



Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

ORDINARY MEETING

OF

WELLINGTON REGIONAL AMENITIES FUND JOINT COMMITTEE

AGENDA

Time: 2.00pm
Date: Friday, 3 October 2014
Venue: Upper Hutt Council Chambers
Upper Hutt City Offices
Level 3, Civic Administration Building
838-842 Fergusson Drive
Upper Hutt

MEMBERSHIP

Mayor Celia Wade-Brown Wellington City Council

Mayor Ross Church	Kapiti Coast District Council
Mayor Wayne Guppy	Upper Hutt City Council
Mayor Nick Leggett	Porirua City Council
Mayor Lyn Patterson	Masterton District Council
Mayor Ray Wallace	Hutt City Council

Have your say!

You can make a short presentation to the Councillors at this meeting. Please let us know by noon the working day before the meeting. You can do this either by phoning 803-8334, emailing public.participation@wcc.govt.nz or writing to Democratic Services, Wellington City Council, PO Box 2199, Wellington, giving your name, phone number and the issue you would like to talk about.

AREA OF FOCUS

The Wellington Regional Amenities Fund has been established to support eligible entities of regional significance with day to day operational expenses and new innovative projects that will achieve identified priorities for the region. The Joint Committee is focused on arts, cultural and environmental attractions and events to support and add to the attractiveness and vitality of the Wellington region.

Quorum: 3 members

BUSINESS

1. Meeting Conduct
 - 1.1. Apologies
 - 1.2. Conflict of Interest Declarations
 - 1.3. Confirmations of Minutes
 - 1.4. Public Participation
 - 1.5. Items not on the Agenda

2. General Business
 - 2.1. Confirmation of Porirua City Council as a Member of the Wellington Regional Amenities Fund
 - 2.2. Expressions of Interest in the 2014/2015 Round of the Wellington Regional Amenities Fund
 - 2.3. Financial Contributions to the Fund in the Long-term Plan Period 2015-2025
 - 2.4. Update on Results from the Wellington Regional Amenities Fund

1. Meeting Conduct

1.1. Apologies

The Chairperson invites notice from members of apologies, including apologies for lateness and early departure from the meeting, where leave of absence has not previously been granted.

1.2. Conflict of Interest Declarations

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as a member and any private or other external interest they might have.

1.3. Confirmation of Minutes

The Minutes of the Meeting held on 22 August 2014 will be put to the Wellington Regional Amenities Fund Joint Committee.

WELLINGTON REGIONAL AMENITIES FUND JOINT COMMITTEE

UNCONFIRMED MINUTES

FRIDAY 22 AUGUST, 2014
1.09PM to 1.50PM

UPPER HUTT COUNCIL CHAMBERS
UPPER HUTT CITY COUNCIL OFFICES
LEVEL 3, CIVIC ADMINISTRATION BUILDING,
838-842 FERGUSSON DRIVE,
UPPER HUTT

PRESENT:

Mayor Ross Church	Kapiti Coast District Council	1.09 pm – 1.50 pm
Mayor Wayne Guppy	Upper Hutt City Council	1.09 pm – 1.50 pm
Mayor Nick Leggett	Porirua City Council	1.09 pm – 1.40 pm, 1.43 pm – 1.50 pm
Mayor Lyn Patterson	Masterton District Council	1.09 pm – 1.50 pm
Mayor Celia Wade Brown	Wellington City Council	1.09 pm – 1.50 pm
Mayor Ray Wallace	Hutt City Council	1.09 pm – 1.50 pm

APOLOGIES

None

DEMOCRATIC SERVICES OFFICERS IN ATTENDANCE

- Lynlee Baily, Governance Team Leader
- Talava Sene, Councillor Support Advisor

OTHERS ATTENDEES

- Felicity Birch, Wellington City Council, Fund Manager
- Megan Williams, Marketing and Development Manager, New Zealand Festival
- Patrick Dougherty, CE of Kāpiti Coast District Council
- Wendy Walker, General Manager Strategy and Planning from Porirua City Council

NOTED

No apologies were received.

WELCOME

Lynlee Baily, Governance Team Leader, Wellington City Council, opened the meeting noting that under the Terms of Reference, as this is the first meeting of the Committee since the 2013 Local Government elections, a new Chair is to be appointed.

Mayor Leggett, Porirua City Council, was welcomed to the meeting. It was noted that until Porirua City Council was formally received as a new member, Mayor Leggett was welcome to participate in the discussions, however he was unable to exercise a vote.

The order of the agenda was amended with leave of the meeting.

1. NOMINATION OF CHAIR

Moved Mayor Patterson, seconded Mayor Wallace the motion that Mayor Celia Wade-Brown be nominated as the Chair of the Wellington Regional Amenities Fund Joint Committee.

