well as the vast number of restaurants around Wellington that have a Pacific Rim fusion

Arts



- A laser light show from Matiu/Somes Island
- Dance – hula, siva, kapa haka, fire dancers
- Sculpture
- Painting
- Carving
- Tattooing, ta moko
- Tapa Cloth
- Korowai
- Weaving

Music

- Concert at the Westpac Stadium bringing in musicians from the Pacific Rim such as Kalohe Kai (Hawaii), Monsta (Samoa), Spawnbreezie (Samoa), Kiwini Vaitai (Hawaii), and homegrown talent with the likes of Bic Runga, Tiki Taane, Aaradhna, Adeaze, Ladi 6, Bella Kalolo, Nesian Mystik, 1814
- Various church choir performances
- Taiko Drums and the beats of the Pacific
- Mariachi singers
- Ukeleles

Environment

We see the Pacific Rim event utilising all that the Harbour offers. We envisage cultural and environmental tours which could be a cultural and positive reaffirmation of our environment:

- Pipitea Marae korero and experience
- Matiu/Somes Island tours
- Parangarahu Lakes tours
- Oruaiti tours
- Te Aro Pa korero and tour
- Te Raukura (the Wharewaka) korero and tour
- Te Ara o nga Tupuna tours

Making it happen

The Pacific Rim Festival will attract visitors into the City from around the wider region, from throughout the nation, and from overseas. We expect that it would be a key economic contributor and will showcase Wellington as a culturally diverse cosmopolitan City.

The Port Nicholson Block Settlement Trust and Wellington City Council have shown we work well together. We are therefore well placed to take up the challenge of making **The Pacific Rim Festival** not only a reality, but a success.

We have already worked together on events such as the Powhiri to welcome the South Africans for the Rugby World Cup 2011, Waitangi Day 2011 and 2012, opening of Te Raukura, launch of the waka Te Hononga and Te Rerenga Kotare, and we have facilitated other events with the Greater Wellington Council, with the Department of Conservation, and other government agencies.

Our event management team extends to the venues that we manage, Pipitea Marae, and Te Raukura. We were also involved in the running of the FanZone in Odlins Plaza throughout the Rugby World Cup 2011. We have the infrastructure and networks in place to make **The Pacific Rim Festival** a reality. We seek Council's support of this initiative as the "further iconic event" for Wellington.

It is likely that there are other activities that could be coordinated to run as part of this celebration. We are keen to involve as many other organisations as possible in this process. We think that the diplomatic missions would be keen to participate in **The Pacific Rim Festival**.

The vision is for the event to be scheduled annually with the inaugural festival being held in 2013.

We envisage this event being scheduled to coincide with the IRB Rugby World Sevens, Waitangi Day, and the Summer City programme. This would provide international tourists the opportunity to remain in Wellington longer, and would raise the City's profile to potential tourists as the place to be. Given that the majority of the activities, particularly the water based activity require mild weather, Summer is obviously a key to the scheduling of the festival.

It is without question that The Pacific Rim Festival would celebrate Wellington's diverse people, places and its unique features.

Building a cultural element into events currently held

It is important to Taranaki Whanui that all events held in Wellington have a mana whenua cultural element to them. We do ask Council to support mana whenua to ensure this happens. The cultural element we refer to could be through opening an event being held and/or welcoming visitors with a powhiri or mihi whakatau and we think that this is a direction that has been omitted from the draft policy.

Conclusion

We appreciate the opportunity to present this submission on the draft events policy 2012. Our submission supports:

- Lifting the profile within the events calendar for Te Rā o Waitangi, and Matariki from a community event to a regional event, and to build them over time to become iconic events
- Proposing the inclusion of The Pacific Rim Festival as the next iconic event in the Councils calendar starting 2013
- Building a Maori cultural element into all events (community, regional and iconic) that the Council holds, and to include mana whenua in the planning of all future events

We wish to be heard in support of this submission.

Naku noa, na



Professor Sir Ngatata Love
Chairman

WAITANGI DAY SCHEDULE OF EVENTS HELD 2012

This year Te Rā o Waitangi – A celebration of Waitangi Day event involved:

- A powhiri at Pipitea Marae for the diplomatic corp
- A hosted breakfast for 300 guests
- Speech at the breakfast by the Chair of the Port Nicholson Block Settlement Trust, Professor Sir Ngatata Love
- A kete with information on the Wellington region, the Wellington City Council and the Port Nicholson Block Settlement Trust
- A panoramic view of Wellington DVD
- Pounamu taonga gifted to each of the diplomatic corp
- The production of a commemorative booklet
- Buses to transport the diplomatic corp to Te Raukura, Frank Kitts Lagoon
- Staging, marquee, security, health and safety, set up at Frank Kitts Lagoon
- MCs (one dressed as Captain Cook and one as a Maori Warrior)
- An opening speech by the Mayor Celia Wade-Brown
- Both the waka taua Te Rerenga Kotare and waka tetekura Te Hononga on the water giving a waka salute in full traditional dress
- Entertainment largely influenced by Maori talent, including kapa haka performances
- Arts, crafts displayed inside Te Raukura
- Storytelling, waka building and badge making
- A diplomatic corp home base at the venue
- Kaumatua tent
- A 3-D movie about the Creation of Maui was held inside Te Raukura
- Tour of wharewaka and commentary provided about each waka
- Maori and Kiwiana themed food stalls in Odlins Plaza
- Kaumatua hosting the Governor-General to afternoon tea
- A walking tour by the Governor-General Sir Jerry Mataparae through the event
- Security arrangements for diplomatic corp and then for the Governor-General



MATARIKI SCHEDULE OF EVENTS 2012

So far this year the events planned for Matariki are:

- Orua iti Planting (Arbor Day) at Orua iti Reserve
- Te Aro Pa Mural launch at Te Aro Pa
- Botanic Garden Matariki Trail at Wellington Botanic Garden
- Seven Sisters Concert at Te Papa
- Ngatahi – Know the Links World Premiere Screening at City Gallery
- Wax'n Lyrical at Pacific Poetry Jam at City Gallery
- Matariki-Whenua at NZ Academy of Fine Arts
- Flash mob fashion shows at Te Papa
- Stories at the Library at Wellington Central Library
- Embodied Tradition: The heritage of two different body ornaments, Ta Moko and tatau at Te Papa
- Sing along with The YOOTS at Te Papa
- Botanic garden guided walk – he kai, he ahi, he weu, he rongoa at Wellington Botanic Garden
- Seven Brothers Concert – venue to be confirmed
- Glow in the dark glow worm tour – see the stars on earth at Wellington Botanic Garden
- Wayfinding without instruments at Wellington Central Library
- Te Huka a Tai Whanau Day at Te Papa
- Matariki Gala Dinner at Te Papa
- Comedy Boil Up at Te Papa
- Whanau Shorts at Te Papa
- Capital E at Carter at Family Day
- Nga Reo Waiata at Te Papa
- Telescope viewing at Carter Observatory
- Planetarium Matariki Show at Carter Observatory
- Create your own waka at Karori Library
- Sunset Road at Circa Theatre
- Kapa haka at ASB Sports Centre, Kilbirnie
- Otari-Wiltson's Bush guided walk at Otari-Wilton's Bush
- Rangatahi Represent at Te Papa
- Ko Aotearoa Tenei! This is New Zealand! at Toi Poneke Gallery
- Me Mutu Hei Matariki Tupeka Kore at Te Raukura
- Matariki Te Po te Ao Ki-o-rahi at Nga Hau e Wha o Paparangi
- Kapa haka at ASB Sports Centre, Kilbirnie
- Telescope viewing at Carter Observatory
- Te Reo Storytimes at Ruth Gottlieb Library, Kilbirnie
- Kapa Haka at the Library held at Ruth Gottlieb Library, Kilbirnie
- Otari-Wilton's Bush guided walk at Otari-Wilton's Bush
- Artist Talk by Johnson Witehira at Toi Poneke Gallery

MATARIKI MĀORI NEW YEAR WINTER FESTIVAL

Pipiri/June –
Hōngongoi/July 2012



- Raw Men at Te Papa
- Matariki Development Festival at Circa Theatre
- New Zealand Post Kaumatua kapa haka at Te Papa
- Te Aho Ngarahu – Market Day at Pipitea Marae
- Hirini Melbourne Tribute CD Launch at Te Papa
- He Kainga Hou – A new home at Pipitea Marae
- Kapa haka at Wellington Central Library
- Tautohetohe Debates at City Gallery
- Te Ara o Ngā Tūpuna starting at Tarakena Bay ending at Churchill Park

MATARIKI MĀORI NEW YEAR WINTER FESTIVAL

Pipiri/June –
Hōngongoi/July 2012



ANYTIME THROUGHOUT MATARIKI Botanic Garden Matariki Trail

Walk the Botanic Garden's Downhill Path and see special New Zealand plants - and discover why they are treasured. Just follow the painted flowers on the path from the Cable Car lookout and when you reach the main gate, take the uphill scenic route to the Herb Garden. The trail ends at its Rongoa Māori section.
Cost, free
Wellington Botanic Garden



THURSDAY 7 JUNE Seven Sisters Concert

A showcase of the seven women who are the rising stars of Māori and Pacific Islands music. This talent will include Vanessa Stacey, Ariana Tikao, Johanna Mystery, Lei'd lee (Leiana Robertson), Ainslee Allen, Kirsten Te Rito (Bebo Deluxe) and Pacific Curis.
Cost, free
6-8.30pm
The Marae, Te Papa



THURSDAY 7 JUNE Ngātahi—Know The Links World Premiere Screening

Ngātahi—Know The Links is a six part rapumentary series on hip hop, street arts and activism amongst indigenous and marginalised peoples around the world. Join creator Dean Hapeta, also known as Te Kupu from Upper Hutt Posse, as he presents the latest and final part in this series and answers questions about his work. This event includes a special screening of Solidarity a 23 minute music documentary on Upper Hutt Posse in the USA as guests of the Nation Of Islam 1990.
Cost, gold coin koha
6-9pm
Adam Auditorium, City Gallery
citygallery.org.nz/matariki-at-the-city-gallery/



FRIDAY 8 JUNE

WAX'N LYRICAL – Pacific Poetry Jam
Wax'n Lyrical—Pacific Poetry Jam is a hip hop inspired spoken word concert at City Gallery Wellington featuring musicians, comedians, poets and performers. Wax'n Lyrical features a diverse range of artists and styles, showcasing the linguistic skills of our homegrown talent as they give voice to our place in the Pacific. Cash bar available.
Cost, gold coin koha
5:30-8pm
City Gallery Wellington
citygallery.org.nz/matariki-at-the-city-gallery/

SATURDAY 9 JUNE – SUNDAY 1 JULY Matariki – Whenua

A joint art exhibition bringing together some of New Zealand's best contemporary Māori artists as well as key artists from the New Zealand Academy of Fine Arts.
Cost, free
Open daily, 10am-5pm
New Zealand Academy of Fine Arts
1 Queens Wharf, Wellington waterfront

SATURDAY 9 JUNE

Flash mob fashion shows featuring work by Kohai Grace, Ana Te Whaiti, Maehe Ranginui and Alexine Curtis.
Cost, free
12 noon, 2pm, 4pm
Throughout Te Papa

SATURDAY 9 JUNE

Stories at the Library
Apirana Taylor will tell traditional and original stories, including stories about Matariki.
Cost, free
2pm
Wellington Central Library
For the full libraries programme visit wcl.govt.nz/about/calendar.html



SATURDAY 9 JUNE Embodied Tradition: The heritage of two different body ornaments, Tā Moko and tatau

A speech by French researchers Sebastien Galliot and Simon Jean, along with Sean Mallon. Galliot will speak on the evolution of the technical and social aspects of tattooing in Samoan society until the end of the 20th century. Jean will speak about the evolution of tattooing in Aotearoa and will explain how Tā moko, an example of traditional Māori practice, is influenced by its use within contemporary society.
Cost, free
12noon – 1.30pm
Soundings Theatre, Level 2, Te Papa

SUNDAY 10 JUNE

Sing along with THE YOOTs and Leon Wharekura.
Cost, free
2-3pm
The Marae, Te Papa

MONDAY 11 JUNE

Botanic Garden guided walk - He kai, he ahi, he weu, he rongoa

A food, fire, fibre and medicine trail that looks at traditional uses of native plants. Meet at the Cable Car entrance to the Garden for this easy 80-minute walk.

Cost, \$4
11am
Wellington Botanic Garden



THURSDAY 14 JUNE

Seven Brothers Concert
A showcase of the seven men who are the rising stars of Māori and Pacific Islands music. This talent will include Sage Kamaru, Matt Tui, Karl Teariki (Mauriora), Zane Wiremu Jarvis, Ranea Apehema (Southside of Bombay), Aaron Tokona (Hori Buzz) and Hani Totorewa (Katchafire).



FRIDAY 15 JUNE

Glow in the dark glow worm tour – see the stars on earth
Meet at the Founders' (main) entrance on Glenmore Street for this fascinating one-hour tour into the world of the glow-worm. Please bring a torch.
Cost, Adults \$5, under-12 free.
7.30pm
Wellington Botanic Garden



SATURDAY 16 JUNE

Wayfinding without instruments
Tipua Reedy will hold a session on Wayfinding without instruments. This session will begin with a hands-on experience of the star compass.
Cost, free
2pm
Wellington Central Library
For the full libraries programme visit wcl.govt.nz/about/calendar.html



SATURDAY 16 JUNE

Te Huka a Tai Whanau Day
Help adorn our Matariki banner with your beautiful star. Decorate one to add to the banner and one to take home.
Cost, free
10am-4pm

Make and decorate a porotiti (humming disc) then have a go at making it hum!
Cost, \$3
11am-12pm

Learn how to make a poi, including four plait and tassels, then whirl and catch your poi!
Cost, free
1-2.30pm

Can you find the Matariki constellation? Make your own star map and find Te Ra o Tainui and the Matariki constellation.

