Notice of Meeting:

I hereby give notice that an ordinary Meeting of the Economic Development Committee will be held on:

Date:	**Thursday 11 May 2023**
Time:	**9.30am**
Meeting Room:	**Council Chamber and Audio Visual Link**
Venue:	**Municipal Building, Garden Place, Hamilton**

Lance Vervoort
Chief Executive

Economic Development Committee
Komiti OOhanga Whakatupu
OPEN AGENDA

Membership		
Chairperson ***Heamana***	Cr Ewan Wilson	
Deputy Chairperson ***Heamana Tuarua***	Cr Mark Donovan	
Members	Mayor Paula Southgate Deputy Mayor Angela O'Leary Cr Ryan Hamilton Cr Anna Casey-Cox Cr Maxine van Oosten Cr Moko Tauariki Cr Melaina Huaki	Cr Louise Hutt Cr Kesh Naidoo-Rauf Cr Andrew Bydder Cr Geoff Taylor Cr Sarah Thomson Cr Emma Pike
Quorum:	**A majority of members (including vacancies)**	
Meeting Frequency:	**As required – no less than four times a year.**	

Amy Viggers
Mana Whakahaere
Governance Lead

3 May 2023

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Purpose

The Economic Development Committee is responsible for:

1. Governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians.

In addition to the common delegations, the Economic Development Committee is delegated the following Terms of Reference and powers:

Terms of Reference:

2. To drive and enhance Hamilton's economic position by actively promoting Hamilton.
3. To promote investment and business attraction opportunities for Hamilton and the greater Waikato region.
4. To provide advice on strategic initiatives, plans, projects and potential property developments that have a material impact upon the Hamilton economy.
5. To develop, review and monitor the implementation of the Economic Development Agenda.
6. To recommend funding levels for service contracts with Business Improvement District(s), Hamilton and Waikato Tourism and Te Waka, and any others subject to funding approval by Council through the Councils long-term plan process, and approve said contracts with relevant third parties.
7. To monitor the performance and provide guidance on Council's relationship with key stakeholders including, but not limited to Te Waka, Hamilton Waikato Tourism and the Hamilton Central Business Association.
8. To monitor the performance of Council's major event venues operation (H3).
9. To review and monitor the implementation of Council's Event Sponsorship Policy.
10. To approve annual Event Sponsorship funding applications and monitor any grants made to external organisations under the terms of the Event Sponsorship Policy.
11. To support and assist with efforts for external partnerships on Council projects that will provide economic development opportunities for Hamilton and the region.
12. To develop and monitor policy related to the appointment and remuneration of directors of CCOs, CCTOs, and COs.
13. To provide clear direction to Council's CCOs, CCTOs, and COs on Council's expectations, including feedback on draft statements of intent.
14. To receive six-monthly reports of Council's CCOs, CCTOs, and COs, including on board performance.
15. To undertake any reviews of CCOs and CCTOs and agree CCO/CCTO-proposed changes to their governance arrangements
16. To develop policy, approve and monitor implementation of plans and strategies in relation to the performance of Council's investments in the Municipal Endowment Fund and strategic property.

The Committee is delegated the following powers to act:

- Approval of event sponsorship applications annually in accordance with the Event Sponsorship Policy.
- Approval of letters of expectation for each CCO, CCTO, and CO.

- To provide feedback on draft statements of intent for each CCO, CCTO, and CO.
- Appointments to, and removals from, CCO, CCTO, and CO boards
- Approval of proposed major transactions or constitutional adjustments of CCOs, CCTOs, and COs.
- Approval of acquisition or sale or lease of properties owned by the Council or owned by the Municipal Endowment Fund consistent with the Municipal Endowment Fund Investment Policy, for any endowment properties. Note that if the Mayor and Chair consider that a final decision is more appropriately made by Council due to it's significance, they may direct that and decision remains recommendatory, requiring ratification by Council.

The Committee is delegated the following recommendatory powers:

- Approval or otherwise of any proposal to establish, wind-up or dispose of any holding in, a CCO, CCTO, or CO.
- The Committee may make recommendations to Council.
- The Committee may make recommendations to other Committees.

Recommendatory Oversight of Strategies:

- Economic Development Agenda
- Tourism, Events and Visitation Strategy

Recommendatory Oversight of Policies and Bylaws:

- *Appointment and Remuneration of Board Members of COs, CCOs, and CCTOs Policy*
- *Event Sponsorship Policy*
- *Freeholding of Council Endowment Land Policy*
- *Municipal Endowment Fund Policy*
- *Business Improvement District (BID) Policy*
- *International Relations Policy*

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1 Apologies – *Tono aroha*

2 Confirmation of Agenda – *Whakatau raarangi take*

The Committee to confirm the agenda.

3 Declaration of Interest – *Tauaakii whaipaanga*

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

4 Public Forum – *Aatea koorero*

As per Hamilton City Council's Standing Orders, a period of up to 30 minutes has been set aside for a public forum. Each speaker during the public forum section of this meeting may speak for five minutes or longer at the discretion of the Chair.

Please note that the public forum is to be confined to those items falling within the terms of the reference of this meeting.

Speakers will be put on a Public Forum speaking list on a first come first served basis in the Council Chamber prior to the start of the Meeting. A member of the Council Governance Team will be available to co-ordinate this. As many speakers as possible will be heard within the allocated time.

If you have any questions regarding Public Forum please contact Governance by telephoning 07 838 6727.

Item 5

Council Report

Committee: Economic Development Committee

Date: 11 May 2023

Author: Chantal Jansen

Authoriser: Michelle Hawthorne

Position: Governance Advisor

Position: Governance and Assurance Manager

Report Name: Confirmation of the Economic Development Committee Open Minutes of 16 March 2023

Report Status	*Open*

Staff Recommendation - *Tuutohu-aa-kaimahi*

That the Economic Development Committee confirm the Open Minutes of the Economic Development Committee Meeting held on 16 March 2023 as a true and correct record.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Economic Development Committee Open Minutes - 16 March 2023

Hamilton City Council
Te kaunihera o Kirikiriroa

Economic Development Committee
Komiti OOhanga Whakatupu
OPEN MINUTES

Minutes of a meeting of the Economic Development Committee held in the Council Chamber and via Audio Visual Link , Municipal Building, Garden Place, Hamilton on Thursday 16 March 2023 at 9.31am.

PRESENT

Chairperson ***Heamana***	Cr Ewan Wilson
Deputy Chairperson ***Heamana Tuarua***	Cr Mark Donovan
Members	Mayor Paula Southgate Deputy Mayor Angela O'Leary Cr Ryan Hamilton Cr Maxine van Oosten Cr Moko Tauariki Cr Louise Hutt Cr Kesh Naidoo-Rauf Cr Andrew Bydder Cr Geoff Taylor (exclusively via Audio Visual link) Cr Sarah Thomson (exclusively via Audio Visual link) Cr Emma Pike Cr Melaina Huaki
In Attendance	Blair Bowcott - General Manager Growth Sean Murray - General Manager Venues Tourism and Major Events Tracey Musty - Financial Director Lee-Ann – Unit Director Visitor Destinations Tilly Murcott - Programme Manager, Central City Nicolas Wells - Strategic Property Manager Tiki Mossop - Programme Manager - Economics & Policy Karen Saunders – Growth Programmes Manager Arif Khan - Business Relationship Advisor Lucianna Nunes - Business Growth Advisor Vanessa Williams - Hamilton Central Business Association Mike Neale - NAI Harcourts Hamilton/Hamilton Central Business Association Nicola Greenwell - Hamilton and Waikato Tourism Limited Gary Stannard - Waikato Innovation Growth Limited Ben Langley and Scott Kendall - Waikato Regional Airport Limited Kelvin French - Co-Lab

Governance Staff	Amy Viggers (Governance Lead) Chantal Jansen, Arnold Andrews (Governance Advisors)

1. Apologies – *Tono aroha*

Resolved: (Cr Wilson/van Oosten)

That the apologies for absence from Cr Casey-Cox, for lateness from Mayor Southgate, Cr Taylor, Cr Huaki, Cr Hutt and for the early departure from Cr van Oosten are accepted.

2. Confirmation of Agenda – *Whakatau raarangi take*

Resolved: (Cr Donovan /Cr Hamilton)

That the agenda is confirmed.

3. Declarations of Interest – *Tauaakii whaipaanga*

No members of the Council declared a Conflict of Interest.

4. Public Forum – *Aatea koorero*

No members of the public wished to speak.

5. Chair's Report

The Chair took the report as read. He did not speak to the report and no questions were raised by Members.

Resolved: (Cr Wilson/Cr Donovan)

That the Finance Committee receives the report.

6. General Manager's Report

The General Manager Growth introduced his report. He highlighted the targeted outcomes and introduced Arif Khan, Business Relationship Advisor, and Lucianna Nunes, Business Growth Advisor. Staff responded to questions from Elected Members concerning aspiration growth, the targeted outcomes, the role of the Committee and supporting businesses to move to Hamilton.

Resolved: (Cr Wilson/Cr Donovan)

That the Economic Development Committee:

a) receives the report; and
b) requests staff add hospitality to the targeted outcomes of the Committee.

Mayor Southgate joined the meeting (09.42am) during discussion of the above item. She was present when the matter was voted on.

Cr Taylor joined the meeting (9.50am) during the discussion of the above item. He was present when the matter was voted on.

Cr Huaki joined the meeting at (10.02am) during discussion of the above item. She was present when the matter was voted on.