RESOLVED:

THAT the Wellington Regional Amenities Fund Joint Committee:

1. Approve Mayor Celia Wade-Brown as the Chair of the Wellington Regional Amenities Fund Joint Committee.

CARRIED

CONFIRMATION OF MINUTES - 27 SEPTEMBER 2013

Moved Mayor Wade-Brown, seconded Mayor Guppy

RESOLVED

THAT the Wellington Regional Amenities Fund Joint Committee:

1. Approve the minutes of the meeting held on 27 September 2013, having been circulated, that they be taken as read and confirmed as an accurate record of that meeting.

CARRIED

CONFLICT OF INTEREST DECLARATION

Mayor Wade-Brown, declared a conflict of interest with the following item:

Report 3: Report from the New Zealand Festival.

LATE AGENDA ITEM

Mayor Wade-Brown presented the following late item for inclusion in the Agenda:

Report 4: Amendment to the Terms of Reference of the Wellington Regional Amenities Fund

Reason why the item is not on the agenda:

The official notification of Porirua City Council to join the fund was received after the close of the agenda

Reason why the discussions of the item cannot be delayed until a subsequent meeting:

The decision of the member councils is required for the next Wellington Regional Amenities Fund meeting. To enable Porirua City Council to take part in the funding decisions for the 2014/15 funding round.

Moved Mayor Patterson, seconded Mayor Wallace

RESOLVED:

THAT the Wellington Regional Amenities Fund Joint Committee:

1. Receive the late item (Report 4) not on the agenda.

CARRIED

2. FUND CRITERIA AND PRIORITIES FOR THE WELLINGTON REGIONAL AMENITIES FUND

Moved Mayor Wallace, seconded Mayor Church

RESOLVED:

THAT the Wellington Regional Amenities Fund Joint Committee:

1. Receive the information.
2. Agree with the criteria and priorities for the Fund.
3. Approve the call for expressions of interest for the 2014/15 round.

CARRIED

3. REPORT FROM THE NEW ZEALAND FESTIVAL

Mayor Wade-Brown declared a conflict of interest and handed the meeting to Mayor Ross to Chair for this item.

Key discussion points:

- Megan Williams, Marketing and Development Manager, New Zealand Festival addressed the meeting about the funding request towards research and a business case for a new New Zealand Festival model.
- The Committee noted that due to the nature of the events managed and run by the New Zealand Festival, and the importance of these to Wellington City, this will be a one-off funding approval for a feasibility study for New Zealand Festival.
- The Committee agreed that the purpose of the Wellington Regional Amenities Fund is not for research purposes and must not be viewed as such.

(Mayor Leggett left the meeting at 1.40pm)

(Mayor Leggett returned to the meeting at 1.43pm)

Moved Mayor Wallace, seconded Mayor Guppy

RESOLVED:

THAT the Wellington Regional Amenities Fund Joint Committee:

1. Receive the information.
2. Agree that approval is made for \$132,200 towards research and developing a business case for the new New Zealand Festival (grant does not include contingency amount).

CARRIED

CONFIRMATION OF PORIRUA CITY COUNCIL AS A MEMBER OF THE WELLINGTON REGIONAL AMENITIES FUND

Purpose

1. The purpose of this paper is to confirm Porirua City Council as a member of the Wellington Regional Amenities Fund.

Summary

2. The terms of reference of Wellington Regional Amenities Fund have been updated to include Porirua City Council as a member.
3. A paper was submitted to the five original Councils in the Fund requesting approval to change the terms of reference for the Fund to include Porirua City Council as a member and to expand the Joint Committee to six persons.
4. Papers have been presented to the following meetings of the member councils and been approved by them all. Wellington City Council - 27 August 2014. Hutt City Council - 2 September 2014. Masterton District Council - 10 September 2014. Kāpiti Coast District Council - 18 September 2014.
5. Upper Hutt City Council will consider the proposal at their 29 October 2014 meeting.

Background

6. The terms of reference for the Wellington Regional Amenities Fund were agreed in 2012 when the Fund was established and includes the following five Councils, Hutt City Council, Kāpiti Coast District Council, Masterton District Council, Upper Hutt City Council and Wellington City Council.
7. In 2014 the three councils in the Wellington region not included in the Fund were invited to join and Porirua City Council agreed to join the fund at its 22 May 2014 meeting.

Recommendation

That the Joint Committee:

1. Receive the information.
2. Note that the changes to the terms of reference to include Porirua City Council as a member of the Fund and to expand the Joint Committee to six persons have been approved by a majority of members.
3. Agree that Porirua City Council is now a member of the Fund with a seat on the Joint Committee.