Cost, free
3-4pm
All activities on Te Huka a Tai, Level 4, Te Papa

SATURDAY 16 JUNE

Comedy Boil Up
The five Billy T James comedy award finalists present a 20 minute set each. Tevita Manukia, Rose Matafeo, Guy Williams, Tom Furniss, T.J McDonald. The perfect family entertainment.
Cost, free
1-2.30pm
The Marae, Te Papa



SATURDAY 16 JUNE

Whanau Shorts
Māori and indigenous short film screenings. Koro's Medal (James Barr), Ebony Society (Tammy Davis), The Winter Boy (Rachel House), The Deal Maker (Lennie Hill) and Another Man's Treasure.
Cost, free
4-5pm
The Marae, Te Papa

SUNDAY 17 JUNE

Capital E at Carter - Family Day
Capital E returns to Carter Observatory for a stary Matariki-themed family fun day. With beautiful crafts, intricate stories of the Māori New Year, special planetarium shows, a sausage sizzle, and stary spot prizes, this is a stellar day out for the whole family. A fabulous book 'What Matariki Means to Me' created from the pictures made last year will also be on display in print for everyone to enjoy.
Costs: Adults \$18.50, Concessions \$13.50, Star Pass holders free and children free
10am – 5.30pm
Carter Observatory

SUNDAY 17 JUNE

Nga Reo Waiata
An afternoon celebrating Te Reo with song and music.
Cost, free
1pm-4pm
The Marae, Te Papa

TUESDAY 19 JUNE

Telescope viewing (weather permitting)
General astronomy with Matariki theme.
Costs: Adults \$18.50, Concessions \$13.50, Children \$8, under 4 free, Star Pass holders free
6-9pm
Carter Observatory

WEDNESDAY 20 JUNE

Planetarium Matariki show followed by a tour of our exhibit through the eyes of Te Aiti Awa, with Ben Ngaia and friends.
Doors open from 6.30pm, Session 1 starts at 7pm, Session 2 starts at 8pm
Costs: Adults \$18.50, Concessions \$13.50, Children \$8, under 4 free, Star Pass holders free
Carter Observatory

WEDNESDAY 20 JUNE

Create your own waka
Join us in this community celebration and create your own waka from driftwood.
Cost, free
3.30-5pm
Karori Library

WEDNESDAY 20 JUNE – SATURDAY 7 JULY

'Sunset Road' Written and directed by Miria George

Akarongo ma i...1975. Jimi Hendrix, ika mata, dawn raids. Two days before twins Luka and Lucia finally grow into adulthood. Free, they roam the steam filled streets of Rotorua on Luka's trusty Bonneville and dream of taking on the world.

Cost, \$25 - \$40
Circa Two, Circa Theatre
circa.co.nz

THURSDAY 21 JUNE

Kapa haka

Help Ngā Maioha o te Rangitauia get to the national kapa haka competition in July and be entertained by this kapa haka rōpū. This regional representative group comprises of students from St Patrick's, St Catherine's, Ngā Mokopuna and St Mary's.

Cost, koha
10am-11.30am (college)
11.30am-1pm (primary schools, pre-schools, kohanga reo)
ASB Sports Centre, Troy/Kemp St, Kilmirnie

THURSDAY 21 JUNE

Otari-Wilton's Bush guided walk

Meet the curators at Otari-Wilton's Bush and learn about this special haven for New Zealand native plants on this 45 minute stroll. Meet at the Information Centre.

Cost, koha
2pm
Otari-Wilton's Bush

THURSDAY 21 JUNE

Rangatahi Represent

A showcase of youth that are the new rising stars in Māori music. Manarangi Mua (Pukana karaoke winner), Jah Children (Smokefree pasifika Beats winners 2011), mājic and Robbie (Māori Music Award winners 2011), Arihia Cassidy and Tahu Henare (Finalists in the Matariki songwriting competition 2011)

Cost, free
6-8pm
The Marae, Te Papa



THURSDAY 21 JUNE

Ko Aotearoa Tenei! This is New Zealand! – Exhibition opening

Artist and graphic designer Johnson Witehira explores his Maori and Pakeha heritage in Ko Aotearoa Tenei! – This is New Zealand! This exhibition features a series of unique digital pou-tahuhu (pillars) which interweave important Maori and non-Maori figures. By using both Maori and Pakeha illustrative approaches the artist attempts to bridge the gap between different ways of seeing and thinking. The exhibition will run from 22 June – 14 July 2012.

Cost, free
5.30pm
Toi Pōneke Gallery,
61 Abel Smith Street, Te Ara



THURSDAY 21 JUNE

Me Mutu Hei Matariki Tupeka Kore

Matariki is a time of new beginnings and a perfect time for smoker's to choose a new smokefree future. Quiltline will be promoting this message at an event featuring inspiring speeches, kapa haka and the launch of a new booklet to help Māori quit smoking. This event is open to the general public. Advisors will be on-hand to give advice and support to anyone who wants to quit smoking.

Cost, free
12noon – 1.30pm
Te Raukura, Te Wharewaka o Poneke, Wellington waterfront



FRIDAY 22 JUNE

Matariki Te Po te Ao Ki-o-rahi

An 'all night' event playing Ki o rahi under lights, warmed by fire and hospitality. Alongside the Ki o Rahi will be wananga and kapahaka performances in the papa kainga, midnight hangi and the greeting of the rise of Matariki.

Cost, free
5pm, Friday 22 June - 9.30am Saturday 23 June
Nga Hau e Wha o Paparangi,
30 Ladbrooke Road, Newlands
For more information and to register contact matariki@r2r.org.nz

SUNDAY 24 JUNE

Kapa haka

Help Ngā Maioha o te Rangitauia get to the national kapa haka competition in July and be entertained by this kapa haka rōpū. This regional representative group comprises of students from St Patrick's, St Catherine's, Ngā Mokopuna and St Mary's.

Cost, koha
12 noon-2pm
ASB Sports Centre, Troy/Kemp St, Kilmirnie

TUESDAY 26 JUNE

Telescope viewing (weather permitting)

General astronomy with Matariki theme

6-9pm
Costs: Adults \$18.50, Concessions \$13.50, Children \$8, under 4 free, Star Pass holders free
Carter Observatory

WEDNESDAY 27 JUNE

Te Reo Storytimes

Students from Te Kura Kaupapa o Ngā Mokopuna will present Te Reo storytimes.

Cost, free
10.30am
Ruth Gottlieb Library, Kilmirnie
For the full libraries programme visit wcl.govt.nz/about/calendar.html



THURSDAY 28 JUNE

Kapa Haka at the Library

Kapa Haka will be performed by a Kilmirnie School group.

Cost, free
3.30pm
Ruth Gottlieb Library, Kilmirnie

THURSDAY 28 JUNE

Otari-Wilton's Bush guided walk

Meet the curators at Otari-Wilton's Bush

and learn about this special haven for New Zealand native plants on this 45 minute stroll. Meet at the Information Centre.

Cost, koha
2pm
Otari-Wilton's Bush



THURSDAY 28 JUNE

Artist talk by Johnson Witehira

Join Johnson Witehira at Toi Pōneke Gallery to hear more about the artworks in Ko Aotearoa Tenei and his approach to design from a kaupapa Maori perspective.

Cost, free
6pm
Toi Pōneke Gallery, 61 Abel Smith Street

FRIDAY 29 JUNE

Raw men

In association with Playmarket, by Whiti Hereaka and Nancy Brunning. Three generations of Māori men face their battles – Jacko on the battlefields of WW1, Joe the music scene of the 60s and 70s and Jack on campus at the turn of the new millennium. Raw Men is a story of whanau, sacrifice and hope.

Cost, free
12noon-1.30pm
The Marae, Te Papa

FRIDAY 29 JUNE & SATURDAY 30 JUNE

Matariki Development Festival 2012

An international indigenous playwrights' festival held in Wellington. Produced by Tawata Productions and Circa Theatre, join three new scripts by Maori playwrights on the rehearsal room floor!

Featuring new work taking flight! Naumai, haere mai!
Cost, free
1pm
Circa Theatre

SATURDAY 30 JUNE

Te Aho Ngārahu – Market Day

Aronui Tōmua – Te Whanganui-a-Tara presents Te Aho Ngārahu – Market Day, promoting Māori food, art, clothing, resources, business and community initiatives. There will be entertainment throughout the event.

Cost, free
1-4.30pm
Pipitea Marae, 55 Thorndon Quay
For more information phone 027 6400594 (Karepa Wall)



SUNDAY 1 JULY

Hirini Melbourne Tribute CD Launch

Hirini is a top Māori composer whose work has influenced Māori all over the world. This album has been made as a tribute to him from some of our top award winning performers. DVD screening (30mins).

Cost, free
1-3pm
Soundings Theatre, Te Papa

TUESDAY 3 JULY

Telescope viewing (weather permitting)

General astronomy with Matariki theme

6-9pm
Costs: Adults \$18.50, Concessions \$13.50, Children \$8, under 4 free, Star Pass holders free
Carter Observatory

SATURDAY 7 JULY

He Kāinga Hou – A New Home

If you have lived in New Zealand for less than five year and want to know more about the Māori way of life? Come along for a fun day for the whole hapori (community).

Cost, gold coin donation
10am-2pm
Pipitea Marae, Thorndon Quay

SUNDAY 8 JULY

Enjoy a kapa haka performance by Ngāti Poneke Young Māori Club.

Cost, free
2-2.10pm and 2.30-2.40pm
Wellington Central Library

TUESDAY 10 JULY

Telescope viewing (weather permitting)

General astronomy with Matariki theme

6-9pm
Costs: Adults \$18.50, Concessions \$13.50, Children \$8, under 4 free, Star Pass holders free
Carter Observatory

SUNDAY 15 JULY

Enjoy a kapa haka performance by Ngāti Poneke Young Māori Club.

Cost, free
2-2.10pm and 2.30-2.40pm
Wellington Central Library

Māori Language Week Events

THURSDAY 26 JULY

Tautohetohe Debates

Featuring local reo experts/performers from various institutions debating the topic 'Māori Contemporary Art is not for Māori'. Cash bar available and kauparamanawa (nibbles) provided.

This debate will be spoken in Te Reo Māori.
Cost, free
5.30-8.30pm
City Gallery Wellington

SUNDAY 29 JULY

Te Ara o Ngā Tūpuna

Join Holden Hohaia (Taranaki Whānui) and Councillor Ray Ahipene-Mercer (Ngāti Ira) on the pathway of our ancestors – Te Ara o Ngā Tūpuna. Iwi representatives will close the Matariki programme with karakia. The walk will start at Tarakena Bay Carpark and end at the pou whenua at Churchill Park. Sausage sizzle and cold drink provided. No dogs please. Recommended for children over 5 years of age.

Cost, free
11am - 1pm
Meet at Tarakena Bay carpark (transport to retrieve vehicles provided)



Absolutely POSITIVELY
At the heart of the nation Wellington

Tim Crooks

From: kendall_akhurst@westpac.co.nz
Sent: Wednesday, 30 May 2012 3:32 p.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: Kendall

Last Name: Akhurst

Street Address: 11 The Parade

Suburb: Island Bay

City: Wellington

Phone: 044607148

Email: kendall_akhurst@westpac.co.nz

I would like to make an oral submission in June: Yes

I am making this submission: on behalf of an organisation

Organisation Name: Accessibility Advisory Group

Are we on the right track with the draft Events Policy: Yes

Comments: The Council should be empowering people and businesses with the tools they need to run accessible events in Wellington.

Key direction: to attract another iconic event: Agree

Key direction: to adopt a more regional approach: Strongly agree

Comments: There is strength in identifying the different assets we have in the Region and identifying which events are suitable for which areas. For example with accessibility it is probably not cost effective in the short term to have hearing loops at every venue, but as a leader in governance it is imperative we sound out the venues that do have this technology and encourage the events organisers to make the most of this technology to maximise their potential audience. It really does make economic sense to clearly communicate which events are accessible to particular or all audiences.

Should the Council's role be more facilitation and less hands-on in delivering events: Yes

Comments: By giving the Event organisers the information and making the tools available they need to run an accessible event the WCC will ideally have less need to be hands on, but should always be available as a provider of guidance and support.

Is the Council providing enough information on events that is easily accessible: No

Comments: Currently only some of the material promoting events is universally Accessible. I.e. All information about Events and Services should be in an accessible, readable and understandable format.

WCC public material (documents, web site, presentations and meetings) should be accessible. It is not difficult. For example, all people need to know in the document area is how to correctly format a Word document or presentation There is basically no cost involved.

Are there other directions that we have missed in the draft policy: Yes

Comments: The WCC has a key role to play in being a leader in Accessibility and providing Governance for Events to be as accessible as possible including giving guidelines and support to help make Events a financial success. i.e. why would any business run an event that is not accessible and excludes 17% of their [potential customer base.

Should Cuba Street Carnival become an iconic event for Wellington: Yes

Any other comments: In General the WCC is doing a great job of advocating and supporting accessibility, however the AAG notes in the Draft Events policy there really is little mention of accessibility and in particular the economic benefits of being accessible from a profitability perspective. We see this as a critical Governance role that the WCC can provide to ensure more people are able to participate and to make more events successful financially.

✓ 41

Tim Crooks

From: Emma Giesen [emma@ccat.org.nz]
Sent: Wednesday, 30 May 2012 4:16 p.m.
To: BUS: City Events Policy
Subject: Submission on the events policy from the Creative Capital Arts Trust

Attachments: Events policy submission CCAT May 2012.doc



Events policy
bmission CCAT

Please find our submission attached.

Thank you

--

Emma Giesen
Establishment Manager
Creative Capital Arts Trust

emma@ccat.org.nz
P: 04 831 0581
M: 021 688 953

Creative Capital Arts Trust Submission to Wellington City Council Draft Events Policy

Creative Capital Arts Trust

Toi Poneke Arts Centre, 65 Abel Smith St
PO Box 6546, Marion Square
Wellington
Phone 831 0581

30 May 2012

The Creative Capital Arts Trust would like to make an oral submission to the City Councils. Manager Emma Giesen can be contacted on 04 831 0581 or 021 688 953 or by email at emma@ccat.org.nz to arrange a time on behalf of the CCAT.

Introduction

The Creative Capital Arts Trust (CCAT) is a new organisation formed with the purpose of providing professionalism and certainty to emerging arts events in Wellington. In February/March of this year we delivered our first event in the 2012 New Zealand Fringe Festival. We are now in the planning stages for Fringe 2013, and have recently applied to Council for funding to deliver the Cuba St Carnival in 2013.

As the organisation grows we plan to bring other events under the CCAT umbrella, providing a valuable resource for the events sector in Wellington. The CCAT has strong support from various arts communities in Wellington who are looking for this level of leadership from an appropriate body.

The key objectives of CCAT are:

- To build a new parent trust with permanent staff providing a professional arts management resource to build capacity and infrastructure for developing best practice in arts and event management.
- To establish strategies for the growth and development of sustainable 'cultural capital' in the form of resources, infrastructure and events.
- To provide leadership and focus for Wellington in the emerging and developing arts, culture and creative sector.
- To deliver regular Fringe Festivals and Cuba St Carnivals that reach and appeal to a diverse range of participants, visitors and audience members.
- To deliver new unique events for the emerging arts sector in Wellington.
- To provide on-going employment and professional development for artists and arts administrators, creating an educational and professional arts development pathway in support of the creation, development and delivery of high quality arts events and activities.

- To develop a professional arts delivery organisation with a strong ability to attract and retain funding.

Creative Capital Arts Trust supports the strategy proposed by the Council in the Draft Events Policy 2012 and congratulates Council on its vision.

Vision

We strongly support the vision proposed by Council that **Wellington is the events capital of New Zealand.**

Wellington's economy is based on talent not corporate structure. No one has to be here. We believe that events which provide an opportunity to celebrate the special aspects of Wellington's culture— inclusiveness, diversity, creativity and the village atmosphere, are crucial in ensuring that Wellington is a place where talent wants to live.