7. External Agencies and CCO Reporting

Hamilton Central Business Association (HCBA)

Vanessa Williams and Mike Neale, from Hamilton Central Business Association, took their report as read. Along with staff they responded to questions from Elected Members concerning activation to occur in relation to FIFA events in July 2023, pedestrian count, placement of CCTV cameras, 2 hours free parking, hospitality resilience, Matariki events and evidence of economic benefit from Council's funding.

Staff Action: *Staff undertook to include discussion concerning Garden Place funding in the 2024-2034 Long Term Plan Process.*

Hamilton and Waikato Tourism (HWT)

The General Manager Venues, Tourism and Major Events introduced Nicola Greenwell Chief Executive of HWT. She spoke to her report and noted that tourism was recovering following Covid-19 impacts. Along with staff she responded to questions from Elected Members concerning accommodation constraints, FIFA events, Government funding and sustainability building.

Waikato Regional Airport Limited (WRAL)

The General Manager Venues, Tourism and Major Events introduced Scott Kendall General Manager Finance and Commercial and Ben Langley General Manager Airport Operations. They spoke to their report and highlighted recent successes which included a new brand identity and the development of a solar farm. They responded to questions from Elected Members concerning the review on the structure of WRAL undertaken by Council , strategic intentions to reduce emissions, role as a sister airport in relation to the recent closure of Auckland airport due to extreme weather events, letter of expectation, investment, Hamilton City Council's stake in the Airport, and dividends' payments to Hamilton City Council.

Waikato Innovation Growth ltd (WIGL) NZ Food Innovation (Waikato) Ltd

The Financial Director introduced the report and the new Chief Executive Gary Stannard. They responded to questions from Elected Members concerning the profile of the business, financial statements, the internal review, and the focus for the coming year for the business.

Co-Lab

The Financial Director introduced the report and Kelvin French, Chief Executive of Co-Lab. They responded to questions from Elected Members concerning Local Government Reform, prioritisation, additional collaboration opportunities, investment in automation for processes such as building consents, and the Building Consent Cadetship programme.

Procedural Motion:

Resolved: (Cr Wilson/Cr Donovan)

That the debate time for Item 7 (External Agencies and CCO Reporting) be increased to 5 minutes.

Cr Hamilton Dissenting.

Resolved: (Cr Wilson/Cr Donovan)

That the Economic Development Committee:

a) receives the report;
b) approves the HCBA Annual Central City Activation Plan and Annual Budget for 1 July 2023 – 30 June 2024 (**Attachment 3** to the staff report) subject to the $100,000 budget for this being confirmed in the 2023/24 Annual Plan; and
c) endorses the following draft Statements of Intent:
    i. Waikato Regional Airport Limited draft Statement of Intent 2023/24 (**Attachment 6** to the staff report);
    ii. Waikato Innovation Growth Ltd, NZ Food Innovation (Waikato) Ltd draft Statement of Intent 2023/24 (**Attachment 8** to the staff report);

iii. Co-Lab draft Statement of Intent 2023/24 (**Attachment 10** to the staff report).

Cr Hutt joined the meeting (10.27am) during the discussion of the above item. She was present when the matter was voted on.

The meeting was adjourned at 11.02am to 11.13am

Cr van Oosten and Cr Hutt left the meeting (11.42am) during the discussion of the above item..

Cr van Oosten re-joined the meeting (12.24pm) during the discussion of the above item. She was present when the matter was voted on.

Cr Hutt re-joined the meeting (12.50pm) at the conclusion of the above item. She was not present when the matter was voted on.

Cr Taylor left the meeting (12.24pm) during the discussion of the above item. He was not present when the matter was voted on.

8. Strategic and General Update

Economic Development Programme

The General Manager Growth took this section of the report as read.

Growth Programmes
The Growth Programmes Manager spoke to this section of the report and highlighted the economic aspects created from the growth areas.

Data Analytics, Economics and Policy
The Programme Manager - Economics & Policy spoke to this section of the report and noted the positive Hamilton economy.

Tourism, Events and Visitation
The General Manager Venues, Tourism and Major Events highlighted recent successes which included operative surplus and actual revenue. The Director Visitor Designations noted that there was an increase in local and international visitors which indicated that this year would be the highest visitation rate on record. They responded to questions from Elected Members concerning event economic impact and H3's financial summary.

Resolved: (Cr Hamilton /Cr Donovan)
That the Economic Development Committee receives the report.

The meeting was adjourned from 1.24pm to 2.13pm

9. Strategic Property update
The Strategic Property Manager took the report as read. No questions were raised by Members.

Resolved: (Cr Wilson/Cr Donovan)
That the Economic Development Committee receives the report.

10. Resolution to Exclude the Public

Resolved: (Cr Wilson /Cr Donovan)

Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Strategic and General Update C2. Domain Endowment Lease - Freeholding - 5 Cotter Place C3. Strategic Property Update	) Good reason to withhold) information exists under) Section 7 Local Government) Official Information and) Meetings Act 1987)	Section 48(1)(a)

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to enable Council to carry out commercial activities without disadvantage to enable Council to carry out negotiations	Section 7 (2) (h) Section 7 (2) (i)
Item C2.	to protect the privacy of natural persons	Section 7 (2) (a)
Item C3.	to enable Council to carry out commercial activities without disadvantage to enable Council to carry out negotiations	Section 7 (2) (h) Section 7 (2) (i)

The meeting moved into a Public Excluded session at 1.24pm.

The meeting was declared closed at 3.47pm.

Item 6

Council Report

Committee: Economic Development Committee

Date: 11 May 2023

Author: Chantal Jansen

Authoriser: Michelle Hawthorne

Position: Governance Advisor

Position: Governance and Assurance Manager

Report Name: Chair's Report

Report Status	*Open*

Recommendation - *Tuutohu*

That the Economic Development Committee Committee receives the report.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Chair's Report 11 May 2023

Chair's Report

11 May 2023

Well, great news. Deputy Chair Cr Mark has agreed to provide the fun food for the meeting on the 11th. This is likely to involve copious amounts of chocolate.

As we all know, the current economic conditions are challenging. Reserve Bank's recent decision to increase the official cash rate has added additional pressure.
Council's financial position has been negatively affected due to several issues, including rising Interest rates.

Having spoken to the banking sector and developers, there is increasing uncertainty, particularly regarding construction risk.
Risk appetite will likely affect the timings of both residential and commercial development in the city.
These factors will likely affect Hamilton City Councils DC revenue over the next period.
This is compounded by our current restrictions on development in some areas due to infrastructure connection limitations.

Our ED team have been out talking with employers. Direct, honest, meaningful engagement with employers is important in good economic times and absolutely critical in uncertain economic times. Early anecdotal feedback from our initial engagement work across more than 25 employers is highlighting a predictably cautious short-term view paired with a hopeful view that the challenges of the last several years have prepared them for what may be ahead.

Things Council can do:
During these challenging economic times, the last thing we as a city council would want to do is shy away from projects leading to economic growth, particularly critical infrastructure projects. I, for one, embrace the premise that intergenerational debt is a legitimate and appropriate mechanism to invest in capital assets with a long life span. Thus, strategies like promoting and enabling development in the central city, attracting a new 4-star hotel and affordable housing projects are critical for the city's future.
I have considerably less enthusiasm for operational expenditures funded by borrowing.
There is a full agenda for the 11th of May's economic development committee meeting. You will note from the agenda if passed, several projects take a meaningful step forward, initiating projects that could act as significant economic enablers for the city.
This includes work on a business case to redevelop the Celebrating Age location.
The community committee has asked the MEF to investigate a mixed-use development, including community Space.
The chair of the community committee, Cr Kesh Naidoo-Rauf, has kindly agreed to join the MEF working group for this project.

I have also asked staff to circulate the history of both the municipal endowment fund and the domain endowment fund (note the domain endowment fund falls under the community committee purview)

Recommendation:

That the Economic Development Committee receives the report.

Ewan Wilson
Chair Economic Development Committee

Council Report

Committee: Economic Development Committee
Date: 11 May 2023
Author: Blair Bowcott
Authoriser: Blair Bowcott
Position: General Manager Growth
Position: General Manager Growth
Report Name: General Manager's Report

Report Status	*Open*

Purpose - *Take*

1. To inform the Economic Development Committee on the updated economic development agenda for the new triennium.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. At the last Economic Development Committee, I outlined the outcomes and plan for our economic agenda for this Triennium. The document outlined that the purpose of the Committee is '*Governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians*'.
4. The Committee provided very useful feedback and also requested that we include growing our hospitality sector into the targeted outcomes.
5. **Attachment 1** reflects the feedback and guidance that staff received at the 16 March 2023 Economic Development Committee meeting.
6. Staff consider the decisions in this report have low significance and that the recommendations comply with Council's legal requirements.

Discussion – *Matapaki*

7. Guided by a core principle to improve economic wellbeings across the wider Hamilton metro area, we will facilitate prosperity through tangible actions.
8. The economic development programme will strengthen Council's relationships with existing businesses and proactively share our value proposition with those seeking to expand or establish operations here. Our longer-term focus is to grow employees and employment opportunities.
9. Additional work that this Committee will oversee includes enabling the development of new commercial accommodation options and enhancing the performance of vital assets such as Hamilton Airport, sports stadiums, our convention venues, and our visitor attraction destinations.

10. Regular assessment of development opportunities for city-owned property and a reinvigorated Municipal Endowment Fund will both play a role in the delivering on the Committee's outcomes.