Author	Felicity Birch, Fund Manager
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EXPRESSIONS OF INTEREST IN THE 2014/2015 ROUND OF THE WELLINGTON REGIONAL AMENITIES FUND

Purpose

1. The purpose of this paper is to seek the Joint Committee's decisions on which of the expressions of interest for the 2014/2015 round of the Fund best fit the purposes of the Fund. Those organisations supported in principle by the Joint Committee will be asked to submit a detailed application and budget before funding is offered.

Summary

2. The Wellington Regional Amenities Fund received 23 expressions of interest for the 2014/15 round. A summary of the expressions of interest is attached as appendix one.
3. The Officers group and Fund Manager are recommending the Joint Committee supports the following 10 projects and organisations:
 - a. Circa Theatre - \$150,000 towards stage one of a refurbishment project
 - b. Creative Capital Arts Trust - \$34,000 towards the 2015 New Zealand Fringe Festival
 - c. Mahara Gallery - \$55,000 towards operational support for the project manager position at Mahara Gallery
 - d. New Zealand Symphony Orchestra - \$50,000 towards a special event commemorating the centenary of Gallipoli as part of WW100 commemorations
 - e. Te Papa - \$160,000 towards the regional consortium of galleries and museums to deliver Matariki Wellington 2015
 - f. The Wairarapa Arts Festival Trust - \$47,000 towards the LUMA event as part of the 2015 Kokomai Creative Festival
 - g. Toi Māori Market Ltd - \$125,000 towards the 2014 Māori Arts Market
 - h. Wellington LUX Festival Trust - \$100,000 towards the 2015 Wellington Lux Festival
 - i. Wellington Regional Orchestra Foundation Inc - \$125,000 towards Orchestra Wellington's outreach and community development programme
 - j. Wellington Zoo and Zealandia - \$100,000 towards bridging funding from year two of the Nature Connections Project

Background

4. The Wellington Regional Amenities Fund provides support for arts, cultural and environmental attractions and events. The Joint Committee have set five priorities for funding which are:
 - a. Demonstrate a need for financial assistance to maintain its current operations or extend the reach of its operations across the Wellington region.
 - b. Increase the entity's long-term contribution to the economy of the Wellington region.
 - c. Address gaps in, extend or develop the arts, culture or environmental ecosystems, calendar of activities and events in the Wellington Region.

- d. Display regional partnerships with Councils and other organisations in order to leverage mutual benefits
- e. Build, maintain and retain organisations that contribute to Wellington's status as an internationally competitive region.

Discussion

5. At the closing date there were 23 expressions of interest in the Wellington Regional Amenities Fund requesting a total of \$2,331,363.
6. The Fund has up to \$980,000 to allocate in the 2014/2015 round of the Fund.
7. The Fund received 3 applications that the Officers Group and Fund Manager agreed were important events in the Wellington region but were not a strong fit with the aims of the Fund, namely to support arts, cultural and environmental activities and events. These were the expressions of interest from The Wings over Wairarapa Community Trust board, the Wairarapa Balloon Society and the Wellington Culinary Events Trust.
8. As per the Terms of Reference for the Fund the cross-council Officers Group has assessed the applications and made recommendations to the Joint Committee.
9. Officer's recommendations are based on alignment with the Fund's priorities, ability to meet the grants criteria and the likely effectiveness of funding the project. Officers may also take into account the management of previous funding through accountability reports.

Recommendation

That the Joint Committee:

1. Receive the information.
2. Agree that the following projects should be funded in principle, with the funding released on receipt of an acceptable detailed application and budget.
 - a. Circa Theatre - \$150,000 towards stage one of a refurbishment project
 - b. Creative Capital Arts Trust - \$34,000 towards the 2015 New Zealand Fringe Festival
 - c. Mahara Gallery - \$55,000 towards operational support for the project manager position at Mahara Gallery
 - d. New Zealand Symphony Orchestra - \$50,000 towards a special event commemorating the centenary of Gallipoli as part of WW100 commemorations
 - e. Te Papa - \$160,000 towards the regional consortium of galleries and museums to deliver Matariki Wellington 2015
 - f. The Wairarapa Arts Festival Trust - \$47,000 towards the LUMA event as part of the 2015 Kokomai Creative Festival
 - g. Toi Māori Market Ltd - \$125,000 towards the 2014 Māori Arts Market
 - h. Wellington LUX Festival Trust - \$100,000 towards the 2015 Wellington Lux Festival
 - i. Wellington Regional Orchestra Foundation Inc - \$125,000 towards Orchestra Wellington's outreach and community development programme
 - j. Wellington Zoo and Zealandia - \$100,000 towards bridging funding from year two of the Nature Connections Project

Attachments

Appendix one – A summary of the expressions of interest in the 2014/15 round of the Wellington Regional Amenities Fund.