Through our events the New Zealand Fringe Festival and Cuba St Carnival we aim to provide a space for fostering social connectivity, for participation in the arts in general, and for enhancing our sense of place.

The CCAT seeks the support of Council in our mandate to provide professional and well managed creative/artistic events/opportunities that are relevant to our City and citizens.

Priority Directions

Direction 1: To attract and retain events

We strongly support the goal of maintaining and developing regular icon events – the Sevens, International Arts Festival and WOW – and adding at least one new iconic event by 2016.

We would urge that, rather than focus on attracting events from outside, Council focus on building events which arise out of and are unique to Wellington. The Cuba St Carnival is an existing event which is much loved by Wellingtonians, and we propose to take it in a new direction which will ensure that it cannot be replicated elsewhere and will reflect and celebrate the unique aspects of Wellington's culture.

We would like Council to support the CCAT in developing Cuba St Carnival as the next iconic event for Wellington.

Direction 2: To maximise the advantages of being home to creative, cultural and artistic leaders

We strongly support this as a key strategic focus for the Council events policy, especially in the focus of supporting the Creative Capital Arts Trust in growing the Fringe Festival and Cuba St Carnival.

The CCAT is working towards being a key facilitator of events in Wellington which provide a platform for our emerging creative, cultural and artistic leaders, and which encourage many more people to participate in the arts. The Fringe Festival and Cuba St Carnival are two important events for Wellington which provide such a platform, and we urge Council to give the CCAT their full support in developing these events over coming years.

Direction 3: To ensure sustainable development

We support the goal of Wellington events striving to be environmentally friendly and sustainable in the long term.

The CCAT is committed to ensuring that any events under its umbrella are environmentally responsible and sustainable, and to exploring ways in which our events can take a lead in developing and implementing environmentally sustainable event practices.

Direction 4: Ensure Council operations (services and facilities) are aligned with event provision

We strongly support Council's proposed actions to:

- adopt a one-stop shop approach for event managers to obtain advice and services;
- adopt a can-do approach;
- provide resources for community events such as staging; and
- to factor in the importance of events when planning for Wellington's public spaces and venues.

There is currently a lack of outdoor performance space in Wellington which works for buskers holding circle shows. Buskers that came to Wellington from overseas to perform as part of the Fringe Festival struggled to find a space to perform which worked for a circle show other than on the waterfront on a sunny weekend day.

The carpark on Cuba St between Cuba and Marion would be a fantastic public space which would bring more life to the Cuba St district. We would like propose that Council develops this land as a public space for performance and general public use.

Direction 5: To strengthen current partnerships and develop new ones

We support the goal of forming strong partnerships with government, embassies, business and the community to support events.

Direction 6: To demonstrate industry leadership

We support the actions under this strategic direction which are focused on supporting community groups in event planning and decision making.

Direction 7: To improve the spread of Wellington events over the year

We strongly support the goal of developing a programme of events which is spread throughout the year.

The CCAT would like to work with Council to ensure a good spread of events throughout the year. The CCAT could take a leading role in bringing event organisers in Wellington together to discuss complementarity and timing of their events. A network of such organisers could be developed by Council and CCAT, with an annual meeting to ensure that the events are not overlapping, and create a rich and varied landscape of events for Wellington.

Direction 8: To profile and tell the story of Wellington as the events capital of New Zealand

Promoting the story of Wellington as a leader of events in New Zealand is a goal which the CCAT strongly supports.

The Cuba St Carnival is an excellent vehicle for promoting Wellington's unique Cuba St district, and as such we seek Council support to develop this as a key and iconic event for Wellington.

Direction 9: To establish and maintain a strong volunteer base for Wellington events

Community events which are most sustainable in the long run are those that can rely on a strong base of volunteers to drive their delivery. One of the most valuable things Council could do to support events in Wellington would be to establish a strong database of event volunteers and the CCAT strongly supports this goal.

Thank you for your time.

The Creative Capital Arts Trust team.

✓ 42

Tim Crooks

From: graeme@brimstone.co.nz
Sent: Wednesday, 30 May 2012 4:36 p.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: Graeme
Last Name: Anderson
Street Address: L1/10 Holland St
Suburb: Te Aro
City: Wellington
Phone: 021 424 305
Email: graeme@brimstone.co.nz

I would like to make an oral submission in June: Yes

I am making this submission: on behalf of an organisation

Organisation Name: EventPro Ltd & Brimstone Pyrotechnics

Are we on the right track with the draft Events Policy: Yes

Comments: Broadly speaking yes, although there are some specific areas we would like to see a slight change of focus in.

Key direction: to attract another iconic event: Strongly agree

Comments: We would dearly love to see another iconic event in Wellington, but are becoming concerned that those already listed are, for the most part, tending to be a bit exclusive to the general public.

Events such as WoW and the Rugby Sevens have limited appeal, attracting only a fairly narrow audience with a specific interest. The cost and limited numbers of tickets are also issues. The Arts Festival, although broader in appeal and more accessible, is still considered by many citizens to be elitist (not my view) and a waste of ratepayer money.

Having been involved with the Wellington Skyshow since its inception I am

aware that it attracts massive support and appeals to a vast cross section of the public. The problem with it is it doesn't make money or generate all that much business. We would like to see fireworks incorporated into a broader major event that would both draw attention to Wellington and be accessible to all.

The Red Bull Air Race would be perfect, but we do understand that both the cost of bringing it to Wellington and the uncertainty of the weather are negative factors. The idea of a high profile public spectacle, however, remains at the top of our wish list when considering iconic events.

Key direction: to adopt a more regional approach: Strongly agree

Comments: Wellington City has heaps of great assets, but we do lack any large open spaces. Similarly Porirua doesn't have a readily accessible harbour and both Porirua and the Hutt Valley are short of seated indoor or outdoor sports facilities or stadiums.

We would like to see the regional events teams getting together on a regular basis, particularly with input from the events community, to openly discuss their respective strengths and weaknesses with a view to COOPERATING to win and support more events.

The political parochialism that has (and continues) to dominate the super city debate has no place in the events industry and we encourage Council to get over it and instruct the Wellington Events Team to be pro-active in making positive contact with their colleagues throughout the region.

What iconic event would you like us to consider developing: As already alluded to, a large scale accessible public event is what's needed.

We realise that the Cuba Carnival is a contender for being revived and expanded, but that only caters to a small part of the city and is arguably not particularly family friendly with its associated crowds and noise.

A day/night or all weekend event which will not only engage the people of Wellington, but will also attract visitors in large numbers is what's needed. In terms of scale the Red Bull Air Race would fit the bill, but that's quite a big ask for a city our size.

Let's talk about it some more and throw a few ideas around. We are already quite well served in the sports and arts areas, so how about something that's just a bit of good old fashioned fun.

What other events would you like to see in Wellington in the future as part of the policy: As mentioned, more big picture community projects.

Should the Council's role be more facilitation and less hands-on in delivering events: Yes

Comments: The way events have developed, particularly in the last 10 years, has led to a structural imbalance on the delivery side, with a growing move towards Health & Safety provisions and an unfortunate tendency towards organisers being required to produce reams of proposals, method statements and reports, few of which contribute to the delivery of the actual content and message of the event.

Vast portions of an event producer's budget are now gobbled up by items that have no direct bearing on the purpose of the event or the message it sets out to convey. This is particularly true with community events which are now obliged to produce and implement vastly expensive traffic management plans that do little, if anything, to further the aims and objectives of the festival, parade or local fair.

We know that Council already assists in this area, but we feel that it would be more appropriate if a total turnkey approach were adopted, with the Events Team managing and financing all issues around consents, permits and traffic management. Sure event managers and producers need to be involved with the process, but in the case of community groups these items bleed the essence out of the budget to the point where cultural content starts to come second to compliance.

We don't suggest that all community groups should have this assistance as of right. It should be incumbent upon them to show that they are capable and organised in what they propose to achieve.

There are plenty of event professionals in this city, most of whom are very capable. We see it as being appropriate for a money making event such as the Rugby Sevens to be required to provide for their own infrastructural needs, but these same requirements place a huge and disproportionate burden on groups such as the Asian Events Trust when organising their Chinese New Year Parade.

Is the Council providing enough information on events that is easily accessible:
Unsure

Comments: Being connected to the events network we tend to hear about things well before they happen and not through the usual public channels, so we can't really comment on this issue.

Are there other directions that we have missed in the draft policy: Unsure

Comments: None that I can think of, but no doubt someone else will.

Should Cuba Street Carnival become an iconic event for Wellington: Unsure

Comments: Having been involved with the Cuba Street Carnival on a few occasions and in different roles, we are in two minds about this. Sure it's a big brash and vibrant celebration of our creative quarter, but We can't help

feeling that it outgrew itself and its environment. Once again H&S compliance became an overriding issue with the event and caused a lot of headaches.

We love the Carnival, but can't help feeling that it's just physically too big for Cuba St and its environs.

Any other comments: I have indicated that I would like to make an oral submission. I would be happy to do so if we have presented any unique or different ideas, but am happy to just attend if others who have expressed similar views wish to take the floor.

Thanks for the opportunity to make our ideas heard.



43

Tim Crooks

From: Craig Ireson [craigi@sportwellington.org.nz]
Sent: Wednesday, 30 May 2012 4:52 p.m.
To: BUS: City Events Policy
Cc: Phil Gibbons
Subject: Sport Wellington submission into draft events policy
Attachments: WCC submission_Events Policy.pdf

Kia ora

Please find attached a submission on behalf of Sport Wellington into Wellington City Council's Draft Events Policy.

We thank you for the opportunity to submit and be involved in this process

All the best

Craig Ireson

Business Manager

Sport Wellington

Level 2, 113 Adelaide Road | Newtown | PO Box 24-148 Manners St | Wellington

DDI: 04 389 0239 | Mobile 027 248 0535 | Fax: 04 801 8976

Email: craigi@sportwellington.org.nz | Website: www.sportwellington.org.nz

Twitter: [@SportWgtn](https://twitter.com/SportWgtn)





Sport Wellington
Level 2, 113 Adelaide Road
PO Box 24 148, Manners St,
Wellington, New Zealand
T. 64 4 380 2070 F. 64 4 801 8976
www.sportwellington.org.nz

Submission to Wellington City Council (WCC) Draft Events Policy 2012

SPORT WELLINGTON	Sport Wellington is the independent organisation for sport and physical recreation covering the Greater Wellington Regional Council area – working alongside the eight local authorities.
VISION	Everyone, everyday experiencing the force of sport and physical recreation.
PURPOSE	To promote and support sport and recreation in our region.

SPORT WELLINGTON EVENTS STRATEGY	Sport Wellington is committed to providing events which encourage and support participation and inclusivity, and which celebrate success. We believe in supporting the playground to the podium concept; everyone has the opportunity to reach their personal goals within the sport and recreation environment.
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We currently work with ten targeted sports; seven of which are nationally directed by Sport NZ (Rugby, Cricket, Football, Netball, Hockey, GymSports, League,) and three which are regionally directed by ourselves (Athletics and Swimming, Tennis) with a further five nationally directed sports being added by Sport New Zealand in the next year (Basketball, Golf, Triathlon, Bowls, and Cycling). We have a mandate from Sport New Zealand and an organisational strategic commitment to work with these targeted sports to promote and support their events and activities, especially where the events lead to enhanced capacity and capability within their organisations.

Through our KiwiSport funding model we also work with both targeted and non-targeted sports organisations, who deliver Community and Regional events within the Wellington Region and City, for example Wellington Rugby League and their Leadership through League Programmes.

We also deliver our own events which have various levels of support from Wellington City Council including the Pelorus Trust Stadium Sports Festival, The Annual Buggy Walk as part of the Botanic Garden's Spring Festival, The Dominion Post Wellington Sportsperson of the Year Awards and our own regional iconic event AMI Round the Bays Fun Run and Walk. Since the inclusion of the ISC Lenco Half Marathon to Round the Bays in 2009 an increasing number of running tourists from outside Wellington and overseas are coming to Wellington specifically to take part in Round the Bays. In 2012 there were 35 participants from overseas, staying an average of 2 nights each. There were a further 220 participants from outside a 6hr drive range, who stayed for an average of 1 night each.

Given the recent success of AMI Round the Bays the Sport Wellington board has issued a directive for Sport Wellington to investigate the feasibility of a new regional participation sports event on a similar scale as AMI Round the Bays. This may be an opportunity for WCC to partner with Sport Wellington to achieve the outcomes as outlined in your draft events policy.

We congratulate WCC on a well thought out and comprehensive Event Policy which aligns with Sport Wellington's own event strategy. We would like at this point to comment on each of the nine Directions.

**DRAFT WELLINGTON
CITY COUNCIL EVENTS
POLICY COMMENTS**

Sport Wellington would like to acknowledge the important investment that WCC continues to make in sport and recreation in Wellington City, in particular around attracting, retaining and supporting events. We would also like to acknowledge and thank WCC for its ongoing support and investment across a variety of its Business Units, into our key events namely The Dominion Post Wellington Sportsperson of the Year Awards and AMI Round the Bays Fun Run and Walk.

Direction One
To attract and retain
events

Sport Wellington supports WCC's goal to work in conjunction with the IRB, NZRU and WRFU to build on the success of the HERTZ Sevens.

Sport Wellington supports WCC's goal to partner with international sporting federations in hosting international events in Wellington, i.e. FIFA World Cups

Sport Wellington recommends that any further "iconic" event which is identified by WCC is either a sporting event, or has an active recreation or active participation component. Again this may provide an opportunity to partner with Sport Wellington and our targeted sports.

Sport Wellington requests that AMI Round the Bays is recognised as a key Regional Event, and that WCC continues to support this event across all of its business units. Sport Wellington requests that should a return on investment of \$20 for every \$1 invested be shown through an economic impact report, that WCC invests accordingly into this event.

Direction Two
To maximise the
advantages of being
home to creative,
cultural and artistic
leaders

Sport Wellington acknowledges this as an important part of what makes Wellington events uniquely Wellington. Sport Wellington is committed to supporting this direction by working with the Creative Community, namely Biz Dojo, Toi Poneke, Fringe Festival and the New Zealand International Arts Festival to partner on our events, and to give preference to using home grown creative talent.

Direction Three
To ensure sustainable
development

Sport Wellington supports the direction to ensure sustainable development. We request that Wellington City Council continues to take a lead role in the development of resources and advocacy for sustainable development, and that these resources, advocacy and advice are freely available for Sport Wellington and our targeted sports to use on our events. For example Sport Wellington had an agreement with

Tranzmetro to provide free train services to AMI Round the Bays for a number of years, an agreement which greatly enhanced the viability of the event and contributed to the smooth flow of traffic on the day. Greater Wellington Regional Council has now ended that relationship and we request that WCC advocates for free train transport for participants on behalf of Sport Wellington.

Direction Four
Ensure Council operations are aligned with event provision

Sport Wellington supports this direction, and specifically requests that resources such as staging, PA Systems and that advice and support are continued to be made freely available for Sport Wellington and our targeted sports to use on our events.

