
Project title: Revitalising Wellington City’s Waitangi Day Celebrations**Strategy area: Cultural Wellbeing**

1. The Proposal.

This project aims to revitalise and expand the city’s Waitangi Day celebrations by increasing the scope of the existing event and entertainment package and retaining the distinctively Maori “flavour”.

2. Strategic Fit

This project supports achievement of the Council’s strategic priorities in protecting local sense of place and engaging more effectively with the community on the benefits and relevance of a diverse city. It is also aligned with draft Council outcomes; more eventful, stronger sense of place, more inclusive and more effectively engaged.

Increasing the scope and reach of the Waitangi day celebrations will result in the inclusion of a broader audience across the Wellington region and will enhance the celebration of this uniquely New Zealand heritage event. It will also serve to further strengthen the Council’s relationship with iwi.

3. Relationship to Existing Council Activities

This project will build on the existing annual Waitangi Day celebrations, but will also refresh its vision and enhance the overall entertainment focus and goal of valuing and celebrating the arts of a wide variety of cultures, and providing events that contribute to the city’s economic prosperity and identity.

Waitangi Day celebrations celebrate the unique relationship Maori have with the Crown while also celebrating other cultures. The Council does not currently fund any other projects which directly celebrate the unique relationship Maori have with the city, nor is there any other Council funded event either with a ‘Māori flavour’ or showcasing Maori performing arts.

A revitalised Waitangi Day will be comparable in size and scale to both the Diwali Festival and Chinese New Year Festival. The total budget for both of these festivals is \$50K and \$45K respectively. It is envisaged that a revitalised Waitangi Day will require additional funding equivalent to these events.

4. Proposal Costs

<i>Outline project costs per year</i>										
Project Component	Operating expenses									
	\$000									
	06/07	07/08	08/09	09/10	10/11	11/12	12/13	13/14	14/15	15/16
<i>WCC contribution (additional to current funding)</i>	30	10	10	10	10	10	10	10	10	10
<i>MCH Grant/Tenths Trust contribution</i>	(6)	(6)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)
Total WCC Contribution	30	10	10	10	10	10	10	10	10	10

The Wellington Tenths Trust has annually applied for a grant from the Ministry for Culture and Heritage, toward the cost of Waitangi Day. This amount has decreased over the past few years (\$6,000 in 2005) with the development of many smaller scale, grassroots celebrations throughout the country.

In addition to this funding the Council has contributed an existing budget of \$20,000. Sponsorship has been difficult to achieve with the nature of the event.

To grow this event the Council would need to contribute an additional \$30,000 in the first year (total WCC contribution 2005/06 \$50,000).

Assumptions used in developing the proposal costs are:

- Increases in cost of production and entertainment – estimated as slightly higher than inflation, and recognising that services provided for the day often attract a premium cost as it is a public holiday
- Increasing pressure on the Department of Internal Affairs Grant
- While no sponsorship opportunities have been achieved so far, a refreshed concept may result in more success in this area.

5. Project Outline

Following discussions between the Wellington Tenths Trust it has been agreed that the overall vision and entertainment concept for Waitangi Day needs to be revitalised. The shared objective is to grow Waitangi Day to be an iconic event for the city and comparable in size with events such as the Diwali festival.

The revitalised Waitangi Day celebrations will include entertainment from a range of ethnic groups and will be held at Waitangi Park from 2007 on. The change of venue will provide the required space for a larger, more high profile event. The event will continue to include world class Maori performers, traditional and contemporary, but will also showcase quality entertainment from other New Zealanders.

Waitangi Day is not only a national holiday, it is also an opportunity to celebrate the unique relationship of tangata whenua with this place. The proposed revitalisation of Waitangi Day provides an opportunity to honour the relationship and to celebrate the various cultures which compose the many subsequent migrations to Wellington City.

06/07

Increased funding in 2007 will enable us to begin to revitalise the Waitangi Day commemorations through:

- Building on the increased inclusiveness established in 2006
- Creating greater linkages with community groups and individuals
- Heightening the profile of the event – through media awareness and increased communications
- Putting together a high end entertainment package to complement grassroots community performances
- Greater focus on participant feedback

07/08-08/09

By 2008 interest in the event will be significantly higher than for previous years, so most effort will be to consolidate positive gains from 2007 and make minor changes to both programme and format, based on evaluation of 2007 event:

- Strengthen community linkages
- Raise profile of event
- Build on high end entertainment package
- Assess possibility of linkages with other events
- Tailor the event based on evaluation
- Carry out further research/evaluation

6. Conclusion

Waitangi Day commemorations in Wellington are renowned for their peaceful, fun, family atmosphere, and are have become an annual fixture in the Council's 'Summer City' events calendar.

It is envisaged that the enhanced Waitangi Day event will be more inclusive of other cultures and attract a larger audience. It will provide greater entertainment value for the city and celebrate it's cultural diversity.

The event is of major significance to local iwi and the wider Maori community and as such is a cornerstone project cementing our relationship with Mana Whenua. This project provides an excellent opportunity to engender goodwill both from iwi and the wider Maori community. By recognising the significance of the day to Maori, and giving Waitangi Day commemorations significance in our annual event calendar, we will can only strengthen these relationships.