Author	Felicity Birch, Fund Manager
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Appendix One – A summary of the expressions of interest in the 2014/15 round of the Wellington Regional Amenities Fund.

	Organisation	Project/event/activity	Amount requested
1	Aratoi Wairarapa Museum of Art and History	towards the development of a Post-Treaty of Waitangi settlement initiative for 2016	\$60,000
2	BATS Theatre	towards the final stages of the BATS Theatre fit-out	\$60,000
3	Capital E	towards the National Arts Festival for Children	\$92,000
4	Circa Theatre	towards stage one of the refurbishment project of Circa Theatre	\$300,000
5	Creative Capital Arts Trust	towards the 2015 New Zealand Fringe Festival	\$34,000
6	Creative Capital Arts Trust	towards the 2015 CubaDupa event	\$38,000
7	Friends of the Wellington Botanic Gardens	towards the construction hut in the Children's Garden at the Wellington Botanic Garden	\$100,000
8	Mahara Gallery	towards operational support for the project manager position at Mahara Gallery	\$55,000
9	New Zealand Portrait Gallery Trust	towards operational costs in 2015	\$75,000
10	New Zealand Symphony Orchestra	towards a special event commemorating the centenary of Gallipoli as part of the WW100 commemorations	\$60,000
11	Royal New Zealand Ballet	towards a series of schools workshops linked to the RNZB's World War One commemorative programme <i>Salute</i>	\$15,000
12	Te Papa	towards the enhancement and broadening of the marketing campaign for <i>Gallipoli: the scale of our War</i> .	\$150,000
13	Te Papa	towards supporting the regional consortium's delivery of <i>Matariki Wellington 2015</i>	\$160,000

14	The Wairarapa Arts Festival Trust	towards the LUMA event as part of the 2015 Kokomai Creative Festival	\$47,000
15	The Wings Over Wairarapa Community Trust Board	towards the 2015 <i>Wings Over Wairarapa</i> event	\$15,000
16	Toi Māori Market Ltd	towards the 2014 Maori Arts Market	\$150,000
17	Wairarapa Balloon Society Incorporated	towards the 2015 Wairarapa Balloon Fiesta	\$15,000
18	Wellington Culinary Events Trust Inc	towards operational and marketing assistance for <i>Visa Wellington on a Plate</i>	\$247,500
19	Wellington LUX Festival Trust	towards the 2015 Wellington LUX Light Festival	\$155,000
20	Wellington Marine Conservation Trust	towards phase two of the Ocean Exploration Centre Project	\$100,000
21	Wellington Museums Trust	towards the <i>150 Year: 150 Buses</i> pilot project	\$164,863
22	Wellington Regional Orchestra Foundation Inc	towards Orchestra Wellington's outreach and community development programme	\$125,000
23	Wellington Zoo and Zealandia	towards bridging funding from year two of the Nature Connections Project to the WRAF 2015-2016 funding round	\$113,000
		Total Requested	\$2,331,363

FINANCIAL CONTRIBUTIONS TO THE FUND IN THE LONG TERM PLAN PERIOD 2015-2025

Purpose

1. The purpose of this paper is to provide options on levels of financial contribution to the Fund for member councils to consider in their upcoming long-term plan deliberations.

Summary

2. When the Fund was established in the 2012 it was assumed that there would be a forecast growth in the Fund size over five years with increasing levels of financial commitment to a cap of \$3,000,000. However as a commitment to the Fund was not included in all the member council's long term plans, this forecast growth has not been achieved.
3. Having a stable level of contribution to the Fund will enable the Joint Committee to make longer term commitments to those organisations that make a significant contribution to the arts cultural or environmental sectors in the region. This was one of the aims of the Fund when it was established.
4. This paper includes three options for the Joint Committee to consider. The options include keeping the level of contributions at a set rate, adding a small increase each year or agreeing to a more ambitious rate of growth in line with the original intention of the Fund. The three options are included in appendix one.
5. The tables in appendix one show each councils level of contribution for the duration of the next long term plan with year one being 2015.

Background

6. The terms of reference for the Wellington Regional Amenities Fund were agreed in 2012 when the Fund was established and includes the following five Councils, Hutt City Council, Kāpiti Coast District Council, Masterton District Council, Upper Hutt City Council and Wellington City Council.
7. In 2014 the three councils in the Wellington region not included in the Fund were invited to join and Porirua City Council agreed to join the fund at its 22 May 2014 meeting.
8. The tables in appendix one include contributions from South Wairarapa and Carterton who are not currently part of the Fund.