Direction Five
To strengthen current partnerships and develop new ones

Sport Wellington supports this direction, and requests that Sport Wellington and our targeted sports are considered as key partners in any relevant event opportunities.

Direction Six
To Demonstrate Industry Leadership

Sport Wellington supports this direction, and requests that Sport Wellington is consulted as a strategic planning partner on any major New Zealand sporting events as we hold key regional and national partnerships, as per our mandate with Sport New Zealand. For example because Sport Wellington has a KiwiSport partnership with AFL New Zealand we request that we are consulted on potential AFL games in Wellington, and how these may be best leveraged to build capacity and capability for the sport in Wellington and New Zealand.

Direction Seven
To improve the spread of Wellington events over the year

Sport Wellington supports this direction, and requests that AMI Round the Bays is allocated by WCC the third Sunday of February as its ongoing event date, a date which has been used since 1994, with the exception of a request to move the date in 2012 from WCC.

Direction Eight
To profile and tell the story of Wellington as the events capital of New Zealand

Sport Wellington supports this direction, and requests that Sport Wellington and our targeted sports are able to promote our events via the new 'credible event brand' and through any web, social media, or print associated with this brand.

Direction Nine
Establish and maintain a strong volunteer base for Wellington events

Sport Wellington strongly supports this direction, because one of our five strategic priorities is *valuing volunteers*. We request that Sport Wellington is a partner in developing this Volunteer Base, as we will be able to share information from and with our targeted sports, who will be able to benefit from the process and the desired outcomes. We are committed to aligning our own volunteer programmes with this direction and will feed our own volunteers into any training or database which is

established. We also request that Sport Wellington and our targeted sports have access to this volunteer base and any resources and training for our events.

We would like to speak to our submission.

Phil Gibbons
Chief Executive Officer
Sport Wellington
May 2012

✓ 60

Tim Crooks

From: sue.paterson@festival.co.nz
Sent: Wednesday, 23 May 2012 2:53 p.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: Sue
Last Name: Paterson
Street Address: Level 2, Anvil House 138 -140 Wakefield Street, Wellington 6011
Suburb: Wellington City
City: Wellington
Phone: 04 4730149
Email: sue.paterson@festival.co.nz

I would like to make an oral submission in June: Yes

I am making this submission: on behalf of an organisation

Organisation Name: new Zealand International Arts Festival

Are we on the right track with the draft Events Policy: Yes

* Comments: Yes, but it could be helpful to develop some clear criteria for funding.

Key direction: to attract another iconic event: Neutral

Comments: A major iconic event needs to fit the hip, cool and sophisticated Wellington brand to attract discerning visitors. The Events Team could work with existing organisations such as the Festival, Te Papa, PWT, PWV, Museums Trust to develop and grow major events.

To secure a 20:1 return on an event it will most likely be a purchased event that is commercial and does not need WCC investment.

A new, uniquely Wellington event needs to be fostered and grown to iconic status and will need investment during the first years of its existence before it

reaches 20:1 ratio of investment.

The WCC can push for performance from existing events.

Key direction: to adopt a more regional approach: Agree

Comments: Yes, it is important that the city and the region closely collaborate on the development of an events strategy for the region and perhaps all of New Zealand.

* What iconic event would you like us to consider developing: To add economic impact and value, the Council could consider funding the Festival as an annual, shorter, more intense Festival (2 weeks, 3 weekends) as a consistent event on the cultural calendar. The trend in Australia has been to move biennial Festivals to annual festivals (e.g. Adelaide).

* What other events would you like to see in Wellington in the future as part of the policy: Build on the Council's investment in the Wellington Jazz Festival to create a cool, hip music event that is the best in the country - a mix of headliners and New Zealand artists.

Should the Council's role be more facilitation and less hands-on in delivering events: Yes

Comments: The Council should power events organisations with a proven track record to produce events.

Is the Council providing enough information on events that is easily accessible: Unsure

Comments: This can be done through the PWT website, wellington.co.nz which is cost effective and has high visitor numbers.

Are there other directions that we have missed in the draft policy: Unsure

* Comments: Create a rating system from criteria to give transparency to applicants and ensure events across various Council investments are leveraged together.

Should Cuba Street Carnival become an iconic event for Wellington: Unsure

Comments: Cuba Street Carnival is a community event that is fun for those taking part but not sure about its iconic status. It has had little tourism status of bringing visitors to Wellington.

It is important to explore other options and we suggest a workshop of key players e.g. Te Papa, Museums Trust, Weta, PWV, PWT, Sport Wellington, event management companies and others.

Any other comments: The New Zealand International Arts Festival will send a separate submission outlining how it meets the events strategy direction to eventspolicy@wcc.govt.nz

✓ (45) -

Tim Crooks

From: Red Design [red@top.net.nz]
Sent: Wednesday, 30 May 2012 5:14 p.m.
To: BUS: City Events Policy
Cc: Rebecca Hardie; 'Peter Frater'; 'Steve Dunn'; 'Don Mackay'; 'Newtown Festival'; 'Martin Hanley'
Subject: Draft WCC Events Policy - Newtown Submission
Attachments: 2012 DRAFT Events Policy - Newtown Submission.pdf

Please find attached the Newtown Residents Association and Newtown Festival Submission.
We would like to speak in support of this

If you have questions please email me or phone me on 389 7316 or 027 41 69 731

Regards
Martin Hanley

DRAFT EVENTS POLICY 2012 – Have your say

Newtown Residents' Association and Newtown Festival Submission

We would like to make an oral submission to the City Councillors in support of these refinements to the Draft Events Policy.

Contact phone number 389 7316 or 027 41 69 731

1. Are we on the right track with the draft Events policy?

Yes

No

Unsure

Your comments

Partly. There seems to be an over emphasis on "attracting" events. Surely taking advantage of being the creative centre would involve more focus on creating / generating new event ideas, developing and growing them.

Bidding for the local franchise of events owned by international corporates may work for a few more years but has a limited life span. With a united Auckland now in the game and newly rich Asian cities likely to enter it over the next decade this is not a winning long term strategy. The long term strategy should be about using the limited time window during which we can stay in that game as the opportunity to developing new event ideas and grow new events. Events that are easily moved to another location or duplicated elsewhere are always going to be hard to hold. The best events are those that are place specific or where first mover advantage gives an event a provenance that imitators cannot match (or which provide the original from which a franchise can be built).

The world is full of multi-stage cycling tours but there is only one Tour de France – why? - a combination of first mover advantage generating a history and provenance and the fact that key features are place specific (The Alps and Pyrenees are where they are). New Zealand is lousy with one day road cycling events but there is only one Lake Taupo Challenge - why? - again a combination of first mover advantage generating a history and provenance the fact that the Lake is where it is.

Council should start engaging with communities and creative industries about what it is about Wellington that might provide those sorts of opportunities.

See also item 4. "other events" below

2. State how much you agree or disagree with the following areas being the key

directions for the draft events policy:

A. To attract another iconic event

Strongly Agree

Agree

Neutral

Disagree

Strongly

Disagree

Your comments: _

But not at any price. Focus on attracting events (the short term strategy) needs to go in tandem with developing and growing events (the long term strategy).

B. To adopt a more regional approach

Strongly Agree

Agree

Neutral

Disagree

Strongly

Disagree

Your comments

3. What 'iconic event' would you like us to consider developing?

Your comments:

Applaud the actual recognition of event development as part of the picture, but as we outlined above is under emphasised.

The obvious contender would seem to us would seem to be the "One Love" festival commemoration of Bob Marley's birthday organized by Radio Active. This has history and provenance and New Zealand has a competitive edge here. This was the first country outside Jamaica where Marley had hits records and the reggae style has become a core ingredient of a large part of our indigenous musical output. We produce some of the world's best! Reggae has a huge following internationally. How about checking out the potential to grow "One Love" from being the NZ commemoration of Marley's birthday to being the global commemoration.

See also item 4. "other events" below

4. What other events would you like to see in Wellington in the future as part of the policy?

Your comments

Thematically these should be Wellington grown – our own events
Given more resources we would happily collaborate on some from our “To Do” file.....

Wheelable Art'

1. The Great Mt Vic Trolley Derby
Red Bull sponsored, held along Alexandra Rd
2. Mountain Bike Championship events – Town Belt based

Up close and personal for spectators in such an iconic Wellington setting
Sustainable innovative speed + artistic and creative.....
Include free / gold coin public access

3. Circus based events – outdoor / Zoo based, again emphasise iconic Wellington settings
4. Wind / Kite based event(s)

All need to include a free public access component

5. Should the Council's role be more facilitation and less hands-on in delivering events?

Yes
No

Unsure

Not sure it is really a matter of one or the other. We would certainly prefer the council not schedule events it delivers on top of ours. There is a recurrent mention in the document about the council providing “leadership” in the document that causes us some nervousness. May we suggest that the council consider as an alternative adopting a stance of “followership”.

6. Is the Council providing enough information on events that is easily accessible?

Yes

No

Unsure

Your comments

There is potential for the council to assist in publicising events. To some extent the difference between a local and a regional event, and even a regional and a so-called “iconic” event can be just the level of publicity and promotion.

7. Are there other directions that we have missed in the draft policy?

Yes

No

Unsure

Your comments

We wonder whether enough thought has been given to the scope for sporting events of national scale. Possibly more scope than is identified for attracting national level sporting events sometimes related to facilities. For instance there is an opportunity for whoever provides an international standard swimming facility to become home of the national swimming championships and until recently there was a similar opportunity in relation to track cycling.

There may also be other outdoor event opportunities of potentially national significance taking advantage of the natural setting the coast and the hills - What about a 24 hour enduro cycling event around the coast road back and forth between Waitangi Park and Owhiro Bay? What about the elite version of the Karori Gutbuster run around the perimeter of Zealandia?

Perhaps some targeted engagement with outdoor sports event organizers in the city (such as the Scorching Triathlons people) might be useful.

Also see "Fourthly" in item 9. below regarding a community event organisers forum.

8. Should Cuba Street Carnival become an iconic event for Wellington?

Yes

No

Unsure

Your comments

We were disappointed to see Cuba Carnival drop off the scene.

Some reflection on why it fell over might also be worthwhile. At the time Cuba Carnival was running alongside ours we were interested to see how its "business model" changed and it become more "professionalized". At the time we took the view that the moves this involved to ever larger budgets and heavier reliance on big ticket corporate sponsors was inherently high risk and likely to prove unsustainable whenever the next economic downturn came. Consequently we were comfortable remaining with our community leadership and voluntary input model. We feel events have proven we were correct in this.

The golden age of the event was however when it was a community driven event that grew to become a regional level attraction. We are not how it would step up to the level of other events regarded as "iconic" such as the World of Wearable Art.

If there were sufficient interest among the Cuba Street community to get it back up and running as a community event we would be happy to assist.

The Cuba Carnival Street Parade was a great Wellington Regional event. Bringing back the Street Parade as an annual event with support & funding for schools and groups to participate..... now that could be iconic!

9. Do you have other comments you would like us to take into consideration before we make decisions?

Your comments:

There are several.

Firstly, we would like to put forward a few thoughts about our own aspirations for our events. We say events because although the Newtown Festival is identified primarily as the Fair Day that is only part of the programme we put on over the 3 weeks or so spanning late February and early March each year. In addition we are becoming involved in a growing range of smaller events in our suburb at different times through the year.

We see our activities continuing to grow and diversify although not necessarily in ways that would move us up the food chain to become an "iconic" event but definitely in ways that would support Wellington's aspiration to be seen as the place for events. We are interested for instance in growing our international linkages which have started to emerge over recent years.

Secondly, without wanting to sound arrogant we see ourselves as having established the largest and most successful community based event in the city and arguably New Zealand. We note that the council is interested in assisting and training for community event organizers. We are aware that a number of such events have fallen over on recent years because of volunteer fatigue, and compliance burdens – eg Brookyn. We would be happy to assist in helping and supporting other organisers of community based events across the city, and pass on the considerable experience some of our people have accumulated over the years.

Thirdly, we do not just believe in our event but in the value of community based events generally. While even one as large as ours is not in immediate danger of becoming an iconic event comparable to something like WoW, we see potential for a well publicized programme of such events contributing to the bigger picture as part of a "stay and extra night – there is always something on" type of pitch. An event like the Island Bay festival may not be on a huge scale but there is an authenticity and provenance around the blessing of the fishing fleet deserving on more of a public profile than it gets,.

Fourthly, we are interested in the idea of some sort of community event organisers forum for sharing knowledge expertise and ideas. Ideally this would be bigger than just Wellington City and include all comers from across the metro area (e.g Petone).

Fifthly, at the consultation meeting in the city which one of us attended a few weeks back a woman from the Dance Festival made some great points about the scope for local and smaller scale events to leverage activities off iconic events (as part of a "stay an extra night" type package). We are certainly in interested in exploring this.

If you have further views you would like to share with us:

FURTHER COMMENTS

Direction 1: Attract and retain events

Overall agree with one or two reservations.

With a now unified Auckland and the likely emergence into the events market of newly rich Asian cities over the next decade or so attracting and retaining franchised events is going to become increasingly difficult. Not clear what you plan is beyond the next 3 or so years. Suggest that the "best events" to have are ones that are hard to duplicate or transport to another location because they are in some way specific – the world is full cycle tours but there is only one Tour de France. Suggest a longer term focused bit of work thinking about opportunities to invent new events and to grow events up the food chain. Is there an opportunity to really make the most of Wellington's "creative capital" position by facilitating some engagement with the creative community about ideas and opportunities.

Regarding **Regional events** (which is where our Newtown Festival fits). Agree with the idea of getting a better spread of events through the year. We have started to diversify in this direction, some however are inherently seasonal and others already fit within particular cycles or timetables – e.g Newtown is the day after Martinborough giving out of town stall holders a super big weekend between the two events and making travel worthwhile. Agree there is potential for local events to leverage off major ones. The main requirement is simply the availability of information.

Direction 2: Maximise the advantages of being home to creative, cultural and artistic leaders

Great idea but rather undermined by the reference to attracting events – surely making the most of being the city's creativity would best be pursued by focusing on event creation rather than attraction.

Direction 3: Ensure sustainable development

Great aspiration but re-cycling is potentially very resource intensive. We are keen to explore the possibility of Council developing a showcase recycling station and monitoring / facilitator crew.

Direction 4: Make sure Council operations (services and facilities) are aligned with event provision

Agree with the focus on simplifying regulatory compliance.

As regards best practice we wonder whether some sort of knowledge sharing among local event organizers around a centre of excellence concept might not work best. We would make the point that one of the major causes of difficulties for event organizers is the rate of turnover among council staff. Some community events actually have more experience than council staff they are dealing with. A shared learning approach rather than one of council defining good practice is likely to work better.

Direction 5: Strengthen current partnerships and develop new ones

Seems to be about councils relationship management.

Direction 6: Demonstrate industry leadership

Seems to be about council relationship with central government

Direction 7: Improve the spread of Wellington events over the year

Good idea – we are starting to do it BUT not much scope for outdoor events during the winter.....