11. Regionalism will remain a cornerstone of our approach to growth. We are stronger together and will advocate vigorously for policies and projects that strengthen the Waikato while leading efforts that benefit Hamiltonians.

Financial Considerations - *Whaiwhakaaro Puutea*

12. There are no financial implications in relation to the information provided in this report.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

13. Staff confirm that recommendation complies with the Council's legal and policy requirements.

14. Staff have considered the key considerations under the Climate Change Policy and have determined that an adaptation assessment and emissions assessment is not required for the matter(s) in this report.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

15. The purpose of Local Government changed on 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

16. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.

17. The recommendations set out in this report are consistent with that purpose.

18. There are no specific social, environmental, or cultural wellbeings associated with this report.

Economic

19. The work of Council's Economic Development team directly supports the Economic Development Committee, which is responsible for Governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians.

20. Promoting Hamilton's value proposition forms the basis of efforts to promote new investment and job creation in the city.

Risks - *Tuuraru*

21. There are no known risks associated with this matter.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

Significance

22. Having considered the Significance and Engagement Policy, staff have assessed that the recommendation of this report has a low level of significance.

Engagement

23. Given the low level of significance no engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Economic Development Committee summary - 11 May 2023



Economic Development Committee Discussion

Hamilton City Council
Te kaunihera o Kirikiriroa

11 May 2023

Existing elements of economic development

- A number of programmes within Council already contain elements of economic development

Programme or Workstream	Examples of economic development work
Growth Programmes	Leading delivery of Future Proof Priority Development Areas such as Central City, Ruakura and Rotokauri to unlock subregional economic benefits
Data Analytics, Economics & Policy	Economic data (e.g. jobs, housing, commercial, migration) and analytics (e.g. growth modelling, industrial land availability and pipeline, trends/insights)
Strategic Property	Municipal Endowment Fund (MEF), strategic land purchases, council-owned sites, municipal building review
Tourism, events, and visitation	H3 Group, Hamilton Waikato Tourism, Hamilton Central Business Association, major event sponsorship, leveraging commercial opportunities
Council Controlled Organisations and Partnerships	Co-Lab, New Zealand Food Innovation (Waikato) Ltd, Te Waka, Waikato Regional Airport Limited, monitoring performance, SOI
Economic Development Programme	Sector-based employer engagement and new investment promotion, data-driven insights and forecasts, Maaori economic development in partnership with Te Waka, support for key initiatives (CCTP, Metro Spatial Plan)

Hamilton City Council

Targeted outcomes

Commercial Accommodation

Confirm development plans for a new 4+ star hotel in Year 1
New hotel under construction in Year 3

New Zealand Food Innovation Waikato

Shareholder review and plan underway in Year 1 and completed in Year 2 or 3

Strategic Property

Implement a process for proactively assessing land development opportunities
Identify and propose investment options for the Municipal Endowment Fund

Hamilton Airport

Monitor performance and strategic goals with local government shareholders
Focus on a long-term role as part of the aviation industry and regional economy

Tourism, Events and Visitation

Generation of visitor nights in order to:

- Strengthen the business case for commercial accommodation development
- Capture new business opportunities

Increase utilisation and commercial opportunities at H3 venues, visitor attractions

Success of Growth Centres

Central City

- Measured increases in residential, employment, hospitality, and commercial activity
- Partnerships to attract and promote events

Ruakura

- Enable Waikato-Tainui aspirations at Ruakura Superhub
- Operational alignment with Tainui Group Holdings

Rotokauri-Northwest

- Increased investment and employment from industrial users
- Realisation of transit-orientated development opportunities

Proactive Employer Engagement

- Execute a business engagement and relationship plan
  - Visit at least 25 employers from each of three growth sectors: manufacturing; logistics; agritech, technology and innovation
  - Quarterly meetings with leaders from the education and healthcare sectors
  - Partnerships with commercial developers to understand market activity

Investment Promotion

- Guide and manage successful retention or expansion projects in our key sectors
- Continue to lead tech sector growth efforts alongside The Cultivate Trust
- Participate in events that showcase Hamilton to business leaders and talent

Shaping Narratives

- Develop and promote our economic development story and value proposition
- Increase an economic growth mindset across all Committee-related activities
- Publish key sector overviews and monthly economic development insights
- Upgrade digital content and increase public engagement with our website

Data-driven Decisions

- Use economic data to support additional industrial/business land designations
- Generate reporting that captures the economic impact of key projects
- Monitor and report economic data relevant to Central City businesses

Advocacy and Strategic Support

- Prioritise elements of the Central City Transformation Plan that support new investment and economic growth
- Align with Hamilton Central Business Association on targeted projects that support and grow our hospitality businesses
- Continue to include the Hamilton-Waikato Metro Spatial Plan vison in our work
- Advocate for Southern Links expansion related to Hamilton Airport, Titanium Park
- Support Maaori economic development work led by Waikato-Tainui and Te Waka
- Work with Te Waka to expand their reach and influence on behalf of the region
- Champion policies and projects that support our tertiary education providers

Hamilton City Council
Te kaunihera o Kirikiriroa

Item 8

Council Report

Committee: Economic Development Committee | **Date:** 11 May 2023

Author: Blair Bowcott | **Authoriser:** Blair Bowcott

Position: General Manager Growth | **Position:** General Manager Growth

Report Name: External Agencies and CCO Reporting

Report Status	*Open*

Purpose - *Take*

1. To inform the Economic Development Committee on matters relating to external agencies and Council-controlled organisations (CCOs), including 6-monthly and annual reports.

2. To seek the Economic Development Committee's endorsement of the draft Statement of Intent for the year to 31 December 2023 for Civic Financial Services.

Staff Recommendation - *Tuutohu-aa-kaimahi*

3. That the Economic Development Committee:

   a) receives the report; and

   b) endorses the draft Statement of Intent for Civic Financial Services for the year to 31 December 2023 (**Attachment 3** to the staff report).

Executive Summary - *Whakaraapopototanga matua*

4. Under its terms of reference, the Economic Development Committee is responsible for receiving performance reports and providing clear direction to Council's CCOs, including providing feedback on draft statements of intent. It is also responsible for monitoring the performance and providing guidance on Council's relationship with external agencies.

5. This report provides the following information to the Committee:

External Partner/CCO	**Topic**
Co-Lab	Annual Report 2022
Hamilton and Waikato Tourism	Final Schedule of Services 2023-2024
Civic Financial Services	Draft Statement of Intent to 31 December 2023

6. Staff recommend that the Economic Development Committee endorses the draft Statement of Intent for Civic Financial Services.

7. Staff consider the decisions in the report have low significance and that the recommendations comply with Council's legal requirements.

Discussion - *Matapaki*

CO-LAB

8. The purpose of this report is for Co-Lab to present its 30 June 2022 Annual Report. Co-Lab's Chief Executive, Kelvin French, will be attending the meeting and be available to answer questions.

Background

9. Co-Lab, previously known as Waikato Local Authority Shared Services (WLASS), was established in 2005 to provide local authorities in the Waikato Region with a vehicle to procure shared services. Co-Lab drives collaboration between councils and aims to improve customer service and performance, and to reduce costs.

10. Co-Lab is owned, in equal portion, by the 12 Waikato local authorities.

Annual Report 2022

11. Co-Lab's annual report is attached to this staff report (Attachment 1). Co-Lab's audit was completed on 21 February 2023. An unmodified audit opinion was received from PKF Chartered Accountants & Business Advisors.13. Co-Lab has a net surplus before tax of $543,399. This is favourable to the budgeted deficit of ($355,916). Revenue and expenditure are both lower than budgeted. The favourable variance is a result of a reduction of expenditure on services and projects.

12. The cash position ended strongly on $2,569,639 at 30 June 2022. A detailed schedule of the performance measures included in the 2021 Statement of Intent can be found on pages 16 to 19 of **Attachment 1**.

Achievements

13. Waikato OneView went live in July 2021. This Web Map viewer presents aligned data from different councils through a common data schema. This will reduce council staff time required to respond to queries and requests for information that can now be readily accessed.

14. The Co-Lab Geospacial Service was established during the year to deliver the management, administration and communications skills required to process regional geospacial initiatives.

Hamilton and Waikato Tourism Limited (HWT)

15. The purpose of this update is for the Committee to receive the Final Schedule of Services for 2023-2024 **(Attachment 2)**. This is supplied for the Committee's information and was agreed with Council representatives at a meeting on 8 March 2023.

Background

16. Hamilton & Waikato Tourism (HWT) is a subsidiary company under the Council Controlled Organisation (CCO) of Waikato Regional Airport Limited.

17. HWT is the region's Regional Tourism Organisation (RTO), whose role is to generate competitive economic benefit through visitor sector strategies focused on attracting visitors to the region and increasing length of stay and spend.

18. This 'Schedule of Services for Local Government' details the main performance targets and activities to be delivered for its local government partners for the 2023-2024 financial year (1 July 2023 to 30 June 2024).

19. HWT has a three-year service level agreement with Council for 2021-2024 for $670,936 + CPI per annum. HWT is supported by five other councils with a total funding pool across all partner Councils of $1,278,391 + CPI. HWT also raises funding contributions and leverages its partnerships with private sector interests (2023/24 target is $200K).

Civic Financial Services

Background

20. Civic Financial Services Limited (Civic) has 73 shareholders, comprising 72 local authorities and TrustPower. It provides superannuation services for the local government sector through a SuperEasy KiwiSaver Superannuation Scheme and Local Government Superannuation Scheme.

21. Local Government Superannuation Trustee Limited and Local Government Mutual Funds Trustee Limited are wholly owned subsidiaries of the company.