Recommendation

That the Joint Committee:

-
1. Receive the information.
 2. Agree to recommend to their individual councils that each council include contributions to the Fund as part of each council's draft long term plan.
 3. Agree on one of the following options being recommended for each council's draft long term plan deliberations:
 - i. Option One – a set rate for the Fund in line with current contribution levels
 - ii. Option Two – level of contribution based on the original proposal and aiming for a total regional Fund of \$3,000,000
 - iii. Option Three – level of contribution is increased each year by 10%

Author	Felicity Birch, Fund Manager
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Appendix One

Option 1

Current contributions for WCC and HCC
 Remaining councils contributions have been moderated based on WCC +
 HCC contributions and % split from original proposal
 Contributions remain the same every year

Council	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Wellington City	609,200.00	609,200.00	609,200.00	609,200.00	609,200.00	609,200.00	609,200.00	609,200.00	609,200.00	609,200.00	6,092,000.00
Hutt City	200,000.00	200,000.00	200,000.00	200,000.00	200,000.00	200,000.00	200,000.00	200,000.00	200,000.00	200,000.00	2,000,000.00
Upper Hutt	54,400.00	54,400.00	54,400.00	54,400.00	54,400.00	54,400.00	54,400.00	54,400.00	54,400.00	54,400.00	544,000.00
Porirua City	73,800.00	73,800.00	73,800.00	73,800.00	73,800.00	73,800.00	73,800.00	73,800.00	73,800.00	73,800.00	738,000.00
Kapiti Coast	49,200.00	49,200.00	49,200.00	49,200.00	49,200.00	49,200.00	49,200.00	49,200.00	49,200.00	49,200.00	492,000.00
Masterton	20,500.00	20,500.00	20,500.00	20,500.00	20,500.00	20,500.00	20,500.00	20,500.00	20,500.00	20,500.00	205,000.00
Carterton South	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	7,200.00	72,000.00
Wairarapa	11,300.00	11,300.00	11,300.00	11,300.00	11,300.00	11,300.00	11,300.00	11,300.00	11,300.00	11,300.00	113,000.00
Total	1,025,600.00	1,025,600.00	1,025,600.00	1,025,600.00	1,025,600.00	1,025,600.00	1,025,600.00	1,025,600.00	1,025,600.00	1,025,600.00	10,256,000.00

Option 2

Year 1-4 contributions based on original proposal

Year 2-5 contributions increase by 12.5% on the Year 1 contribution

Year 6-10 remain the same, with total contributions at \$3 million

Council	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Wellington City	1,188,000.00	1,336,500.00	1,485,000.00	1,633,500.00	1,782,000.00	1,782,000.00	1,782,000.00	1,782,000.00	1,782,000.00	1,782,000.00	16,335,000.00
Hutt City	390,000.00	438,750.00	487,500.00	536,250.00	585,000.00	585,000.00	585,000.00	585,000.00	585,000.00	585,000.00	5,362,500.00
Upper Hutt	106,000.00	119,250.00	132,500.00	145,750.00	159,000.00	159,000.00	159,000.00	159,000.00	159,000.00	159,000.00	1,457,500.00
Porirua City	144,000.00	162,000.00	180,000.00	198,000.00	216,000.00	216,000.00	216,000.00	216,000.00	216,000.00	216,000.00	1,980,000.00
Kapiti Coast	96,000.00	108,000.00	120,000.00	132,000.00	144,000.00	144,000.00	144,000.00	144,000.00	144,000.00	144,000.00	1,320,000.00
Masterton	40,000.00	45,000.00	50,000.00	55,000.00	60,000.00	60,000.00	60,000.00	60,000.00	60,000.00	60,000.00	550,000.00
Carterton South	14,000.00	15,750.00	17,500.00	19,250.00	21,000.00	21,000.00	21,000.00	21,000.00	21,000.00	21,000.00	192,500.00
Wairarapa	22,000.00	24,750.00	27,500.00	30,250.00	33,000.00	33,000.00	33,000.00	33,000.00	33,000.00	33,000.00	302,500.00
Total	2,000,000.00	2,250,000.00	2,500,000.00	2,750,000.00	3,000,000.00	3,000,000.00	3,000,000.00	3,000,000.00	3,000,000.00	3,000,000.00	27,500,000.00

Option 3

Year 1 contributions based on a 10% increase on the Option 1-Year 1 contributions
 Remaining years contributions are based on a 10% increase on the previous year