Direction 8: Profile and tell the story of Wellington as the events capital of New Zealand

We agree

Direction 9: Set up and maintain a strong volunteer base for Wellington events

Recruitment and training focus sounds good – we already do this for our event – happy to help do it for others

Council does a great job supporting and facilitating events. This is a pro-active policy framework which our suggestions are about consolidating and improving.

Our Association would like to be heard in support of this submission

Thank you for giving the Council your views on the draft Events Policy

✓ (49)

Tim Crooks

From: tayo.agunlejika@gmail.com
Sent: Monday, 28 May 2012 2:37 p.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: Adetayo
Last Name: Agunlejika
Street Address: Level 3, Suite 9 Anvil House, 138-140 Wakefield St
Suburb: Wellington CBD
City: Wellington 6011
Phone: 02102955148
Email: tayo.agunlejika@gmail.com

I would like to make an oral submission in June: Yes

I am making this submission: as an individual

Are we on the right track with the draft Events Policy: Yes

Comments: This is a great opportunity for the public to share their ideas and contribute to the city.

Key direction: to attract another iconic event: Strongly agree

Key direction: to adopt a more regional approach: Strongly agree

What iconic event would you like us to consider developing: An annual football business workshop that will attract big players in Football industry to Wellington including FIFA and UEFA. It will surely generate revenue for the city and improve the city image as the football city of New Zealand.

Should the Council's role be more facilitation and less hands-on in delivering events: No

Is the Council providing enough information on events that is easily accessible: Yes

Are there other directions that we have missed in the draft policy: Unsure

Should Cuba Street Carnival become an iconic event for Wellington: Yes

Comments: Other events can run with the carnival. Example, the Sevens?

✓ 63

Tim Crooks

From: aumaga_saoao@hotmail.com
Sent: Thursday, 24 May 2012 8:12 p.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: anthony
Last Name: leaupepe
Street Address: 17 Tobago Crescent
Suburb: Grenada North
City: Wellington
Phone: 0221360276
Email: aumaga_saoao@hotmail.com

I would like to make an oral submission in June: Yes

I am making this submission: as an individual

Are we on the right track with the draft Events Policy: Unsure

Key direction: to attract another iconic event: Strongly agree

Comments: We have only two main events the 7s and the WOW we need to have two more event to attract more people to the city

Key direction: to adopt a more regional approach: Neutral

Comments: regional will not benefit the city but nationally will attract more oversea and national interest

What iconic event would you like us to consider developing: Pacific festival or multi cultural festival

What other events would you like to see in Wellington in the future as part of the policy: more festival and Dramas

Should the Council's role be more facilitation and less hands-on in delivering events: No

Comments: Council need facilitate and hands on seems the council will approve the use of venues

Is the Council providing enough information on events that is easily accessible:
No

Comments: lack media advertise

Are there other directions that we have missed in the draft policy: Yes

Comments: more pacific activities

Should Cuba Street Carnival become an iconic event for Wellington: Yes

Comments: we need to make sure cuba street carvinal include all group living in NZ

DRAFT EVENTS POLICY 2012 SUBMISSION FORM

68



We are keen to get your thoughts on our new Draft Events Policy 2012 and help Wellington retain its status as the events capital of New Zealand.

You can have your say:

Making a submission on this form or in writing and send it to us by

Post - Draft Events Policy 2012,
Wellington City Council, PO Box 2199,
Wellington 6140

Or making a submission online go to
Wellington.govt.nz and select the
Have Your Say link. Go to Public Input.

You can also contact the Wellington City Council
on 09 4444 for more information.

Provide your name and contact details

Mr / Ms / Miss / Dr (circle which applies)

Name* BERNARD

Name* O'SHAUGHNESSY

Post Address* 139 a Daniel St
NEW TOWN

The true centre of
Wellington

Home / Mobile 021.1888.289

BernardCat 011 @ yahoo.co.nz

I am making a submission

As an individual

On behalf of an organisation

Name of organisation CAT -
COALITION & TRANSITION

I would like to make an oral submission to the City Councillors.

Yes

No

If yes, provide a phone number above so that a submission time can be arranged.

Submissions close 5pm, Wednesday 30 May 2012

Privacy statement

All submissions (including name and contact details) are published and made available to elected members of the Council and the public. Personal information supplied will be used for the administration and reporting back to elected members of the Council and the public as part of the consultation process. All information collected will be held by Wellington City Council, 101 Wakefield Street, Wellington. Submitters have the right to access and correct personal information.

Mandatory fields

RAFT EVENTS POLICY 2012 – Have your say

Are we on the right track with the draft Events policy?

Yes No Unsure

Comments: _____

Rate how much you agree or disagree with the following areas being the key options for the draft events policy:

attract another iconic event

Strongly Agree Agree
 Neutral Disagree
 Strongly Disagree

Comments: _____

to move for the
 'biking scene.'
 like races, the mountain
 races. We should have
 Wellington "Iron people"
 races
 support Netball more
 support performing
 Arts more.

B. To adopt a more regional approach

Strongly Agree Agree
 Neutral Disagree
 Strongly Disagree

Your comments: _____

Yes, the whole region
 must be levied!
 I think I read somewhere
 that 75% of persons attending the
 "7s" were from out of town
 Why should Wellington rate payers
 put up with those
 "BOOZERS"
 3. What 'iconic event' would you like us
 to consider developing?

Your comments: _____

(1) A "great race" around the region.
 Boating, swimming Running
 for ALL age groups.
 (2) A "walking exploration" competition
 around the regional area
 (3) More SAIL boat activities

4. What other events would you like to see in Wellington in the future as part of the policy?

Your comments: _____

* Contests between the
 town centres in the region.
 * More promotion to the
 TRAMPING CLUBS.

5. Should the Council's role be more facilitation and less hands-on in delivering events?

Yes No Unsure

Your comments: _____

If the Council acted as it did over the silly Rugby World Cup, well God help us.
+ if \$50m was spend on the unused Indoor sports centre & you can spend \$20 million on

6. Is the Council providing enough REAL information on events that is easily accessible?

Yes No Unsure

Your comments: _____

Well yes, but publicity should be continued with

7. Are there other directions that we have missed in the draft policy?

Yes No Unsure

Your comments: _____

Will say so at Council.

8. Should Cuba Street Carnival become an iconic event for Wellington?

Yes No Unsure

Your comments: _____

Y/F S. It was

Disgusting you dropped the ball onto (because of the stupid RW Cup!) Bring it back!

9. Do you have other comments you would like us to take into consideration before we make decisions?

Your comments: _____

Y/F S - I will say so at Council.

If you have further views you would like to share with us email eventspolicy@wcc.govt.nz

Thank you for giving the Council your views on the draft Events Policy

✓ (81)

Tim Crooks

From: kane@sandwiches.co.nz
Sent: Tuesday, 15 May 2012 2:17 p.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: kane
Last Name: salanoa
Street Address: 14 holland street
Suburb: wellington
City: wellington
Phone: 0273203143
Email: kane@sandwiches.co.nz

I would like to make an oral submission in June: Yes

I am making this submission: as an individual

Are we on the right track with the draft Events Policy: No

Comments: i believe that many events could be held in wellington with little or no help from the council other than providing specific dates and reasonable timing allowances to event promoters. Wellington has missed out on major events due to the red tape of the WCC.

Key direction: to attract another iconic event: Strongly agree

Comments: whilst i strongly agree, i believe there is room and growth with in the allotted timeframe (2016) to create MORE than just one event!! this city is bubbling over with passionate and enthusiastic creatives who are dying for more creative outlets!

Key direction: to adopt a more regional approach: Agree

What iconic event would you like us to consider developing: cuba street carnival should never of died out. i would also like to see more cruise ships in our port with festivals and dance music events happening more on the waterfront. many of the worlds biggest musicians love Wellington and would consider moving

here... if we were more attractive to overseas tourists.

What other events would you like to see in Wellington in the future as part of the policy: more music festivals- something similar to womad which is hands on- Wellington Music Conference??!!!

Should the Council's role be more facilitation and less hands-on in delivering events: Yes

Comments: this is a must!! the people that know what people want more is....the people!!

Is the Council providing enough information on events that is easily accessible: Yes

Comments: yes- although phantom bill boards do hinder the arts and music industry by not allowing posters up around the city- but yet phantom charge through the roof in postering fees!!

Should Cuba Street Carnival become an iconic event for Wellington: Yes

Comments: this is a must- continue on from peoples fond memories of the festival. more music videos to be filmed, more hands on workshops pre and post carnival, more art on the street etc

✓ 88

Tim Crooks

From: take5@schtungmedia.com
Sent: Thursday, 17 May 2012 3:27 p.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: Andrew
Last Name: Hagen
Street Address: 18 Grafton Road
Suburb: Roseneath
City: Wellington
Phone: 021 028 50 727
Email: take5@schtungmedia.com

I would like to make an oral submission in June: Yes

I am making this submission: as an individual

Are we on the right track with the draft Events Policy: Unsure

Key direction: to attract another iconic event: Neutral

Key direction: to adopt a more regional approach: Neutral

What iconic event would you like us to consider developing: The Wellington Harbor Festival

In regard to your recent request for Wellington Festival ideas, may I politely propose The Wellington Harbour Festival. (TWHF).

TWHF is centered on Wellington's greatest treasure, our Harbour.

This would be an annual event, utilising existing locations, the Harbour itself and the Waterfront which includes the cafes, restaurants and public facilities.

TWHF would include the following draw items:

1) The Boat Parade. Occurring two hours before Sunset, this is the opportunity for Wellington Boat owners to "dress" their vessel and themselves. A prize will be given for the most original and creative dressing. The vessels could parade from Te Papa along the waterfront assembling for judging at Waterloo Quay environs.

The boat parade would be similar to the highly popular Marina Del Rey Christmas boat parade in Los Angeles, now in its' 49th year.

2) The Water Display, Wellington City fire boats, tugs, police launches and visiting Government vessels create a magical, choreographed water display.

3) Concert On The Water. Featuring the NZSO, unlike any other concert, this one occurs on the water !

Seated on an especially fitted barge, the NZSO or other major musical act are towed along close to the waterfront arriving at Waterloo Quay.

On a good night, their music will be heard for miles.

4) The Symphony Of Light And Music Show. Similar to the very popular Hong Kong show of the same name, as dusk falls, the gathered crowds are treated to a special laser light spectacular, created by the geniuses at Weta Digital.

5) Our Heritage. Our older boats sail and row out to a moored Tall Ship where they are joined by Waka from local Iwi.

We see a re-enactment of the early settlers arriving in Wellington. Visitors are encouraged to dress as "original settlers".

6) The Firework Fantastic. Easy to imagine.

7) The Harbor Symphony. At an allotted time, vessels perform a "horn" symphony from a special music chart published in the previous day's paper.

8) Citizens are encouraged to "Walk The Waterfront" where they encounter themed restaurants, performers and entertainers.

9) Sporting Themed Events, The High Dive, The Water Ballet, The Water Ski Carnival, The Swim Challenge, etc. all occur along the waterfront.

I have a few more ideas, and I'm happy to present them to you if you are interested.

Kindest regards,

Andrew Hagen
Schtung Media

021 028 50 727

Example photos were unable to be attached to this document.

Should the Council's role be more facilitation and less hands-on in delivering events: Unsure

Is the Council providing enough information on events that is easily accessible: Yes

Are there other directions that we have missed in the draft policy: Unsure

Should Cuba Street Carnival become an iconic event for Wellington: Unsure

✓ 47

Tim Crooks

From: David.Perks@WellingtonNZ.com
Sent: Wednesday, 30 May 2012 5:39 p.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: David

Last Name: Perks

Street Address: PO Box 10 017

Suburb: Wellington

City: Wellington

Phone: 04 916 1213

Email: David.Perks@WellingtonNZ.com

I would like to make an oral submission in June: Yes

I am making this submission: on behalf of an organisation

Organisation Name: Positively Wellington Tourism

Are we on the right track with the draft Events Policy: Yes

RAFT EVENTS POLICY 2012 SUBMISSION FORM

911



We are keen to get your thoughts on our new Draft Events Policy 2012 and help Wellington retain its status as the events capital of New Zealand.

Want to have your say?

Make a submission on this form or in person and send it to us by

Post - Draft Events Policy 2012, Wellington City Council, PO Box 2199, Wellington 6140

Or making a submission online go to Wellington.govt.nz and select the 'Have Your Say' link. Go to Public Input.

Or contact the Wellington City Council on 0444 4444 for more information.

Provide your name and contact details

Mr / Ms / Miss / Dr (circle which applies)

Name* Glennys

Name* Conaghan

Address*

111 Wakefield St

Mobile 021 247 8718

glennys.conaghan@pww.co.nz

Optional fields

I am making a submission

As an individual

On behalf of an organisation

Name of organisation _____

Positively Wellington Venue 1.

I would like to make an oral submission to the City Councillors.

Yes

No

If yes, provide a phone number above so that a submission time can be arranged.

Submissions close 5pm, Wednesday 30 May 2012

Privacy statement

All submissions (including name and contact details) are published and made available to elected members of the Council and the public. Personal information supplied will be used for the administration and reporting back to elected members of the Council and the public as part of the consultation process. All information collected will be held by Wellington City Council, 101 Wakefield Street, Wellington. Submitters have the right to access and correct personal information.

RAFT EVENTS POLICY 2012 – Have your say

Are we on the right track with the draft Events policy?

Yes No Unsure

Comments: _____

B. To adopt a more regional approach

Strongly Agree Agree
 Neutral Disagree
 Strongly Disagree

Your comments: _____

State how much you agree or disagree with the following areas being the key options for the draft events policy:

attract another iconic event

Strongly Agree Agree
 Neutral Disagree
 Strongly Disagree

Comments: _____

3. What 'iconic event' would you like us to consider developing?

Your comments: _____

4. What other events would you like to see in Wellington in the future as part of the policy?

Your comments: _____

5. Should the Council's role be more facilitation and less hands-on in delivering events?

Yes No Unsure

Your comments: _____

6. Is the Council providing enough information on events that is easily accessible?

Yes No Unsure

Your comments: _____

7. Are there other directions that we have missed in the draft policy?

Yes No Unsure

Your comments: _____

8. Should Cuba Street Carnival become an iconic event for Wellington?

Yes No Unsure

Your comments: _____

9. Do you have other comments you would like us to take into consideration before we make decisions?

Your comments: _____

If you have further views you would like to share with us email eventspolicy@wcc.govt.nz

Thank you for giving the Council your views on the draft Events Policy

✓ (27)

Tim Crooks

From: chad@frontsideevents.com
Sent: Wednesday, 30 May 2012 7:42 a.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: chad
Last Name: ford
Street Address: suite a, ground floor, 188 oxford street
Suburb: paddington
City: NSW, Australia 2021
Phone: +61411106408
Email: chad@frontsideevents.com

I would like to make an oral submission in June: Yes

I am making this submission: on behalf of an organisation

Organisation Name: Frontside Events / BOWL-A-RAMA Wellington

Are we on the right track with the draft Events Policy: Unsure

Comments: I don't feel it acknowledges the other events that have strong standing in the community

Key direction: to attract another iconic event: Strongly agree

Comments: This could be done by nurturing an event that is already happening. This would be a far stringer outcome as it sets precedent rather than follows which inspires far greater audience allegiance in the long term.