22. The Statement of Intent (SOI) sets out Civic's key performance targets and corporate goals to 31 December 2023.

23. The SOI requires the approval of the Economic Development Committee.

Draft Statement of Intent

24. Civic's SOI to 31 December 2023 is attached to this staff report (see **Attachment 3**).

25. Civic's corporate goals remain closely aligned to those of the prior year's SOI:

    i. To operate as a sound and successful business.

    ii. To provide superannuation and savings products and services to at least 90% of local authorities.

    iii. To be retained as administration manager for the Local Authority Protection Programme, Riskpool, Civic Liability Pool and Civic Property Pool.

26. Financial projections for 2023 to 2025 continue to show a surplus after tax. This has decreased from prior year projections.

27. Civic intends to reduce the base administration fee for the SuperEasy KiwiSaver Superannuation Scheme and Local Government Superannuation Scheme from 0.37% per annum to 0.35% per annum from 1 April 2023.

Options

Civic Financial Services draft Statement of Intent 2023/24

28. There are two reasonable and viable options for the Committee to consider:

    Option 1 **Endorse** the draft Civic Financial Services statement of intent to 31 December 2023 with no changes or feedback;

    Option 2 **Provide feedback** on the draft Civic Financial Services draft statement of intent to 31 December 2023.

29. Staff recommend **Option 1:** the SOI remains consistent with Council's expectations.

Financial Considerations - *Whaiwhakaaro Puutea*

30. The budget for HWT funding was approved in the 2021-31 Long Term Plan.

31. Civic's financial performance measures are listed under Draft Statement of Intent.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

32. Staff confirm that the staff recommendations to approve funding complies with the Council's legal and policy requirements.

Climate Change Impact Statement

33. There are no known climate risks or adaption opportunities associated with this option.

34. There is no change in greenhouse gas emissions associated with this option.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

35. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

36. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.

37. The recommendations set out in this report are consistent with that purpose.

Social

38. HWT supports and promotes the local and regional tourism and events sector that make Hamilton a great place to live, work, play and visit.

Economic

39. HWT's role is to generate competitive economic benefit through visitor sector strategies focused on increasing visitor length of stay and spend.

40. The vision of Co-Lab is: *"Our Councils are maximising the value they provide to their communities*", thereby contributing to economic wellbeing.

41. Civic provides high-quality, low-cost administration services to Local Authority Protection Programme, Riskpool, Civic Liability Pool and Civic Property Pool.

Environmental

42. HWT supports and promotes the local and regional natural environment and green spaces that make Hamilton a great place to live, work, play and visit.

Cultural

43. HWT has a goal that by 2025 the Hamilton and Waikato region will be recognised by visitors as the home of Kiingitanga with exceptional visitor experiences that enable the visitor to immerse themselves in our unique Māori culture.

Risks - *Tuuraru*

44. There are no known risks associated with the decisions required for this matter.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

Significance

45. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the matter(s) in this report has/have a low level of significance.

Engagement

46. Given the low level of significance determined, the engagement level is low. No engagement is required.

Item 8

Attachments - *Ngaa taapirihanga*

Attachment 1 - Co-Lab Annual Report 2022

Attachment 2 - Hamilton and Waikato Tourism Limited - Schedule of Services 2023-24 Final

Attachment 3 - Civic Financial Services Draft Statement of Intent to 31 Dec 2023



Annual report 2022

Waikato councils maximising the value they provide to their communities

Co-Lab is the trading name of Waikato Local Authority Shared Services Ltd

30 June 2022

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30 June 2022

Chair & CEO report

These are extraordinary times, and we acknowledge the difficulties you face; living alongside Covid-19 in your communities, a raft of central government reform that moves closer to being reality, a tight labour market and a cost-of-living unseen in recent history. We admire all that you are doing in the face of these challenges to support your communities.

I ngeenei waa hurihuri e tauhou ana ki a taatou, ka mihi ki ngaa toimahatanga i mua i a koutou; e noho tahi naa me te mate urutaa-19 i ngoo koutou whaanau, hapori hoki. Teeraa hoki ko ngaa whakahoutanga a te kaawanatanga pokapuu e paatata neki te whakatinanatia, ko teetehi raangai mahi whaaiti me ngaa utu teitei e paa kaha neki ki a taatou i ngeenei waa. E aumihi ana te ngaakau ki too koutou maaia ki te kawe i ngaa maanuka i takoto, ki mua i ngoo koutou whaanau, hapori hoki.

Working alongside you this year, we have shared in the adverse impacts of these macro-conditions. We have maintained focus on initiatives to help you address these challenges in some way. That has included improving operational efficiency, for example:

- Leveraging your investment to develop a coordinated approach to learning and development outcomes, and to find innovative ways to use technology to engage your communities; and
- The cross-council procurement of structural asset management services.

It has also included supporting you with developing the Community Needs Analysis report that provided valuable information as you engaged with the panel considering the Future for Local Government.

Throughout the lockdowns, we were proud to help expedite knowledge sharing in the People and Capability Managers Working Party. This allowed the issues you were all grappling with to be thoroughly canvassed so that you arrived at the right outcomes for your people and your communities. We also supported you by bulk purchasing Rapid Antigen Tests, which delivered a marked cost saving for the councils involved.

In addition to exploring and addressing these needs, our shared services continue to play a pivotal role in how we add value. Co-Lab Water Services has now been in place for a year and is proving a valuable service to the nine councils involved, notwithstanding the service delivery challenges posed by Covid-19 lockdowns.

Another highlight from the past year was Waikato OneView going live in July 2021 and being recognised as a finalist for "GIS Project of the Year" at the 2021 ALGIM Awards. The tool is a great example of councils and Co-Lab coming together to efficiently deliver a product that helps your communities.

Organisational growth

Internally the organisation has continued to grow in a way that ensures we have the right resources in place to effectively support your collaboration opportunities, and to support the suite of services we are providing.

With those support structures now in place, future recruitment will focus on roles required for further service offerings, including Co-Lab Learning and Co-Lab Procurement Support services.

30 June 2022

Governance changes

There have been significant changes to the Board over the last year. We acknowledged the contributions of Gareth Green and Rob Williams in our Half-Yearly report. Since then, David Bryant has stepped down and we thank him for his work on the Board and on the Audit & Risk Committee. For the first time since the company was established, we have experienced changes in shareholding. Taupo District Council made the decision to exit as a shareholder. However Western Bay of Plenty District Council has seen the significant projects we are progressing and have joined us.

Performance measures and financials

We continue to remain in a financially sustainable position. We have been significantly ahead of budget with a $543k surplus. The favourable variance is a result of expenditure on some services and projects being less than anticipated. Most of that expenditure will be incurred in the coming year. However, we will be reviewing any cash reserves and will reduce council funding in the upcoming year, wherever it makes sense.

Ongoing collaboration

For all that we have achieved we continue to face some significant challenges. Capacity constraints within your organisations has meant the development of opportunities is taking longer than anticipated. More importantly, we are challenged by financial constraints within your organisations when looking for a final commitment on opportunities developed. Co-Lab Learning is an example of this. Collectively we need to find a solution to make it easier for all councils to collaborate during the development process, so the business case becomes only a formality.

Working with Co-Lab, you have a quite unique structure in place to collaborate – there is no other organisation in the country that is positioned as well as Co-Lab to leverage council investment to get very significant value-add. We want to retain a council's ability to choose whether to take up an opportunity but need to ensure that we are not investing significant time and money into projects that aren't ultimately going to be adopted. We invite you to tell us how we can better navigate this.

With that in mind, we recently surveyed Council Chief Executives and other senior leaders on the suite of opportunities we know about, and in further discussion with you, you helped us refine that list and direct Co-Lab to areas where the most value can be created. We hope by undertaking this process we will have good engagement at senior leader and business unit levels giving us the full support we need to progress the initiatives we've chosen together, with confidence.

We ask you, the Chief Executives to:
Teenei te tono ake ki a koutou, kei ngaa Rangatira:

- ***Encourage your staff to work with Co-Lab at the outset of new projects so that we can collectively ensure the product /service will be fit for purpose and more likely to be taken up by your Council; and***
  kia aakina e koutou ngaa koutou kaimahi ki te mahi tahi, mai i te tiimatanga o roto o ngaa kaupapa hou e whai waahi ai ngaa whakaaro o teenaa, o teenaa, o teenaa ki ngaa kookiritanga, e maamaa ake ai te manaakitia o ngeeraa kaupapa e too Kaunihera; otiraa

- ***Ensure the messages we send you about our projects and why they are important to your people and communities are distributed among your staff along with a request that your staff prioritise helping us when we need it.***
  kia maatua tautoko mai koutou i ngaa maatou kookiritanga, ahakoa peewhea, maa te aata tutuku i ngaa maatou paanui whakahirahira moo runga i ngaa maatou kaupapa, kia reia ai ki ngaa whaanau me ngaa hapori hoki.

We are better together.
Maa te mahi tahi e eke ai.

Peter Stubbs
WLASS Chair

Kelvin French
Chief Executive

FY2022 at a glance

$3.1m
in savings for councils

1
Year of Co-Lab Water Services

8
Opportunities progressed

9,212
Water samples taken around the region with 74,146 tests undertaken on those samples

50
Talented people are part of the Co-Lab team

80+% of respondents said that Co-Lab services they received either met or exceeded their expectations.