Council	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Wellington City	670,120.00	737,132.00	810,845.00	891,930.00	981,123.00	1,079,235.00	1,187,159.00	1,305,875.00	1,436,463.00	1,580,109.00	10,679,991.00
Hutt City	220,000.00	242,000.00	266,200.00	292,820.00	322,102.00	354,312.00	389,743.00	428,717.00	471,589.00	518,748.00	3,506,231.00
Upper Hutt	59,840.00	65,824.00	72,406.00	79,647.00	87,612.00	96,373.00	106,010.00	116,611.00	128,272.00	141,099.00	953,694.00
Porirua City	81,180.00	89,298.00	98,228.00	108,051.00	118,856.00	130,742.00	143,816.00	158,198.00	174,018.00	191,420.00	1,293,807.00
Kapiti Coast	54,120.00	59,532.00	65,485.00	72,034.00	79,237.00	87,161.00	95,877.00	105,465.00	116,012.00	127,613.00	862,536.00
Masterton	22,550.00	24,805.00	27,286.00	30,015.00	33,017.00	36,319.00	39,951.00	43,946.00	48,341.00	53,175.00	359,405.00
Carterton South	7,920.00	8,712.00	9,583.00	10,541.00	11,595.00	12,755.00	14,031.00	15,434.00	16,977.00	18,675.00	126,223.00
Wairarapa	12,430.00	13,673.00	15,040.00	16,544.00	18,198.00	20,018.00	22,020.00	24,222.00	26,644.00	29,308.00	198,097.00
Total	1,128,160.00	1,240,976.00	1,365,073.00	1,501,582.00	1,651,740.00	1,816,915.00	1,998,607.00	2,198,468.00	2,418,316.00	2,660,147.00	17,979,984.00

UPDATE ON RESULTS FROM THE WELLINGTON REGIONAL AMENITIES FUND

Purpose

1. The purpose of this report is to update the Joint Committee of the Wellington Regional Amenities Fund on the results received to date from the 2012/13 Wellington Regional Amenities Fund funding round.

Summary

2. The Joint Committee supported 4 projects in the inaugural 2012/2013 round of the Fund. They were:
 - The 'Winter of Art' Programme at Te Papa and Art Lovers Tours across the region's galleries - \$215,000
 - Visitor Experience development working across the region's environmental attractions - \$300,000
 - The 2014 New Zealand International Arts Festival opening large-scale outdoor event - \$300,000
 - 2015 first steps – The 2014 ANZAC Eve concert in the first year of WW100 – New Zealand Symphony Orchestra - \$50,000
3. The Joint Committee supported 11 projects in the 2013/2014 round of the Fund. They were:
 - BATS Theatre – for the fitout of the Theatre at 1 Kent Terrace - \$102,500
 - Circa Theatre – towards developing staff capability - \$32,500
 - Mahara Gallery – towards a project manager position - \$50,000
 - NZ Festival of the Arts – towards a study on future developments of the Festival - \$45,000
 - NZ Opera Limited – towards educational programmes in 2014 - \$50,000
 - Orchestra Wellington – for operational support for outreach and community development programmes - \$100,000
 - Pukaha Mount Bruce – towards the development of a walk through aviary - \$50,000
 - Te Papa – towards the promotion of activities for the Matariki Festival in 2014 from regional galleries and museums - \$150,000
 - Wellington Marine Conservation Trust – towards phase two of the Ocean Exploration Centre Project - \$100,000
 - Wellington Museums Trust – towards the Capital E Arts Festival for Children - \$100,000

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- Wellington Zoo and Zealandia – for bridging funding for phase two of the Nature Connections Project - \$100,000
4. To date all of the projects in the first round have been completed and summaries of their reports on the outcomes and delivery to the priorities of the Fund are attached as appendix 1.
 5. Projects from the second round of the Fund are due to finish over the next 8 months and results will be presented to the Joint Committee at future meetings.
 6. Funding in year two of the Fund for the Wellington Marine Conservation Trust was offered on the condition that they confirm central government funding in 2013/14. The project was not a fit with the final criteria, this funding was not achieved and the offer of Wellington Regional Amenities funding was withdrawn. However, the Wellington City Council remains in a position to fund its portion of the resource consent for the Marine Education Centre from other sources.