Key direction: to adopt a more regional approach: Strongly agree

Comments: This could be done by nurturing an event that is already happening. This would be a far stringer outcome as it sets precedent rather than follows which inspires far greater audience allegiance in the long term.

What iconic event would you like us to consider developing: BOWL-A-RAMA

Wellington.

What other events would you like to see in Wellington in the future as part of the policy: Summerset

Should the Council's role be more facilitation and less hands-on in delivering events: Yes

Comments: Where Council previously had more of a facilitation role it now has a more hands on approach that seems more mired in forms and licenses than proactively finding ways to overcome issues to ensure the event is a success for all. There is a happy medium that needs to be returned to.

Is the Council providing enough information on events that is easily accessible: No

Comments: There could be greater engagement with events that Council may not understand but have large and dedicated audiences. This is easily implemented and would generate wider understanding and appreciation for such events that then has an on-flow effect for the wider community.

Are there other directions that we have missed in the draft policy: Yes

Comments: Where Council previously had more of a facilitation role it now has a more hands on approach that seems more mired in forms and licenses than proactively finding ways to overcome issues to ensure the event is a success for all. There is a happy medium that needs to be returned to.

Should Cuba Street Carnival become an iconic event for Wellington: Yes

Comments: This festival could broaden its scope and be inclusive of Summerset and BOWL-A-RAMA Wellington a examples. Reaching a wider audience with greater exposure and funding possibilities.

Any other comments: More proactive engagement in a timely manner with event promoters would help ensure maximum results are achieved in a time frame that allows for greater engagement with the events by; audience, participants, industry, community, etc.

1 May 2012

To the Mayor, Councillors and Senior Managers
Wellington City Council
Po Box 21 99
Wellington

Dear Mayor, Councillors and Senior Managers

New Zealand's Capital City

Currently, Council is calling for public comment on its long term plans. The attached document is my submission.

Like you, I care about the future of Wellington, especially at a time when a range of complex and unwelcome problems are challenging us to find long term solutions.

On 20 February this year, the Dominion Post published an article I submitted entitled *A Better Way to be Wellington*. It emerged from this longer document I prepared at the time. It is timely especially given the publicity the Waterfront is currently receiving, to send this in.

It has two sections:

First it proposes an overarching philosophy to guide future Waterfront planning. This is offered in the hope that we can draw together the two sides of the waterfront development debate and forge a coherent approach to the city's future.

In contrast, the second section proposes a number of very specific, mostly very small scale ideas the city could put in place with comparative ease, and, in the main, at little cost.

I do hope time will allow you to read these through, and please contact me with any questions or comments you may have.

With grateful thanks
Yours sincerely

Grant Stevenson
THE WHITEBOARD
grant@thewhiteboard.co.nz
027 231 4643



School children sit on the paving on Wellington's waterfront outside the Olympic Museum. Images of some of the nation's sporting heroes appear in the background.

New Zealand's Capital City

Wellington City Council recently adopted **Smart Capital** as a vision to take the city towards the year 2040, the 200th anniversary of the Treaty of Waitangi.

They want Wellington to be a centre of innovation, and play its part in the future knowledge-based New Zealand economy. New technologies in the ICT and wider creativity sector would flourish and fill research labs and office spaces, boosting local and regional employment. Wellington, the Smart Capital will once more be moving forward.

If that's the 'smart' bit of Smart Capital, what will the 'capital' bit look like? How will it contribute to brand, jobs and wealth creation in the city? This paper responds to that question.

Grant Stevenson
May 2012

Wellington's phenomenal capital developments over the past 25 years

- A new home for the City Gallery, and its recent significant upgrading / extension
- A new city administration building, Library and the complete development of Civic Square
- A profound refurbishment/ restoration of the Town Hall and a new grand piano
- Two refurbishments of the interior finishes in the Michael Fowler Centre
- Building of a new home for the Royal New Zealand Ballet
- Construction of the Adam Art Gallery at Victoria University
- Re-housed Schools of Dance and Drama in a new building
- Re-housing of the Academy of Fine Arts at the waterfront
- Restoration of the St James Theatre
- Te Papa opened, our National Museum
- New galleries within Te Papa for the visual arts
- The creation of Circa Theatre on its new site
- A new, world class Airport Terminal – and subsequent extension
- The creation of the Arts Centre, two linked buildings in Abel Smith Street
- The creation of the Museum of City and Sea
- Cable Car Museum built – and then extended. A new Cable Car station, Lambton Quay
- The new National Portrait Gallery established in Shed 11
- Capital E and the formation of the National Theatre for Children
- The housing of the NZSO and VVO in the city administration building
- The upgraded / relocated Film Archive
- The Westpac Stadium
- Upgrading of the Embassy and Paramount Theatres, now used for the Film Festival
- Upgrading of the Opera House
- Upgrading of the TSB Arena, now attracting major productions and exhibitions
- A refurbished Government House
- The New Supreme Court building, upgraded Old Supreme Court,
- New Buildings for IRD, Defence, SIS, Statistics and MfE
- The Waterfront landscape developments, including Waitangi Park and the new Wharewaka
- The Reading complex and a proliferation of suburban art film cinemas
- The newly installed Planetarium at the Observatory
- An internationally renowned conservation / tourism development at ZEALANDIA
- Unprecedented construction in the CBD of new inner city apartments
- A new public transport hub facility next to the Railway Station
- A new large-scale indoor sports facility at Kilbirnie

Wellington is developing a new vision

Wellington City Council's 2040 vision for the Smart Capital is underway. It comes at a time when the nation's focus, for good reasons, is on Auckland and Christchurch. It also comes at a time when we know we can't afford significant capital expenditure on the most obvious manifestation of growth; new buildings.

However, if spending money on new buildings was the answer, we should be doing just fine about now. (Consider the list opposite). In the past two decades or so this city's capital expenditure programme for culture, sport, recreation and other facilities is nothing short of phenomenal.

If new building development gives a city a vision, our problems should be over. Trouble is, ingredients, however cool they are, are not automatically a recipe for success. The built elements of a city are the static bricks, but a vision is the dynamic mortar, a unifying idea that binds them together - and binds us to them.

We did have a unifying idea...

Looking back twenty years, Absolutely Positively Wellington (APW) worked, didn't it?

The APW campaign was terrific. It claimed successes and disowned failures. It was black and white. You were either in as a supporter or out as a knocker. It described an attitude, not a place.

But it didn't succeed in isolation. Slogans alone don't cut it, buildings alone don't cut it - that list of capital projects and the slogan worked together. APW was a binding force, unifying the variety of building developments and the attitude of the people under one central idea.

On the down side, APW was unashamedly about us, just us, a city forging a future on its own. It was self-focusing with any benefits selfishly enjoyed. It worked – In 2000 APW emerged as *Top Town* – we took on the country, beat them, and were proud of it. That did absolutely positively zilch to extend generosity to the rest of the New Zealand as their Capital City.

The *Top Town* label, bestowed by a popular magazine, couldn't last, even APW is waning. We need a vision with staying power. We'll always be the Capital City, but have we really ever behaved like one?

Wellington's waterfront gives the city its edge

For decades since the waterfront was given back to the people, buildings have been planned there to boost Wellington. But after the failure of the Queens Wharf retail complex, and doubts about Te Papa's external appearance, Wellington lost faith in architecture as a process to bring an exciting maritime edge to the new, modern city of glass.

The proposed Hilton one was project that helped bring things to a head. It was a commercial building planned for an 'altar' site. Our altar sites are best kept for the things we value. (Auckland's Hilton is on the waterfront) They are instinctively preserved by fierce public opinion. At the height of the Hilton debate here, the waterfront tension became developers versus the people.

Victory for the public emerged in the form of what we stopped, not what we created. That standoff continues with the recent defeat of the proposed building on the waterfront campervan park. Yet the Waterfront Framework itself is flexible enough to create a wide range of options for the capital city.

If the Hilton debate had been about a stunning icon building to re-house the New Zealand Symphony Orchestra instead of a hotel, we would understand why it stood on the altar. No debate would have taken place, it would be ours, it would be about us.

As long as there is an absence of an overall plan for the waterfront, specific initiatives will be, one after the other, arenas of conflict. Currently, neither side of the waterfront debate has an overarching plan for this critically important space.

Whatever Wellington's vision for the future is, waterfront altar sites must be centre-stage.

So:

- APW worked as a dynamic slogan, but it was backed up by a significant capital expenditure programme that, at present, we cannot afford to repeat – but we can plan in the meantime.
- A city of new buildings does not constitute a vision in itself. If it did we would be fine. A vision binds the city's strengths into a coherent whole, articulating a unifying idea.
- APW was a selfish message for the benefit of locals. As *Top Town*, we gloated over other cities instead of representing them as their Capital City.
- We have a waterfront environment that resulted more from stopping things rather than doing something really wonderful – but its still there, we can still get it right.

And now:

- We now have a City Council that has enshrined our capital status into its core vision statement. Fantastic.
- We know energy levels increase in compact, creative city environments, and the two Wellington economies, work and play, are merging into a lifestyle with intensity. Events, arts and culture are well recognised as economic contributors in that tight knit environment.
- We have great stories to tell, and an amazing waterfront. A meaningful vision for the capital's future should reveal the potential relationship between these two.

Bringing the Capital City and the waterfront together

Jervois Quay is a blessing.

How many times have we read that Jervois Quay acts as a barrier preventing access from the city to the waterfront? Nonsense. On any weekend in the summer the huge crowds that walk the waterfront testify to that. Events too, never fail to draw the crowds, helped by event-friendly management, the waterfront is very popular.

Jervois Quay's blessing is that it gives the city a hard edge. It clearly separates the commercial centre from a potentially world-leading cultural, recreational and visitor-oriented environment. All of this on a harbour that rivals any other, anywhere. Our city's long edge has the waterfront in parallel with its commercial centre rather than at right angles to it. It's the gift the Capital City has yet to fully embrace.

Imagine a Capital City that gradually develops a home on the waterfront for all of the leading arts, culture, sporting and national story-telling institutions in one walkable, visitor-oriented precinct.

Around these core experiences, we cluster activities in support, performance spaces, an open air market, appropriately scaled retail development and event spaces – activities that will work as extensions to the core attractions – our arts, culture, food and wine, sport and heroes stories. We bind it all with structures to help protect us from the weather.

The setting is a maritime environment where people play, work, relax, visit, learn and celebrate our heritage, achievements and aspirations as a nation. It contrasts strongly with the commercial CBD, each protected from the other by the hard edge of Jervois Quay.

This would develop, over a period of some 30 years, as an exciting destination for visitors and a pilgrimage for kiwis to experience the best of who we are and what we offer as a nation. Many of the cultural organisations we have now are spread across the city. Those with a visitor focus are spending money ensuring visitors realise that they are a destination. They all fight for their slice of visitor awareness.

Separate the coals in a fire and individually they go out. Keep them together and they rage on, fuelling each other. Can organisations with a history of fighting hard to survive, join a collective effort to build a visitor-oriented city destination **substantially on one site?**

How can we bring all of these elements together on the waterfront creating a truly creative Wellington Capital City, one that reflects the values that bring and keep people here?

Can we use our creative people and technology to then interpret and present the experience to visitors and locals? It will be a significant shift for our arts, sports and cultural organisations to reframe their headquarters to give it a visitor dimension. What would their (shared?) foyers be like under this new way of thinking?

Most important of all, in these difficult times, buildings we are currently considering anyway (as opposed to new ones), should cluster on the Waterfront to benefit from the synergy that will bring.

The Performing Arts

Some things just can't move.

To relocate the St James or Katherine Mansfield's birthplace cottage is a nonsense. This creative Capital City will always be bigger than the waterfront, and rightly so.

But some things can move ...If you wanted to conceal the two orchestras in this city from the public eye, hide them on the second floor of the Council administration building. Both orchestras could be re-housed on the waterfront in ways that promote public access and understanding. Wellington has the imaginative and creative strengths to do this well.

What could the public face of the orchestras be? The Town Hall is one of the top ten fine music venues in the world, we don't need another auditorium. But a stunning shared rehearsal venue for the two orchestras that opens to an outside seating area would be terrific. The National Film Archive could have outdoor screenings, using the same space, in the summer evenings.

The schools of Dance and Drama have spent years achieving their home. Surely to relocate them would be seen as unnecessary. But to have the energy of those students and faculty members in the heart of the city, to have a performance space outside for the public to experience their progress, would be amazing.

Consider the impact of their student end-of-year performances (perhaps in concert with the orchestra) in their own space on the waterfront. The new location would elevate the status of the institution, parents nationwide would attend, strengthening the aspirations of every hopeful young talented person across the country, desperately seeking to go there.

Other cities, Palmerston North, Dunedin, pulsate with student vitality, here in Wellington's CBD, student culture is not nearly so prevalent. While we can't move the Universities, some of their faculties are already in the CBD. Imagine the Film School sharing a building with the Film Archive, and the Cordon Bleu School relocating to the waterfront as part of a culinary experience.

That is truly a Capital City response to the nation's arts and culture national organisations, not a theme-park contrivance for the tourist.

There are numerous other performing arts organisations that enjoy a national status, the National Youth Choir, the Royal New Zealand Ballet, the Youth Orchestra, the New Zealand String Quartet, Chamber Music New Zealand, the New Zealand Arts Assembly. They are invisible when not performing. How many could move, use outdoor performance spaces, or be represented in some way in this new precinct. How can the public enjoy them with pride?

Some arts organisations are adequately housed now. But Wellington does not have delusions of adequacy. We want more. If the enormity of the cost seems to make this impossible, how on earth did we achieve that list of buildings spread throughout the city in the last 25 years? This too is a 30 year programme.

Already we have on the waterfront Te Papa, the National Portrait Gallery, the Olympic Games Museum, the Museum of City and Sea, the Academy of Fine Arts and the Wharewaka. But they have no direct relationship with each other, they are not linked by a unifying idea.

Already, plans exist for a new Music School and a new Sound Studio for Orchestral recording for the film industry. Neither are currently planned for the waterfront. Why not?

Wellington needs to get its acts together.

The Visual Arts

The Capital City's visual arts scene is in a state of neglect. Many of our treasures are in storage - at least they are now well protected from the rats.

A National Art Gallery goes to the heart of a country's cultural identity. We have a City Gallery, but that does not have a collection. Private art collections that might be donated or bequeathed to the nation won't find a National Gallery in the Capital City.

We had one here, it's now subsumed by Te Papa, its identity lost. Museums and art galleries traditionally have separate management cultures, but they can co-exist in the one building, as they did in Buckle Street.

We can't afford a National Art Gallery right now, but the city is contemplating a Convention Centre.