5
New joint procurements supported

$46.2m
Estimated annual council spend with the Professional Services Panel

30 June 2022

Co-Lab signature programmes

Shifting landscapes

Waikato councils are faced with significant central government reform: 3-waters, resource management and the Future for Local Government review (FfLG). Councils continue to grapple with what these changes will mean for their organisation, and what the organisation will look like when the changes are complete.

Community Needs Analysis

Eight Waikato councils commissioned Co-Lab to lead the Community Needs Analysis (CNA) project. The project was a response to the FfLG review. The aim of the project was to present evidence-based qualitative data to inform councils' submissions on the review. This was the second initiative under the *Shifting Landscapes* programme and was completed in March 2022.



The report findings were based on case studies and experiences from the participating councils. These in turn were categorised according to the five priority questions asked by the FfLG review panel, looking at:

- The shape of local governance;
- Functions, roles and features of local government;
- Authentic partnership under Te Tiriti for shared prosperity and wellbeing;
- Local government reflecting and responding to their communities; and
- Funding & financing.

"The project provided a collaborative environment for council staff to brainstorm ideas and share learnings around the five priority areas raised in the Future for Local Government Panel's Interim Report. It helped inform my thinking and the subsequent workshops we held with Councillors on the Future for Local Government review. As a result of our workshops, the Council felt informed and was able to provide constructive feedback to the Panel," Charan Mischewski, Strategic Planner, Hauraki District Council.

Customer digital enablement

In line with technology trends, there are rising expectations from communities for self-service and engagement on digital platforms. As councils look to match this expectation, there is a risk of a growing gap between community expectations and council service delivery.

The Digital Enablement project was initiated to look for opportunities for councils to collaborate on digital initiatives that could transform service delivery and increase efficiencies, by using technology more effectively, and pooling investment.

In 2021, Datacom led a council collaboration through a series of workshops. These workshops achieved the following:

1. Defined a collective vision to develop and understand how Co-Lab councils can meet the rising expectations of their customers, community, and central government;
2. Developed an understanding of how the councils can create a better and more connected digital citizen experience through a joint service delivery;
3. Built a strong foundation for a digital transformation strategy by helping councils create a roadmap against defined horizons; and
4. Agreed a single focus for the first product build.

The first initiative – SR4 – was chosen by the project steering committee having considered:

- The estimated resistance within each of the councils;
- The value the initiative would provide to communities and/or customers;
- The extent to which the initiative could prove the value of councils collaborating on digital initiatives; and
- How easily the initiative could be implemented over a relatively short period.

SR4 = Sustainability, Reduce, Recycle, Reuse and Rethink.

The SR4 initiative focuses on how councils and their communities can minimise waste creation and improve how waste is managed. It is a proof of concept to demonstrate that the Waikato councils can work together to create a customer-focused solution. The scope of SR4 is limited to rubbish, recycling and sustainability as councils field a lot of enquiries from their communities on these topics. However, critical to the success of the project is the establishment of scalable platform that will be the foundation for future digital strategies.

RATA

The RATA programme continues to provide service in data management, water project delivery, transport project delivery, and delivery of collaborative transport data contracts.

Highlights for the year include the very good Road Efficiency Group (REG) data quality scores for RATA's partner councils, reflecting the quality of their road asset data. A RATA council was again recognised as the top in New Zealand. For all partner councils, data has improved or remained at the same level and the value of our reporting continues to be appreciated. This has been aided by the development of our quarterly reports through the Power BI platform where large amounts of data are displayed easily and accessibly.



The RATA Water Asset Data Quality Dashboard project has proven to be a valuable tool for councils to measure the quality of their water asset data. As a New Zealand first, it has continued to gather attention from outside the region and is into its second year of implementation and has been displayed for two consecutive years at the annual Water NZ conference.

In addition to our relationships with partner councils, our strategic relationships with REG, Waka Kotahi and WaterNZ are enduring. Our objective through these relationships remains the same – to align our priorities between strategic partners, Co-Lab and councils. For example, Waka Kotahi and REG have been implementing a new roading hierarchy system through NZ. Through collaborative working, RATA facilitated the region-wide (and out of region) database updates covering approximately 10,000km of local roads with very few issues or queries during national moderation.

Our series of asset management forum events across roading and waters have continued to encourage communication and collaboration. Seven forums were held during the year with a wide variety of asset management content shared. A survey of attendees showed a 95% level of satisfaction, with the most useful aspects of the events being; networking with colleagues with similar challenges; gaining new asset management knowledge; and identifying areas to work collaboratively.

The collaborative bridge inspection contracts were retendered (see below for more detail).

"The team was instrumental in assisting us where increase in costs have been incurred and have worked with us to find ways to deliver the contract, within budget constraints." – Anonymous, Stakeholder Survey 2022.

Co-Lab Water Services



On 30 June 2022, Water Services celebrated its first birthday, providing at least one of the water sampling and analysis, trade waste management and "Smart Water" education services to nine councils across the region. The first year of service has not been without challenges – notably onboarding new councils in the Covid-19 environment. However, this has pushed the team to think differently and demonstrate how dedicated the team is to providing quality services to support council's three waters activities.

"The Co-Lab Waters team are great to work with. They are knowledgeable and approachable and always do their best to provide high quality services to me and my team," Ashanti Neems, Acting Compliance Manager – City Waters, Hamilton City Council.

Learning and Development Shared Service (Co-Lab Learning)

"Co-Lab Learning has the potential to increase the calibre of staff learning and development opportunities and ultimately assist councils to attract and retain a more capable and productive workforce," Tanya Winter, Co-Lab Learning Project Sponsor.

The investigation into a Learning & Development shared service was to address the problem that many councils individually struggle to have the scale to deliver training. This problem is exacerbated where training is needed on more specialised topics. Additionally, councils often struggle to capitalise on the benefits of e-learning; few have the capability to develop their own content and the costs to do this individually, utilising external contracted services, are high.

The investigation was completed in May 2022. Most councils have agreed to participate in this collaboration, and we are now close to concluding the implementation of 'Co-Lab Learning' and transitioning to 'business as usual'.

Co-Lab Learning will deliver:

1. A vehicle to collaborate with other councils on L&D;
2. Learning event opportunities (physical and virtual) for council people;
3. E-Learning modules informed by council requirements;
4. Access to content other councils have already developed; and
5. Dedicated staff to support participating councils.

Waikato Councils spend $4M to $6M annually on delivering training to their people. Co-Lab Learning will supplement councils' existing L&D function. It will provide purchasing power across the collective, and e-Learning results in less training time for trainees and trainers, and reduces duplication involved in procurement & contracting, design, development and evaluation.

We see Co-Lab Learning as one way we can support councils in addressing the increasing challenges around attracting and retaining people in a very competitive employment market.

Waikato Regional Infrastructure Procurement (WRIP)

The work programme for WRIP picked up in 2021-22 with the focus on retendering the bridge inspection contracts, now called SAMS (structure asset management services).

The outgoing bridge inspections contracts involved six councils. Three new councils have joined the SAMS procurement and the scope of work has increased beyond 'bridges' and the traditional inspection service.

The new contract has an improved focus on data, and will remove inefficiencies identified with the previous contract, for example through using an online client portal to share and store information, and dashboards to understand better the status of services.

There are three broader outcomes that Co-Lab has achieved:

1. Competition; The SAMS supplier market is effectively a duopoly so Co-Lab sought to introduce a third consultant. We have achieved this objective and the third consultant increases the diversity of suppliers;
2. Better employment opportunities; We encouraged the consultants to increase employment opportunities through recruitment and training; and
3. Reducing transport emissions; Commitment from consultants to undertake an increasing percentage of general travel and inspections using electric vehicles, or similar, to take advantage of the expected increased availability of electrical light commercial vehicles over the coming years.

Shared services

Waikato Regional Transport Model (WRTM)

Following the delivery of the Single Stage Business Case (SSBC) at the start of the financial year, the WRTM User Group has reviewed the future of the WRTM. The SSBC recommended activities for the next nine years, including the expansion of the WRTM from a single transportation model to a suite of models within a hierarchy, designed to draw from the strengths of different tiers in the hierarchy. A model hierarchy relies on the models being managed as a suite of tools with strong and consistent management, robust quality assurance and continuous improvement systems - the primary benefit being greater efficiency and effectiveness of investment decision-making by using the "right tool for the job".

Of particular importance to the WRTM User Group is how to respond to new and upcoming challenges around emissions reduction, climate change, regional spatial planning, public transport, active mode transport, and increased urban densities. The WRTM in its regional strategic form is not equipped with the tools needed to consider these new challenges. The new hierarchy allows analysis across the entire region as well as cross-border and cross-agency collaboration to share investment and resources for greater benefit.

The first initiative in the new WRTM hierarchy of tools is the Hamilton Transport Model (HTM). The objective of the HTM is to provide greater confidence in transport and land use decisions in the

Hamilton metro area. Procurement commenced during the year and the contract for building the HTM will be advertised and awarded during FY22/23.

Updating the regional strategic WRTM is ongoing. Most Road Controlling Authorities (RCAs) have confirmed their future assumptions for land use and transport network improvements. Once remaining responses have been received the construction of the future scenarios for 2025, 2035, 2045, 2055 and 2065 can be completed, which will provide the most up-to-date representative planning scenarios utilising Census 2018 data. In the interim, RCAs are still able to plan for their futures using updated 2031, 2041 and 2051 scenarios, albeit without the adjustments incorporating Census 2018 data.

Over the next few months Co-Lab will be reviewing the governance and project management resources required to effectively deliver the suite of models in a timely manner.