Recommendation

That the Joint Committee:

1. Receive the information.

Attachments

Appendix one - Highlights from the reports of funded projects

Author	Felicity Birch, Fund Manager
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Appendix One – Highlights from the reports of funded projects Year One

The 'Winter of Art' programme and Art Lovers Tours – Te Papa

1. The *Winter of Arts* programme encompassed four major exhibitions, opening at Te Papa in 2013, during a traditionally non-peak season (between April and August). Regional Amenities funding allowed these exhibitions to optimise visitation through extensive marketing and promotion, including to new and wider audiences regionally, nationally, and in Australia. The exhibitions were:
 - **Warhol: Immortal** June – August **50,146 visitors, 97% visitor satisfaction rate**
 - **Ngā Toi | Arts Te Papa** April 2013 – May 2014 **418,000 visitors so far** (ongoing)
 - **Colour & Light: French and American Impressionism** July 2013 – January 2014 **40,146 visitors, 96% visitor satisfaction rate**
 - **The WOW Factor** August 2013 – May 2014 **347,000 visitors so far** (ongoing)

In total, the four exhibitions attracted 855,292 visits between April 2013 and May 2014, drawn from around the country, and internationally.

2. Visitor behaviour benchmarks were set by Te Papa's Visitor Market Research team in a customised Te Papa Exit Survey run between April and December 2013, including:
 - Awareness of cultural activity: 41% of visitors interviewed were aware of the *Winter of Art* programme.
 - Other regional attractions: 48% of "Rest of New Zealand" visitors to Te Papa also visited other attractions in the region, as did 67% of overseas visitors.
 - Length of stay by visitors to the region: "Rest of New Zealand" visitors spent 3.1 nights in Wellington during *Winter of Art*.
 - Expenditure in the region: "Rest of New Zealand" visitors \$522, overseas visitors \$771.

Other findings of note were that visitation to Te Papa from around the region for the period April to December 2013 was up by 8% on the previous year, and overall visitation increased by 3%.

3. *Winter of Art*-related activity gave Te Papa a wider community reach, and fostered deeper connections across the Wellington region. Connections were strengthened between Te Papa and other cultural institutions and their visitor networks, including:
 - **Friends of the Region Event:** Members and friends of arts and cultural organisations from across the region were invited to Te Papa for free guided exhibition viewings in September 2013, which was attended by over 300 people.
 - **Warhol POP event** was attended by 200 young people at Te Papa in August 2013, in partnership with Massey OpenLab.
 - **Art Lover Tours** pilot programme, providing guided bus tours free of charge to Upper Hutt, Kapiti Coast, Wairarapa, Wellington City, Porirua, and Hutt City. Collectively these tours were attended by 235 regional residents, managed and

promoted by the Friends of Te Papa. The original tour programme was expanded due to popularity, and received excellent feedback, both from participants and the galleries involved.

- **Special \$5 Warhol Day** was supported by regional media and networks, and attracted well over 1400 visitors including 1270 regional Wellingtonians eligible for this offer, who attended the *Warhol: Immortal* exhibition. This number set a new record for a day's entry to a paid exhibition at Te Papa.
2. Relationships formed during *Winter of Art* catalysed the development of further collaborative events and programmes in the region, including:
- The **2014 Matariki Festival** which took a regional approach for the first time, including the development of an over-arching brand and promotional campaign for all Wellington Matariki activity. In a bid by eight galleries led by Te Papa, the collective received funding from Regional Amenities which significantly widened the festival's marketing and promotional reach.
 - Directors from regional galleries now meet every two months to plan and coordinate forward programmes.
 - Inspired by the successful *Art Lover Tour* model, the Goethe Institut engaged the Friends of Te Papa to manage a further additional tour to Aratoi, Wairarapa Museum of Art and History in Masterton.
 - An **Audience Engagement Hui** was hosted by Te Papa in February 2014 to discuss future collaborative projects. Over 50 people attended from 15 regional organisations such as Pataka, Zealandia, Government House, and the Cricket Museum.

Nature Connections – Wellington Zoo and Zealandia

The Year 1 (2013/14) Nature Connections pilot is a Wellington Regional Amenities Fund (WRAF) project led jointly by Wellington Zoo and Zealandia. The project involves Staglands Wildlife Reserve, Pukaha Mount Bruce and DOC & the Harbour Islands Kaitiaki Board representing Matiu/Somes Island. In Year 2 of the project up to 5 new partners will join the group of existing partners.

The aim of the project is to create a seamless, high quality visitor experience across the region's eco-assets by forging stronger relationships and interpretive connections between participating organisations: turning competitors into colleagues.

Research into connecting stories between partners has been a key part of the project. A living story bank of connecting stories was created from partner annual reports, websites, Facebook pages and news releases and is regularly updated and circulated among partners. This tool is used as a training and communications resource that emphasises the rich history of collaboration and shared goals for staff and volunteers. Stories are also celebrated via the Nature Connections Facebook page and bi-monthly e-newsletters.