A real opportunity emerges here.... A few background points to set the context:

- Te Papa is a high-spec building, housing and exhibiting valuable artifacts and artworks, but at best only 20% of the space is devoted to displaying treasures, the rest is in carparking, administration, generous lobbies, hospitality spaces with kitchens, storage, retail and interactive pay-to-play games.
- The City Council is considering building a Convention Centre on the site immediately next to the MFC, using that auditorium to avoid building a new one. The site is too tight, and the black box style of Convention Centres will present blank walls to street frontages.
- The site between Te Papa and Waitangi Park is large enough to take a Convention Centre and, if built with an active perimeter of cafes and other activities, it will avoid the blank wall problem.
- The City Visitor Centre is hidden from view in the ground floor of the city administration building.

We should:

- Locate the Convention Centre on the site next to Te Papa, giving it an 'active' perimeter
- Move the Te Papa hospitality areas to the new building to meet the function needs of both museum and conferences, freeing up valuable high-spec space for a National Art Gallery.
- Create a new National Art Gallery within the envelope of the existing high-spec Te Papa building, but give it a separate management culture.
- Relocate the Visitor Information Centre to this new development, integrating Te Papa, conferences, tour departures and functions all on the one Capital City waterfront site.
- Design the foyer of the new building as a Gallery of New Zealand of stories, told, at last, in the Capital City.

Convention Centres, museums and galleries generally are inherently 'inward looking' spaces, they don't want large windows embracing the view. The waterfront is an 'outward looking' environment, challenging architects to design for arts, culture and conferencing. We need a building that restores faith in architecture, a faith lost through previous waterfront projects.

A sporting nation?

Sport is our greatest outward expression of passion.

Yet sport has not entered the tourism or visitor cultures here in forms other than competitive events. Sport off the field, our record of achievements, is largely invisible in Wellington.

We don't memorialise our sporting heroes, the Hall of Fame is not a Hall at all. Our Olympic Museum is tiny (but at least it's now on the waterfront, yay!) and our national game has its shrine museum in a regional centre, not the Capital City.

You won't see Don Clark's boots on display in Wellington, nor the America's Cup boats. After the big moments in sport are over, we just don't care. In Wellington, the red socks are in the wash. We even abandoned the name Hillary Commission on the eve of the 50 year celebration of the ascent of Everest.

Yet books on sport are best sellers – and sports coverage on television continues to grow with the proliferation of channels and programmes available. Sporting heroes are heroes, especially to children.

How can the Capital City represent the nation's sporting achievements to all Kiwis and visitors? We could audio-visualise New Zealand's top 100 moments in international sport across all codes. Perhaps do the same for the Hall of Fame members' sporting careers.

Is it an exhibition? a museum? Or is it something much more dynamic and interactive, something that recaptures the drama when those great moments in the stadium were created.

Sport produces exciting moving images, and sponsors love sport. The Capital City is not using any of this resource to tell our sport stories. We just can't be bothered.

Arts and sport seem odd neighbours. A great day out on the waterfront exploring who we are as a country is probably the only context where they work so well together.

The Culinary Arts

Maritime cities gain reputations for specialist seafood restaurants. Wellington is not yet among them. Many cities have busy, successful, exciting large-scale fresh food markets. We don't.

Food and wine help define a country's identity. Increasingly New Zealand wine makers and chefs are gaining international recognition. Wellington is the restaurant capital of New Zealand. What would a presentation of New Zealand food and wine excellence look like in the capital?

Perhaps it would be a cluster of related activities – demonstrations, a cooking school, rotating involvement of restaurant chefs, or working in combination with a new Convention Centre and Cordon Bleu School. We don't want another shopping mall food-court. This is a vitally important part of the redevelopment of the waterfront, not an afterthought to just feed people.

Any vision which seeks to present the Creative Capital must design the food and wine presentation rather than leave it to a bunch of fast food concessionaires – Sadly, that is exactly how we do food at events on the Capital City's waterfront now.

French cuisine, old-world famous, is based in large part on decay. The cheeses are ripe, the wines are aged, the game is hung. New Zealand's cuisine is from the new-world — fresh, vital, exciting, now.

That's our cue - how do we present that?

Our Top Ten New Zealand stories of all time

A Gallery of New Zealand Stories would never be short of material. While this concept may not justify its own building, the foyer of a new Capital City Convention Centre would be an ideal storytelling space.

The names Rutherford, Pickering, Wilkins, Mansfield, Batten, Hillary, Sheppard, and Gillies will vary in the level of recognition they receive from locals and visitors to this country.

They are all extraordinary stories. First to fly... first for women to vote.. first to split the atom. How can we tell the top ten New Zealand stories here in Wellington?

The Mansfield story is partly told, but if we were as passionate about our literary heroine as other countries, we would buy the cottage next to hers in Thorndon and do much more. It's too understated, even for us.

If Hillary is one of the great Kiwi stories of all time, and he is, Wellington could create a visitor attraction on the ascent of Everest. He is first of all a New Zealander, and secondly an Aucklander. Imagine an interactive experience where visitors literally climb up to a summit (30m?) and experience the stunning view that Hillary first saw on arrival, filmed on site and projected here in 360 degrees on screens. No other country can tell this story with more validity than we can.

The exhibition on Rutherford that came to Te Papa was designed to transfer information, not trigger emotion. Look at the impact of the achievements of that man in global terms. To tell that story without emotion is ridiculous. We need to give stories like this to the creative industries in the city to give them dramatic effect.

It amazes me how the whole world knows about the movie stars set in concrete in a Hollywood pavement. And these people are just actors, famous only for being someone else.

What is the Capital City doing to tell the stories of our greatest New Zealanders?

To summarise:

- Drawing together Wellington's, cultural strengths, capital status and waterfront development will herald the arrival of Wellington as a Capital City that truly represents all of New Zealand.
- It will give the city a left brain precinct to contrast with the right brain commercial centre.
- It will invite everyone, residents and visitors alike, to share the aspirations, the strengths and unique character of the nation. It will do it, and this is the key, on one walkable site.
- It will be achieved through story-telling by national institutions and organisations that deserve recognition. Together they will build one terrific destination.
- It will take the city forward under one unifying idea, our Capital City status will never date.
- It will do all of this gradually, its not a quick fix, but the big picture should be reframed from now on, especially to inform decisions around major developments.
- It recognises people choose to live in this city because of its unique character and we need to articulate that in ways that people can see, hear, touch, visit and enjoy their Capital City more.
- Above all it calls for city planners to group buildings together they are planning anyway to build this cultural precinct.

The best possible platform for launching Smart Capital: Wellington 2015

Wellington needs to start talking about 2015, as this list shows, (and these are just the main ones) its an extraordinary year for the country, and thereby, the Capital City.

180th of Declaration of Independence of NZ (1835)

175th of Treaty of Waitangi (1840)

150th of capital moving to Wellington (1865)

100th of Gallipoli campaign (1915))

70th of end of WW2, VE day and VJ day (1945)

50th of Rolling Stones' NZ tour (1965)

50th of Air New Zealand (previously TEAL) (1965)

50th of NZ commitment of combat troops to Vietnam (1965)

50th of signing of NAFTA (NZ Australia Free Trade Agreement) – forerunner of CER (1965)

50th of the National Library of New Zealand which brought together the Alexander Turnbull Library and the National Library Service

Historically, the co-occurrence of so many important dates is unprecedented, and given the rich diversity of the contexts, a 2015 year of celebration will draw many New Zealanders together in large numbers in profoundly personal ways. Wellington has a role to play, and a share to enjoy.

The ANZAC partnership will feature in the celebrations. Wellington was actually selected to be our Capital City (150 years ago in 2015) by the Premiers of Australian States. Memorial Park was recently alluded to by the Prime Minister in his speech to the Australian House of representatives.

The forging of our identity as a nation is closely tied to the Gallipoli Campaign, a shared experience with Australia. Since then, the two close allies in combat have become fierce competitors, sharing the goodwill of the major sporting codes.

NOTE: A 20 page document setting out how we might celebrate the year 2015 is now with the Events team at WCC. Given that, I have not included the details here, allowing a proposal for a specific initiative to be presented through officers' normal channels to the Council)

The role unique to Wellington

I grew up with this image of the Treaty of Waitangi. It was always a very odd shaped piece of paper. It seemed to me parts of it were missing.

They were missing, we left our founding document to languish in storage, the rats got to it. It was reduced through neglect, and many of our nation's stories are consigned to the same fate. That will change when Wellington, the Capital City, take its story-telling role more seriously.



THE MAIN PIECE OF THE TREATY OF WAITANGI, SHOWING DAMAGE CAUSED BY WATER AND RODENTS.
ALEXANDER TURNBULL LIBRARY, WELLINGTON

What does the Capital City status mean to Kiwis who don't live here? Not much. Strangely, the concept of significance is not self explanatory, it has to be demonstrated. Every Australian child visits Canberra as part of their education, but we spurn the grand gestures, monuments and boulevards that characterise state capitals.

It's just not the way we do things here. So if we did it our way, what would the New Zealand Capital City be like?

We have a choice. We can continue to leave our nation's stories to decay, or actively build a vision as the Capital City of New Zealand. Our Capital status is, and always will be, our city's defining point of difference.

To combine that with our arts and cultural strengths makes perfect sense. To do it substantially on one site would be a significant tourism driver. Visitation is ultimately the way culture can earn its way.

Summary: Wellington as a custodian of values

We encouraged our four children to read. One evening I put 43 books through the after hours library slot. There was no way they had read them all in a week, but they were free. At the time, I was convinced we should put a charge on borrowing. In that way, people would borrow fewer books and have an investment in reading them.

Now I understand the vehemence of those determined to protect a free library service. As the economy tightens, the arguments for libraries to be free should strengthen, not weaken. We must protect certain values especially during difficult times.

Wellington as the Capital City, must be a custodian of values.

Auckland will always be the economic engine of the country, while we can and must excel in niche ways, we will never compete on matters of scale. A strong Auckland is a stronger New Zealand, and as the international economic outlook tightens, we need a strong city of sales, but while Auckland can be about more, we can be about better.

Of course the pursuit of commercial success is critically important to our region too. Smart Wellington, and its economic development agencies will continue to strive on that.

A focus on the Capital status, telling our stories, may still seem a soft answer for hard times, but just as the value of the events and arts sectors is now acknowledged as an integral part of economic policy, our capital status should be also. The thrust of this paper is to bring them together.

We have a history, an identity and a society as well as an economy. We have a responsibility to cherish, develop and present a set of values that talk more about who we are. We need to build a life as well as make a living. Some elements of that role will earn money directly, some will not, but all underpin the reasons people love this city, and love New Zealand.

Currently our response to our own capital status is mediocre at best, but thankfully that is the result of neglect rather than deliberate policy. Now we have a Council committing it to policy. That is terrific.

New Zealand needs a much stronger Capital City. The key questions, if we invest in that role, are: Will Kiwis respond? Will visitors respond? Will it work?

I believe it will. Last year, tens of thousands of Kiwis flocked to our waterfront to see the navy celebrate its 70th anniversary. Attendances at ANZAC services are rising. We are finally falling in love with ritual and commemoration. We all want to know more about, and celebrate, who we really are. The challenge is to contemporise a strength that is largely seen as historical. We have the imagineers here to do that.

Wellington has always worked through its concentration. We live on the sides of a crucible, slide into the city centre and cook together. We are more than capable of having the required conversations and conceiving creative answers to our challenging opportunities Capital City status offers.

A Capital City can take a lead in building a more positive New Zealand. Our symbols of national identity are a sorry lot. Our national bird is endangered and can't fly, our flag is outdated, our national day is characterised by controversy, and our national colour is black. *100% pure joy...*

The City Council is leading with its new vision of a Smart Capital. Wellington can now set aside its mantra of APW, and assume the mantle of 'APNZ' across the full spectrum of arts, sport, culture, history and identity.

We can represent much of that on one walkable site on the edge of a world-class waterfront.

Not a bad approach for the coolest little (Smart) (Green) (Innovative) (Positive) Capital in the world.

Small ideas count, especially in tough times

The Fountain in the Cuba Mall

The Fountain in Cuba Mall is a personal favourite of many people in the Capital City. It survived controversial conversations when first proposed, and after 40 years or so it hasn't aged a day.

It represents so many things we love about living in Wellington, Its quirky, pointless, colourful, spontaneous creative and fun. Just like living here, you can get drenched if you're not careful.



Strangely, despite its acknowledged popularity, the city has neglected to recognise it with even the simplest of plaques explaining the so-called Bucket Fountain.

Originally it had another name. We should name the Fountain, name the artist (who was actually an architect) and explain when and why it came into being. Anonymity won't help our creative people, and it won't help Wellington either.

What follows is a selection of small ideas for the Capital City, many of which tie in with the larger concept for Wellington already explained in this document.

Small ideas can be powerful. They can make a city more accessible, more affordable, encouraging everyone to feel more comfortable and more engaged with the city. Small things connect us through enjoyable shared experiences.

Small ideas for the Capital City

City Parking

Everyone hates parking enforcement but public annoyance at parking staff is irrational. They are enforcing our right to equally shared access to the same parking spaces. Its about fairness. Turnover of parking spaces is vital to the economic health of the retailers, demonstrated by their outrage when parks are surrendered for more pedestrian space.

Here are three simple ideas to improve parking capacity, city revenue and the lowly position parking staff occupy in the public mind.

Bumper to Bumpee

Parking meters allowed cars to occupy an area defined by the white lines between spaces. Cars had plenty of space to park, and the distance between spaces was generous. Two things have changed: First there is a much wider range of shorter vehicles now and more importantly, the Pay and Display system does not assign a defined parking space, but simply rights to park in that area – just as the residential parking sticker does in those areas.

We should delete the white lines between spaces and replace them with the full white line parallel with the kerb, as in the residential parking areas. Cars will park closer, (residential parking areas prove it), and the city's parking capacity and parking revenue will increase accordingly.

When is a ticket, not a ticket?

Parking staff check the dates of the resident's parking permits, car registrations and warrants of fitness. If any have expired, the owner is fined.

Parking staff should also carry a pad of warning tickets and, if they find any expiry date is imminent, they should issue a warning ticket to remind the owner to renew in time. It's a ticket to save you from a ticket.

Current warrants and registrations mean safer roads, these warnings could genuinely reduce the number of unsafe cars on the road, reminding the public that the parking infringement service is not just about revenue gathering.

Pay up and feel good

The City Council should link the revenue they receive from all parking fines to the City Grants programme. We would feel better about our fines if we knew the money directly funded the Library or Summer City.

We should print on the ticket a list of community activities the fine payer could choose from, and direct their money accordingly. The funds raised may not match the funds required exactly, no matter. We could publish those statistics at the end of the year, reminding us Councils are not just about taking money from us, the revenue helps fund the things we need.

Small public parks

Why are our smaller public parks in Wellington all the same?

Paths, lawn, litter bins, seating and trees - that's it, all different in style, all identical in usage. We walk through, sit down, that's all. They are designed to deliver maximum satisfaction to the creators and minimum utility to the user. Designers believe public space must be all things to all people at all times but we need some specific-use installations to complement the all-purpose, bland solutions we settle for now.