Shared Valuation Data Services (SVDS)

The Shared Valuation Data Service is one of Co-Lab's legacy services. The service was established in 2005 with a council-owned application which contracted valuation service providers could use to access and maintain valuation data. In 2017 a review of the service was undertaken and this found that transferring to a Software as a Service (SaaS) provider would reduce risk and costs to participating councils.

The process of transferring councils to the SaaS was completed in early 2020 and over the last year we undertook a project benefits assessment. We found that the risks involved with running the previous SVDS application have been significantly reduced and that operational costs of the service have been reduced by c. $150k per annum. User feedback on the service from within councils is also positive.

Opportunities Development

Waikato Building Consent Group (WBCG)

Council building consent authorities continue to face challenges with high construction demands stretching under-resourced teams. All councils face difficulties in recruiting experienced building control staff and this challenge is expected to increase due to an ageing workforce, and more competitive salaries in private sector organisations.



To respond to this, the WBCG has commissioned an investigation into the establishment of a building consent cadetship scheme. The opportunity is to establish a cadetship programme coordinated by Co-Lab that recruits and trains Building Control Officers in partnership with the eight WBCG councils. The intent is that the cadets would be available for recruitment by all WBCG councils.

A cadetship programme would help provide a stable pipeline of building consent staff to meet current and future needs. It would also aim to reduce council expenditure on contractors and lesson

the cost and time pressure on existing council building consent teams who are required to upskill new staff.

The project discovery phase was completed in June 2022 and assessment of the opportunity commenced in July 2022.

Over the last year, Co-Lab has also initiated a project to redesign the WBCG quality manual to reduce its complexity and established a new internal auditing schedule to enable more frequent improvement opportunities whilst improving the performance and consistency of BCAs quality assurance practices.

Joint procurement initiatives

Over the last year, we supported councils to establish or renew joint contracts for regional economic data, group buying services, online driver training, print and mailhouse services, whistleblowing services, and a panel of legal service providers. We also supported BOPLASS to procure post and courier services to councils across the Bay of Plenty, Waikato, Manawatū, and Hawkes Bay.

The Professional Services Panel continued to provide councils with efficient access to quality consulting services. In 2022 Waitomo District Council joined eight other councils utilising the PSP. Council data shows that participating councils spend approximately $46.2m per year over 1,200 engagements with panel members.

This year we also stepped up our programme of contract reviews, ensuring existing joint contracts are delivering best value to participating councils.

LiDAR

LiDAR (Light Detection and Ranging) provides precise laser measurements of the earth's surface with the data used to create highly accurate 3D maps of the land. The data enables better management of natural hazards, such as flooding, erosion and sea level rise. It provides farm-scale land information to benefit the agriculture and forestry sectors as well as being used for many other planning purposes.

The Waikato LiDAR project involves the procurement of data as part of a Land Information New Zealand (LINZ) nation-wide initiative. The initiative is supported by funding from the Provincial Growth Fund and other commercial partners, which has significantly reduced the investment required from councils.

The aerial and ground survey operations were completed in May 2021. The enormous task of processing the 22 Terabytes of survey data is well advanced LINZ and Waikato Regional Council are undertaking the extensive quality control process and completion is expected around March 2023.

Asset management centre of expertise

Councils are challenged to deliver good asset management practise across a wide range of asset types, whilst satisfying a range of regulatory requirements. Additionally, they are facing significant reforms that will have a large impact on their ability to maintain good practises.

The Co-Lab RATA team has been investigating the problems that councils face in delivering good asset management practises and looking at how the success of the RATA team might help solve these problems.

The investigation has identified a wide range of opportunities which will be presented to the Co-Lab Board for consideration for the opportunity development fund. This will enable funding of most of the investigation, with councils interested in participating in the investigation to contribute $5,000 each. These opportunities can then be refined through a council technical working group to form RATA shared service offerings that will provide the best support to the wellbeing of communities through good practice asset management.

Rotorua Laboratory Partnership Discovery

Both Rotorua Lakes Council (RLC) undertakes water sampling and analyses in the same way as Co-Lab Water Services. With opportunities for RLC to expand their customer base and the imminent transition to 'Entity B' under the Three Waters reform, RLC has identified that benefits could be gained for their sampling and analysis services through collaborating with Co-Lab Water Services.

Co-Lab have undertaken a high level 'discovery' investigation. Both parties are now considering the options to progress this further. The initiative is complicated by the impending '3 Waters' reform which provide both challenge and opportunity to both organisations.

Co-Lab achievements

Waikato OneView

Waikato OneView went live in July 2021 and is a great example of collaboration in action, involving council technical specialists from across the region. This Web Map viewer presents aligned data from different councils through a common data schema. It will improve the customer experience by reducing the time required to gather data and increasing the data's accessibility because it covers the whole region and is always available. It will also reduce council staff time required to respond to queries and requests for information that can now be readily accessed. The tool has launched with three 'maps' (3 Waters, Property, Community & Recreation).

Waikato OneView was a finalist for the Association of Local Government Information Management's "GIS project of the year" award.

The establishment of Geospatial services

The Co-Lab Geospatial Service (CGS) was established during the year to deliver the management, administration and communications skills required to progress regional geospatial initiatives. CGS was established to manage the Waikato Data Portal CoLab Data Portal and Waikato OneView https://oneview.colabsolutions.govt.nz/. It is expected that the unit will grow over time as other regional geospatial initiatives occur.

Covid-19 collaboration

A great example of collaboration in action and how Co-Lab can make that easier for councils, was evident in the response to Covid-19 lockdowns and vaccination requirements. Co-Lab facilitated fortnightly meetings with the councils' People & Capability Managers, where challenges and possible solutions were discussed, and policy and communication documentation was shared. Councils saved time from being able to leverage the work of others. The forums also provided the basis for better decision-making and the managers themselves, undoubtedly, benefited from the support they provided one another at a particularly difficult time.

30 June 2022

People @ Co-Lab

It's an exciting time at Co-Lab as the organisation continues to grow. We have added four new positions to the organisation in the last year and now have 50 positions in total. Our new positions strengthen our skills in opportunity development, communications and change engagement, and administration. This completes these functions and future hiring will only be focused on service delivery.

As the workforce returns to the office environment following the Covid-19 pandemic, we have been intentional to re-establish team culture through social events.

Our values continue to play a pivotal role in how our people engage inside and outside the office and in the last year we have introduced four internal awards aligned to our values to recognise and celebrate colleagues that are living these in their work every day. We will also be incorporating how people live our values into their individual performance plans.



People survey

Our second survey of our people was undertaken in May 2022. The responses to the survey demonstrate that a good team culture has been maintained and that overall, our people think very positively about working at Co-Lab.

The survey showed that our people feel the values are the right values for the organisation, that they treat each other with respect, that they have a good relationship with their colleagues, and are satisfied with workplace flexibility.

Compensation and benefits have been identified as an area for attention and we launched a new benefits package in July 2022. We have also raised the awareness of the professional development available and it will be part of discussions with our people on a quarterly basis.

Shareholder survey

> ***"Just noting that the Co-Lab staff I dealt with were professional and very easy to work with. Given the nature of the project - it was a little tricky to get a collective understanding of the project purpose / scope / methodology. Co-Lab staff were great at navigating this aspect of the project under tight timeframes"***
>
> ***Anonymous, Stakeholder Survey 2022***

In May 2022, people at shareholding councils were asked to provide feedback on working with Co-Lab; specifically, opportunity development, the working parties, and the services we provide.

The survey was sent to all council Chief Executives and any council people considered a key point of contact for a service, involved in opportunity development or had been involved in a working party.

The survey was sent to ~307 people and we received 50 responses (~16%).

In relation to each of our services respondents were asked to assess whether the service "exceeds", "meets" or is "below" expectations.

The overall satisfaction is in line with last year's result, and we meet the KPI in our SOI. We have already had discussions with the shared services working party as to how we address areas of concern raised in the survey.



The survey validates the hard work Co-Lab is doing to engage with, understand and work together with councils.

30 June 2022

By the numbers

Summary financial results for the year:

	2022 (000s)	2021 (000s)	Change
Total income	8,576	6,930	24%
Net surplus before tax	543	517	5%
Cash on hand	2,570	1,802	43%

The net surplus before tax is high in comparison with the deficit projected in the budget. This principally reflects the lower than anticipated costs on many workstreams (albeit these costs will mostly be incurred in the following financial year).

Performance measures

The performance measures noted in the table below were included in the 2021 Statement of Intent. The company has assessed whether each target has, or has not, been achieved, and how these relate to our outcomes as an organisation.