15 stories were chosen to become the Nature Connection videos; visually highlighting how Year 1 partners work together to preserve native species. These videos are shown on screens alongside Nature Connection signage at each partner site and can be viewed on the Nature Connections website <http://natureconnections.org.nz/our-stories.html>

Summary of Year 1 Achievements

- Baseline research conducted at all partner sites
- Two x 2 day POWER workshops for partners led by John Pastorelli at Wellington Zoo resulting in 15 new trainers
- New trainers have trained staff at Staglands Wildlife Reserve, Pukaha Mount Bruce and Matiu/Somes Island
- POWER training session for Zoo staff attended by partners
- Nature Connections Facebook page, bi-monthly e- newsletter and blog posts
- Train the Trainer manual published, presented and used
- Living storybank and matrix of connecting stories created and regularly circulated
- Follow up partner workshop at Staglands Wildlife Reserve and Zealandia
- Six presentations to the group by invited speakers
- Presentation (selected for a special workshop discussion) at Zoos & Aquarium Association conference in Auckland
- Nature Connection website launched (www.natureconnections.org.nz)
- CE/GM workshop at Zealandia with David Perks (PWT) to discuss next steps and how to market the project to the community.
- Staff visits to all partner sites
- World Environment Day at Wellington Zoo featured a tuatara talk from Zoo, Zealandia and Matiu/Somes Island DOC staff
- 15 videos of connecting stories filmed and available online
- Custom made screens (for videos) and signage at each partner site.

The Big Bang - New Zealand Festival Opening night

The event was held on Friday 21 February, 2014 to open the New Zealand Festival. There were two major drivers behind the concept of this Opening Event. The first was creating an opportunity for mass celebration, and the second was delivering a new standard and depth of community participation in the Festival. Approximately 5,000 people gathered in and around Wellington's Civic Square to see 200 young New Zealanders from around the country in a drumming group led by percussion ensemble Strike, alongside hundreds of singers from community choirs across the region and top Kiwi band Kora.

Performers came from Rarotonga, Auckland, Wellington Region (Wellington, Porirua, Lower Hutt, Upper Hutt and Kapiti Coast), Whakatane, Napier and Christchurch.

The experience provided the 200 children involved a set of artistic skills but is also associated with leadership, developing self-confidence and encouraging them to focus and achieve something amazing. Many of the students from lower decile schools and from low income communities may have never had the opportunity to attend, let alone perform in an arts event in Wellington City. Workshops were held with members of Strike in the lead up to the event.

Over 450 people volunteered their time on this project, creating a total of 22,765 volunteer hours. Our Community Choir consisted of over 300 enthusiastic singers from all age brackets and walks of life.

The Big Bang received nationwide media attention, from the launch of our Boosted campaign in October, through until Opening Night on Friday 21 February. Event partner TV3 provided well-known presenter Sacha McNeil to introduce *The Big Bang* performance, along with Festival Artistic Director Shelagh Magadza.

Overall 2014 Festival Statistics

The New Zealand Festival welcomed the world to Wellington for 24 days (21 February – 16 March 2014) with over 300 arts events across the city and region. Over 116,000 tickets were issued which was an increase of 6,000 tickets from 2012 Festival. Over 150,000 people attended free events.

***We Remember* – NZSO concert to commemorate WW1**

The concert took place on Saturday 3 May, 2014 at the Michael Fowler Centre and was also broadcast on Radio New Zealand Concert.

This concert not only marked the commemoration of Anzac Day but also the centenary of World War I with New Zealander Jack Body's *Little Elegies*, Australian Peter Sculthorpe's *Memento Mori* and Polish Henryk Górecki's *Symphony of Sorrowful Songs*.

The NZSO's *We Remember* concert is the second concert in a new series that will be an annual event for the NZSO for several years. It is the continuation of a new 'Anzac commemoration' concept / brand which was launched in 2013. The concept is a unique approach in New Zealand – using the medium of classical symphonic music as a tool to commemorate and remember those who have fallen, at the same time as enabling audiences to experience music not usually heard in the concert hall. The concept fits nicely into Wellington's calendar of events and is clearly marketed as a WW100 event.

As the launch of a new 'Anzac commemoration' concept / brand it is expected a larger audience will be built over time. It is projected the audience will grow in 2015 as this is the 100th Year Commemoration of the Gallipoli campaign and the NZSO's Anzac performance will be one in a series of events taking place around New Zealand.

The NZSO is very grateful to the Wellington Regional Amenities Fund for their invaluable support of one of the most important events in the NZSO's schedule. We are appreciative that Wellington Regional Amenities Fund acknowledges the challenge of building an audience for a programme that contains contemporary music - that that is why Wellington Regional Amenities Fund support is so integral to making such a high-profile and significant concert possible.