I was born here, my Grandmother's maiden name was Plimmer, I think I'm about as 'Wellington' as you can get, and yet I have never seen a picnic table in the inner city.

Cafes provide tables and chairs, but you need money to use them. A family visiting the city should be able to find a table for their sandwiches and thermos of tea. It's a small thing, but many families can only afford small things. Affordability is a key word in the Council's current mantra.

Wellington is a city of conversations. Picnic tables facilitate that. People meet people. Imagine whole office teams lunching together in a city park of 50 picnic tables. School classes visiting the city's museums need outdoor seating designed as a sheltered place for the class to eat their lunch while the teacher talks to them. We encourage school visits, then offer them nothing like this.

Maintenance issues increase with seats and tables, but city buildings are cleaned and maintained daily inside at great expense, we need to take that fight outside. New Zealand has provided picnic tables in virtually every lay-by on our State Highways. Why is it so impossible in the city?

While we are on seating, the waterfront area is made of bitumen and concrete for tyres and shoes. The traditional material for people sitting, lying down and relaxing at the water's edge in New Zealand is wood - decks, jettys, pontoons, duckwalks - all wood. It's time for a change. Butts and bitumen don't mix.

Stages without seating, seating without stages

Our city boasts performing arts as a strength, but where is the outdoor stage in Wellington's central city? The Botanical Gardens has two stages with no audience seating. The waterfront has three areas of audience seating with no stages.

Stages in the City Gardens cater for picnic events, that's fine. But a stage in the city should be in the centre of a busy pedestrian precinct and facilitate deliberate interruptions to passers-by; that's exactly what buskers do. If we combined the idea of 100 picnic tables in the city with a stage in a city park, summer lunchtimes would never be the same.

A stage in Glover Park by Ghuznee Street and a redesigned seating layout to encourage its use would enliven this part of town as a logical extension of Cuba culture, especially on Friday evenings and at weekends. Build it and they will come, in fact the bohemian Cuba culture is already there, so just build it.

Opera in the (Pigeon) Park

The Opera House balcony could be a wonderful stage playing to the area opposite in Pigeon Park. That space could accommodate a tiered seating structure for a hundred or more people.

On a Friday evening, Opera performers could sing some arias from upcoming productions through a simple sound system mounted on the building. The seating facility could be used at other times by school class visits as an ideal lunch spot. The existing toilets would be tucked away under the new seating structure.

The City should say 'I do'

Events bring greater visitation to the Botanical Gardens but we continue to focus the landscaping in the gardens for passive use only. While it's nice to look at the gardens, imagine if we actually used them more.

People love to get married and photographed in the Gardens.

Surely there is one space in the Gardens where we could build a delightful outdoor secular church for the marriage ceremony, with permanent slab bench 'pews', a simple platform altar, all contained in a sheltered space adorned with flowers. A landscape designer could deliver a stunning rendition of this, and more residents would increase their emotional stake in the Gardens, taking their children there to see where they got married.

A simple booking system, offering a hundred waterproof cushions, could operate through the Council office.

Weather or not we should use our parks

We know the weather restricts use of outdoor spaces here, so it is surprising that we don't fight back with shelter structures that make public space more user friendly in bad weather.

Wellingtonians live either inside or outside, yet with architects' help we could occupy an important space in between, with exciting solutions to the Wellington weather challenge. Verandahs help, but they are a linear concept, moving along a street going somewhere. Shelter over a public space is about being somewhere.

The weather often prevents the use of outdoor play equipment for small children. There needs to be a play area in the city undercover, a roof with no walls, in a spot out of the wind, ideal for stir-crazy families when they are stuck in a small apartment inside on a wet day.

We have in this city the most concentrated pool of creative talent in the country. What would children's play areas look like if the city collaborated with Weta Workshop in the design? We would create something unique. We simply don't collaborate enough with our creative sector.

The sad story of Courtenay Place

Courtenay Place was, a few years ago, heralded as the place to feel the pulse of the city heart beating with excitement. Cinemas and performance venue crowds spilled into cafes restaurant and bars creating a city buzz way bigger than our actual size.

Now, sadly, it staggers under the influence of the teenage binge drinking culture, dumbing down the Wellington culture brand.

The authorities' response is punitive measures - lower alcohol levels of drivers, higher drinking age, crushing cars, – we attack what is there, and ignore what is missing.

Cities spend serious money on play equipment in prime sites for small children, but small children are the most supervised age group of all by parents.

We don't provide similar facilities for teenagers. Teenagers are the most difficult group to supervise.

Question: What does a teenage playground look like?

Answer: at the moment, sadly, Courtenay Place.

Better question: What could a teenage playground look like here if it were designed by Wellington's creative community?

Answer – lets find out. If its great, really great, teens will use it – just look at the popularity of the recent ice skating facility.

The office vacancy problem

Wellington is worried about the levels of office vacancy in the central city. We need to identify businesses that could relocate. We should:

- Convene a meeting of all real estate agencies in the city to gain their support
- Through them, promote a nationwide competition offering free office space for two years to one business
- Assess all entries and award the winning business their two year prize
- Systematically work on all of the businesses which tried to win the competition, we know they could move here, or they wouldn't have entered the competition, so we have a target list.

A large outdoor auditorium

New Plymouth and the Mission Estate in Hawke's Bay host some of the greatest names in popular entertainment. They have the outdoor venues for it. The Capital City doesn't. The stadium was not designed for this purpose.

Right now the area in front of the National War Memorial is being planned, and the memorial itself is a dramatic stage setting, playing to the open space in front of it. A slight change to the proposed landscaping plan could develop a theatre crucible as an outdoor performance space, with grass terraces, not fixed seating.

For most of the time, Memorial Park would continue as a reverent space of contemplation. But on occasion it could pump with the vitality of a popular performer without showing any disrespect. Performance goers would be enjoying the very freedom that soldiers gave their lives for - I don't think they would mind at all.

Events to commemorate ANZAC Day and other important occasions would have a setting for larger crowds with far more gravitas. The Carillon bells are majestic.

We are going to develop this as a space anyway, let's give it another dimension. Lit well at night, it could be the most dramatic outdoor performance and event venue in the country.

In New Zealand, if you learnt to read, thank a teacher. But you learnt to read English, so thank a soldier.

The I-ratepayer card

Wellington has very few fully commercial tourist attractions. As a city we are not used to paying a commercial price for a visitor experience.

Most of our attractions like museums and art galleries are free entry and while that may seem an advantage in terms of visit attraction, the international travel agencies do not earn commission from free attractions, so we miss out on the that international marketing resource.

We clobbered Zealandia for trying to break us out of this stupid, self-defeating situation.

Here in the Capital, tourists can view our founding documents (like the Treaty) in the Constitution Room of Archives New Zealand. They enjoy our treasures free of charge, and save their money to jump off a bridge in Taupo wearing a rubber band.

We are giving away the store, it seems our nation's stories are priceless after all.

With strong local resistance to charging for visitor attractions, the City Council should consider the introduction of a ratepayers card – the '**I-ratepayer card**' and attach a loyalty programme to it.

Ratepayers and the Council exchange many transactions, rates, rents, licences, parking fines, overdue books, admission to the Zoo and pools and more.

Through the use of an '**I-ratepayer card**,' admission to pay-and-play experiences could be discounted for locals while visitors to the Capital could pay a full fare. Other local authorities run similar schemes already, let's have a card for the Capital.

Even smaller ideas...

Put them back

We should put the original Eastbourne Ferry ticket office back on its former site on the Waterfront. It currently sits in the grounds of the Khandallah Bowling Club, its a delightfully small structure in great condition. Inside, we could show the historic images of that wonderful roller-coaster waterslide at Days Bay that was the highlight of a ferry trip all those years ago.

Early colonists arriving in the Capital by boat were greeted by the Queen at Queens Wharf. We should move Queen Victoria from Cambridge Terrace back to her former position in Post Office Square. Queen's Wharf needs to live up to its name again.

The damp 'squib' at Te Papa

The giant squid is an extraordinary find, and has been well preserved in its vat for the public to see. Yes it is big, but when you actually get close to it, the story goes flat, literally. The scale of this astonishing giant squid would be understood so much better if we suspended a life size inflatable replica of the creature in the space just about the tank. Simple, dramatic.

Cable car noise

The Cable Car in Lambton Quay is difficult for visitors to find. It also makes a distinctive noise, one of the great sounds of Wellington. We should record that sound and play it every 10 minutes through speakers installed where Cable Car lane joins the Quay.

The Spirit of Dunkirk

We all know the story of the plucky fleet of small boats snatching the British soldiers from the French beach, averting a slaughter.

Our version could be the reverse, an invasion of tiny craft taking people to Somes Island as, on arbour day, and with the careful project management of DOC and the support of the Port Nick Yacht Club, we descend in large numbers on the island to plant 1000 trees on one day. After five years, the island starts to lose its exposed clay appearance.

Circle the wagons

Let's admit it, 80% of the time we are watching the Christmas Parade it's a strain, especially for children.

There are delays, long gaps and the enthusiasm of the parade participants wanes when it takes too long to move past us. Sadly the trouble the organisers go to in making the floats and dressing the volunteers in costume is still fleetingly appreciated only, as the floats pass by.

Future parades should finish at Waitangi Park and form a circle on the outside perimeter, trapping us in a Christmas Village where we can explore the floats and meet the characters on them while Christmas music plays from the stage (that we should have built there).

We should put a carousel in the centre of Waitangi Park Christmas village, and families will enjoy it for the whole day. At night, the film industry here has the equipment to make it snow at Waitangi Park...and the city has the choirs to give us a truly family-oriented Christmas carol evening.

A city facing really challenging times may wish to ignore small ideas, fearing the criticism that they are fiddling (with trivia) while Rome burns. My response to that is let's just do them anyway. They are not expensive, they deliver a better city at street level to everyone, and some of them are fun.

Lets just do it.

*"Until one is committed, there is hesitancy, the chance to draw back. Concerning all acts of initiative (and creation), there is one elementary truth the ignorance of which kills countless ideas and splendid plans: **the moment one definitely commits oneself, then Providence moves too.***

All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising, in one's favour, all manner of unforeseen incidents, meetings and material assistance, which no man could have dreamed would have come his way.

Whatever you can do, whatever you dream you can do, begin it. Boldness has genius, power and magic in it. Begin it now."

Goethe

✓ (10)

Tim Crooks

From: p.clinton@firebirds.co.nz
Sent: Thursday, 31 May 2012 11:42 a.m.
To: BUS: City Events Policy
Subject: Draft Events Policy

The following details have been submitted from the Draft Events Policy form on the www.Wellington.govt.nz website:

First Name: Peter
Last Name: Clinton
Street Address: Basin Reserve, Rugby Street
Suburb: Mt Cook
City: Wellington
Phone: 801 2852
Email: p.clinton@firebirds.co.nz

I would like to make an oral submission in June: Yes

I am making this submission: on behalf of an organisation

Organisation Name: Cricket Wellington

Are we on the right track with the draft Events Policy: Yes

Key direction: to attract another iconic event: Strongly agree

Key direction: to adopt a more regional approach: Agree

What iconic event would you like us to consider developing: The annual international cricket test match represents an excellent opportunity to market the event and city to local, national and international supporters. The Basin Reserve has an international reputation as world-class venue, and with tours over the next three years from England (March 2013), India, and then the Cricket World Cup 2015 (Feb-March 2015), there exists opportunities to strategically market the event and city to a wide international market. More particularly, with further resource and specialist advice supplied, the test match could readily become a celebrated and iconic annual event in Wellington's calendar.

Should the Council's role be more facilitation and less hands-on in delivering

events: Yes

Is the Council providing enough information on events that is easily accessible:
Yes

Are there other directions that we have missed in the draft policy: No

Should Cuba Street Carnival become an iconic event for Wellington: Unsure

DRAFT EVENTS POLICY 2012 SUBMISSION FORM

87



We are keen to get your thoughts on our new Draft Events Policy 2012 and help Wellington retain its status as the events capital of New Zealand.

You can have your say:

By making a submission on this form or in writing and send it to us by

- ▶ Post – Draft Events Policy 2012, Wellington City Council, PO Box 2199, Wellington 6140
- ▶ By making a submission online, go to Wellington.govt.nz and select the Have Your Say link. Go to Public Input.

Please contact the Wellington City Council on 499 4444 for more information.

Enter your name and contact details

Mr /Mrs / Ms (Miss) / Dr (circle which applies)

First name* Celia

Last name* DERBY

Street Address* Greens Court Flats
Flat 17/15 Kerkstall
Miramar
Wellington 6022

Phone / Mobile ↓ 380-6477 ↓

Email ⑦ Paul from Jan

* Mandatory fields

I am making a submission

- As an individual
- On behalf on an organisation

Name of organisation _____

I would like to make an oral submission to the City Councillors.

- Yes
- No

If yes, provide a phone number above so that a submission time can be arranged.

Submissions close 5pm, Wednesday 30 May 2012

Privacy statement

All submissions (including name and contact details) are published and made available to elected members of the Council and the public. Personal information supplied will be used for the administration and reporting back to elected members of the Council and the public as part of the consultation process. All information collected will be held by Wellington City Council, 101 Wakefield Street, Wellington. Submitters have the right to access and correct personal information.

DRAFT EVENTS POLICY 2012 – Have your say

1. Are we on the right track with the draft Events policy?

- Yes No Unsure

Your comments: _____

2. State how much you agree or disagree with the following areas being the key directions for the draft events policy:

A. To attract another iconic event

- Strongly Agree Agree
 Neutral Disagree
 Strongly Disagree

Your comments: _____

B. To adopt a more regional approach

- Strongly Agree Agree
 Neutral Disagree
 Strongly Disagree

Your comments: _____

I used 2 live in
Sticks Valley - I've NEVER
had any Regional Events
which are still much
needed

3. What 'iconic event' would you like us to consider developing?

Your comments: _____

Cuba St Festival
bringt back or s/thing
similar.
Better Film/monies
better plays/theatre
more Ballet + Jazz Ballet
more Jazz concerts
(VFRPT)

4. What other events would you like to see in Wellington in the future as part of the policy?

Your comments: _____

See Above.
more street party/fair/
Sustainability Fest

5. Should the Council's role be more facilitation and less hands-on in delivering events?

Yes No Unsure

Your comments: _____

6. Is the Council providing enough information on events that is easily accessible?

Yes No Unsure

Your comments: I don't get a head

about "Summer City" work
It is a little.

7. Are there other directions that we have missed in the draft policy?

Yes No Unsure

Your comments: _____

8. Should Cuba Street Carnival become an iconic event for Wellington?

Yes No Unsure

Your comments: This is awesome +
Amazing place bring it back.

9. Do you have other comments you would like us to take into consideration before we make decisions?

Your comments: more gardens than
around Wellington

If you have further views you would like to share with us email eventspolicy@wcc.govt.nz

Thank you for giving the Council your views on the draft Events Policy