Key:

- Achieved
- Unable to currently measure
- Partially achieved: Activity remains in progress
- Not achieved

Co-Lab outcomes



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CO-LAB BETTER TOGETHER

30 June 2022

Priority	Performance measure	Target	Outcome (progress toward target)	
Prioritise and develop business cases for opportunities that, if implemented, add value to councils by achieving one or more of our objectives **Linked impact(s)**	➢ Business cases will include measurable benefits linked to one or more of the outcomes sought	Projected savings to councils of $300k+	No business cases were presented to the Board during the last financial year but there were various Discovery reports for initiatives and expansive resourcing required to develop Co-Lab Learning. By their nature, some of these opportunities do not lend to readily quantifiable benefits. An example of this is the Community Needs Analysis: a project supporting eight of the councils by providing learnings grounded in stories of past successes and failures, that can be used by councils in their discussion with stakeholders relating to the Future for Local Government review.	
	➢ Opportunity assessments are supported by councils (evidenced by Board minutes)	75% of councils	9 councils (out of 12 shareholding councils) have agreed to participate in Co-Lab Learning following proposals in May 2022. 8 councils chose to participate (and invest in) the Community Needs Analysis (CNA) project.	
Develop opportunities and deliver projects within agreed budgets and timelines **Linked impact(s)**	➢ Opportunities / projects are developed / delivered within agreed timelines	80%	38%: Five of the eight projects under development that had a major milestone during the year, had some delays in their progress. The most significant of these was the completion of the development of Co-Lab Learning. Although Covid pressures in late 2021 contributed to the delays, the main cause was the length of time taken to reach agreement with key council stakeholders. It is easy to underestimate how long this will take. Completed on time were the Community Needs Analysis project, the Building consent Cadetship discovery project and the project to	

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Priority	Performance measure	Target	Outcome (progress toward target)	
			establish the Co-Lab Geospatial Services unit.	
	➢ Opportunities / projects are developed / delivered, within approved budget	90%	86%: Six of the seven projects were completed within budget. The exception was the Learning & Development Shared Service project where the cost of the project team went slightly over budget. This was a result of the delays, and therefore extension of effort that is explained above.	
Ensure projects realise their expected benefits **Linked impact(s)**	➢ Measurable benefits are actively monitored and reported against	Six-monthly	During the last financial year, we presented the following to the Audit & Risk Committee: PSP Waters Collaboration Insurance	
	➢ Audit & Risk Committee undertake an assessment of projects following implementation (which will include an assessment of whether projected benefits have been realised)	For $200k+ Projects (based on cost of opportunity development and ongoing investment) Within 15 months 90% of projected quantifiable benefits are realised		

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Priority	Performance measure	Target	Outcome (progress toward target)	
Ensure existing services are meeting the needs of councils **Linked impact(s)**	➢ The services we provide (below) are considered by councils who use that service to meet or exceed their expectations (evidenced by an annual survey): ○ RATA – roading & waters ○ Waikato Building Cluster ○ Regional Infrastructure Technical Specifications ○ Energy & Carbon Management ○ Professional Services Panel ○ Health & Safety pre-qualification	80% of councils	A stakeholder survey was undertaken in May 2022 as noted above. 84% of respondents said that the services they received either met or exceeded their expectations.	
Foster and promote cross-council collaboration and networking to share ideas on improving efficiencies and best practice **Linked impact(s)**	➢ Across these groups, ideas for future consideration and/or initiatives are identified each year	Four per annum	Ideas for future consideration and/or initiatives identified include: • Redesign of the WBCG Quality Manual – In progress • Cadet Project – In progress • New Build Waikato website delivered – Completed • Water Data Quality dashboard • Fortnightly P&C response group for Covid-19 • The Insurance Advisory Group engaged Aon to undertake an assessment of potential losses to Waikato councils' three-waters reticulation networks and flood protection assets due to earthquake damage. • Procurement Managers have been involved in a few joint procurements.	

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INDEPENDENT AUDITOR'S REPORT

TO THE READERS OF WAIKATO LOCAL AUTHORITY SHARED SERVICES LIMITED T/A AS CO-LAB'S FINANCIAL STATEMENTS AND PERFORMANCE INFORMATION FOR THE YEAR ENDED 30 JUNE 2022

The Auditor-General is the auditor of Waikato Local Authority Shared Services Limited t/a as Co-Lab(the company). The Auditor-General has appointed me, Johann van Loggerenberg, using the staff and resources of PKF Hamilton Audit Limited, to carry out the audit of the financial statements and performance information of the company on his behalf.

Opinion

We have audited:

- the financial statements of the company on pages 25 to 45, which comprise the statement of financial position as at 30 June 2022, the statement of comprehensive revenue and expenditure, the statement of changes in equity, and the statement of cashflows for the year ended on that date and the notes to the financial statements that include accounting policies and other explanatory information; and
- the performance information of the company on pages 16 to 19.

In our opinion:

- the financial statements of the company on pages 25 to 45:
  - present fairly, in all material respects:
    - its financial position as at 30 June 2022; and
    - its financial performance and cash flows for the year then ended; and
  - comply with the generally accepted accounting practice in New Zealand in accordance with Public Benefit Entity Reporting Standards Reduced Disclosure Regime; and
- the performance information of the company on pages 16 to 19 presents fairly, in all material respects, the company's actual performance compared against the performance targets and other measures by which performance was judged in relation to the company's objectives for the year ended 30 June 2022.

Our audit was completed on 21 February 2023. This is the date at which our opinion is expressed. We acknowledge that our audit was completed later than required by the Local Government Act 2002. This was due to the auditor shortage in New Zealand.

The basis for our opinion is explained below. In addition, we outline the responsibilities of the Board of Directors and our responsibilities relating to the financial statements and the performance information, comment on other information, and explain our independence.

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Basis for our opinion

We carried out our audit in accordance with the Auditor-General's Auditing Standards, which incorporate the Professional and Ethical Standards and the International Standards on Auditing (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board. Our responsibilities under those standards are further described in the Responsibilities of the auditor section of our report.

We have fulfilled our responsibilities in accordance with the Auditor-General's Auditing Standards.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of the Board of Directors for the financial statements and the performance information

The Board of Directors is responsible on behalf of the company for preparing financial statements that are fairly presented and that comply with the generally accepted accounting practice in New Zealand. The Board of Directors is also responsible for preparing the performance information for the company.

The Board of Directors is responsible for such internal control as it determines is necessary to enable it to prepare financial statements and performance information that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements and the performance information, the Board of Directors is responsible on behalf of the company for assessing the company's ability to continue as a going concern. The Board of Directors is also responsible for disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board of Directors intends to liquidate the company or to cease operations or has no realistic alternative but to do so.

The Board of Directors' responsibilities arises from the Local Government Act 2002.

Responsibilities of the auditor for the audit of the financial statements and the performance information

Our objectives are to obtain reasonable assurance about whether the financial statements and the performance information, as a whole are free from material misstatement, whether due to fraud or error and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance but is not a guarantee that an audit carried out in accordance with the Auditor-General's Auditing Standards will always detect a material misstatement when it exists. Misstatements are differences or omissions of amounts or disclosures and can arise from fraud or error. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of readers, taken on the basis of these financial statements and the performance information.

For the budget information reported in the financial statements and the performance information, our procedures were limited to checking that the information agreed to the company's statement of intent.

We did not evaluate the security and controls over the electronic publication of the financial statements and the performance information.

As part of an audit in accordance with the Auditor-General's Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. Also:

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- We identify and assess the risks of material misstatement of the financial statements and the performance information, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- We obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.

- We evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Directors.

- We evaluate the appropriateness of the reported performance information within the company's framework for reporting its performance.

- We conclude on the appropriateness of the use of the going concern basis of accounting by the Board of Directors and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements and the performance information or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.

- We evaluate the overall presentation, structure, and content of the financial statements and the performance information, including the disclosures, and whether the financial statements and the performance information represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Board of Directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Our responsibilities arise from the Public Audit Act 2001.

Other Information

The Board of Directors is responsible for the other information. The other information comprises the information included on pages 3 to 15 but does not include the financial statements and the performance information, and our auditor's report thereon.

Our opinion on the financial statements and the performance information does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

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In connection with our audit of the financial statements and the performance information, our responsibility is to read the other information. In doing so, we consider whether the other information is materially inconsistent with the financial statements and the performance information or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If based on our work, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Independence

We are independent of the company in accordance with the independence requirements of the Auditor-General's Auditing Standards, which incorporate the independence requirements of Professional and Ethical Standard 1: *International Code of Ethics for Assurance Practitioners* issued by the New Zealand Auditing and Assurance Standards Board.

Other than the audit, we have no relationship with, or interest in, the company.

Johann van Loggerenberg
PKF Hamilton Audit Limited
On behalf of the Auditor-General
Hamilton, New Zealand

COLAB
BETTER TOGETHER

30 June 2022

Financial Statements
for the year ended 30 June 2022

Statement of comprehensive revenue and expenditure

For the year ended 30 June 2022

	Note	Actual 2022 $	Budget 2022 $	Actual 2021 $
Revenue				
Data sales		**364,742**	**388,115**	368,862
Interest		**22**	**500**	14
Other revenue	4	**8,210,739**	**11,087,502**	6,561,526
Total revenue		**8,575,503**	**11,476,117**	6,930,402
Expenditure				
Personnel costs	6	**1,110,834**	**1,353,768**	852,651
Depreciation and amortisation expense	11,10	**31,855**	**20,054**	22,822
Other expenses	5	**6,889,415**	**10,458,211**	5,541,265
Total expenditure		**8,032,104**	**11,832,033**	6,416,738
Surplus/(deficit) before tax		**543,399**	**(355,916)**	513,664
Income tax expense	9	**733**	**-**	3,091
Surplus from continuing operations		**542,666**	**(355,916)**	516,755
Surplus/(deficit) after tax		**542,666**	**(355,916)**	516,755
Total comprehensive income		**542,666**	**(355,916)**	516,755

**Co-Lab is the trading name of Waikato Local Authority Shared Services Limited*
The accompanying notes form part of and are to be read in conjunction with these financial statements

Audited by PKF Hamilton

Statement of changes in equity

For the year ended 30 June 2022

	Note	Actual 2022 $	Budget 2022 $	Actual 2021 $
Balance at 1 July		**1,448,570**	**538,783**	941,656
Total comprehensive revenue and expense	14	**542,666**	**(355,916)**	516,755
Balance at 30 June		**1,991,237**	**182,867**	1,448,570
Adjustment to Retained Earnings		-	-	(9,843)
Retained earnings at end of the year		-	-	(9,843)
Total equity attributable to:				
Equity holders of Co-Lab		**1,991,237**	**182,867**	1,448,570
Balance at 30 June		**1,991,237**	**182,867**	1,448,570

**Co-Lab is the trading name of Waikato Local Authority Shared Services Limited*
The accompanying notes form part of and are to be read in conjunction with these financial statements

Audited by PKF Hamilton

Statement of financial position

As at 30 June 2022

	Note	Actual 2022 $	Budget 2022 $	Actual 2021 $
ASSETS				
Current assets				
Cash and cash equivalents	8	**2,569,639**	**1,080,452**	1,802,263
Exchange trade and other receivables	7	**1,463,690**	**310,270**	711,606
Non-exchange trade and other receivables	7	**149,595**	**-**	988,548
Prepayments		**-**	**178,900**	-
Total current assets		**4,182,924**	**1,569,622**	3,502,417
Non-current assets				
Property, plant and equipment	10	**80,057**	**9,008**	25,248
Intangible assets	11	**14,583**	**14,583**	29,167
Deferred tax assets		**2,358**	**-**	3,091
Total non-current assets		**96,998**	**23,591**	57,506
Total assets		**4,279,922**	**1,593,213**	3,559,923
LIABILITIES				
Current liabilities				
Payables and deferred revenue	12	**2,208,690**	**1,362,446**	2,056,552
Employee benefits	13	**76,972**	**47,900**	54,801
Total current liabilities		**2,285,662**	**1,410,346**	2,111,353
Non-current liabilities				
Employee benefits liabilities	13	**3,023**	**-**	-
Total non-current liabilities		**3,023**	**-**	-
Total liabilities		**2,288,685**	**1,410,346**	2,111,353
Net assets		**1,991,237**	**182,867**	1,448,570
EQUITY				
Contributed capital	14	**2,957,001**	**2,957,001**	2,957,001
Retained earnings	14	**(965,764)**	**(2,774,134)**	(1,508,431)
Total equity		**1,991,237**	**182,867**	1,448,570

These financial statements have been authorised for issue by the Board of Directors on 21 February 2023.

Director
21 February 2023

Director
21 February 2023

**Co-Lab is the trading name of Waikato Local Authority Shared Services Limited*
The accompanying notes form part of and are to be read in conjunction with these financial statements

Audited by PKF Hamilton

Statement of cashflows

For the year ended 30 June 2022

	Note	Actual 2022 $	Budget 2022 $	Actual 2021 $
Cash flows from operating activities				
Interest Received		22	500	14
Receipts from other revenue		9,017,138	11,937,767	6,136,807
Payments to suppliers and employees		(8,096,051)	(11,183,608)	(5,503,159)
Taxes received / (paid)		-	-	-
Goods and services tax received / (paid)		(81,655)	(94,596)	59,134
Net cash flow from operating activities		839,454	660,063	692,796
Purchase of property, plant and equipment		(72,078)	(13,408)	(18,522)
Net cash flow from investing activities		(72,078)	(13,408)	(18,522)
Net (decrease)/increase in cash and cash equivalents		767,376	646,655	674,274
Cash and cash equivalents at the beginning of the year		1,802,263	433,797	1,127,986
Cash, cash equivalents, and bank overdrafts at the end of the year	8	2,569,639	1,080,452	1,802,260

Co-Lab is the trading name of Waikato Local Authority Shared Services Limited
The accompanying notes form part of and are to be read in conjunction with these financial statements

Audited by PKF Hamilton

1 Statement of accounting policies

1.1 Reporting entity

Waikato Local Authority Shared Services Limited ("the Company") is a Company incorporated in New Zealand under the Companies Act 1993 and is domiciled in New Zealand. The Company trades under the name "Co-Lab". It is controlled by the councils listed on the directory page of these accounts and is a Council Controlled Organisation as defined under section 6 of the Local Government Act 2002 (LGA), by virtue of each of the shareholding Council's right to appoint the Board of Directors.

The company seeks the following outcomes for its shareholding councils:
i) Council costs are reduced / performance is improved, without increased cost;
ii) The experience of councils' communities is improved; and
iii) Central Government investment into, and engagement with, Councils is increased.

It has the roles of developing opportunities which achieve one or more of these outcomes, and of providing any resulting services to councils, or organising someone else to do so.

The Company has designated itself as a public benefit entity (PBE) for financial reporting purposes.

The financial statements of the Company are for the year ended 30 June 2022. The financial statements were authorised for issue by the Board of Directors on the 21 February 2023.

2 Summary of significant accounting policies

2.1 Basis of preparation

The financial statements have been prepared on the going concern basis, and the accounting policies have been applied consistently throughout the period.

Statement of compliance

The financial statements of the Company have been prepared in accordance with the requirements of the LGA, which include the requirement to comply with generally accepted accounting practice in New Zealand (NZ GAAP).

The financial statements have been prepared in accordance and comply with Tier 2 PBE Standards reduced disclosure regime (RDR).

C-Lab is eligible to report in accordance with the Tier 2 PBE accounting standards RDR as it:

- is not publicly accountable;
- has expenses more than $2 million, but less than $30 million.

The accounting policies set out below are consistent with the prior year.

Measurement base

The financial statements have been prepared on a historical cost basis.

Presentation currency and rounding

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest dollar unless otherwise stated. The functional currency of the Company is New Zealand dollars.

Budget figures

The budget figures are those approved by the Board of Directors in the 2021/22 Statement of Intent. The budget figures have been prepared in accordance with NZ GAAP, using accounting policies that are consistent with those adopted by the Company in preparing the financial statements.

2.2 Goods and services tax

All items in the financial statements are stated exclusive of goods and services tax (GST), except for receivables and payables, which are presented on a GST-inclusive basis. Where GST is not recoverable as input tax, it is recognised as part of the related asset or expense.

The net amount of GST recoverable from, or payable to, the Inland Revenue is included as part of receivables or payables in the statement of financial position.

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2 Summary of significant accounting policies (continued)

The net GST paid, or received, including the GST relating to investing and financing activities, is classified as an operating cash flow in the cash flow statement.

Commitments and contingencies are disclosed exclusive of GST.

3 Critical accounting estimates and assumptions

In preparing the financial statements the Company has made estimates and assumptions concerning the future. These estimates and assumptions may differ from the subsequent actual results. Estimates and assumptions are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next financial year have been included below.

3.1 Intangible assets

Useful lives and residual values

At each balance date the Company reviews the useful lives and residual values of its intangible assets. Assessing the appropriateness of useful life and residual value estimates of intangible assets requires the Company to consider a number of factors such as the expected period of use of the asset by the Company, and expected disposal proceeds from the future sale of the asset.

An incorrect estimate of the useful life or residual value will impact the amortisation expense recognised in the income statement, and carrying amount of the asset in the balance sheet. The Company minimises the risk of this estimation uncertainty by reviewing that the asset technology is still relevant and there is no alternative options to recreate the asset at a lower price.

Impairment of intangible assets

Intangible assets measured at cost that have a finite useful life are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable.

An impairment loss is recognised for the amount which the assets carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an assets fair value less costs to sell, and value in use.

If an asset's carrying amount exceeds its recoverable amount, the asset is regarded as impaired and the carrying amount is written-down to the recoverable amount. The total impairment loss is recognised in the surplus or deficit. The reversal of an impairment loss is recognised in the surplus or deficit.

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4 Revenue

Accounting policy

(i) Revenue

Revenue comprises the fair value of the consideration received or receivable for the sale of goods and services, excluding Goods and Services Tax, rebates and discounts and after eliminating sales within the Company. No provisions have been recorded as all revenue and trade receivables are expected to be received.

(ii) Other Revenue

Member charges for all activities are recognised when invoiced to the user, i.e. Councils. The recorded revenue is the net amounts of the member charges payable for the transaction. Contributions received for projects that were not completed in a financial year are recognised when the Company provides, or is able to provide, the service for which the contribution was charged. To the extent the service has not been delivered, contributions for that service are recorded as revenue in advance.

	Actual 2022 $	Actual 2021 $
Non-exchange revenue		
Member Charges	**2,847,901**	2,662,360
Cost Recovery	**(5,641)**	49,689
Total non-exchange revenue	**2,842,260**	2,712,049
Exchange revenue		
Working Parties and Projects*	**750,241**	668,348
Information Technology **	**44,300**	1,957,063
Energy Management	**151,848**	92,184
RATA ***	**1,146,349**	396,697
Waikato Regional Transport Model	**6,544**	2,005
Waikato Building Consent Group	**116,161**	117,533
Waikato Mayoral Forum	**5,004**	5,000
Water Services ****	**3,121,032**	560,172
RITS	**27,000**	50,475
Total exchange revenue	**5,368,479**	3,849,477
Total other revenue	**8,210,739**	6,561,526

Explanation of variance to last year:
*FY22 has seen the introduction of 5 new projects which has increased the revenue within this workstream.
** The delivery of LiDAR data has been delayed. Although some of the data was delivered before 30 June 2022, it did not pass quality control and required rework, thus payment will occur in FY23 once the data is acceptable to WRC/Co-Labdelivery has been delayed. Although some of the data was delivered before 30 June 2022, it did not pass quality control and required rework, thus recognition will occur in FY23 once the data is acceptable to WRC/Co-Lab.
*** RATA manages a number of data collection contracts for councils. These contracts are typically a three-year programme of work. Covid-19 impacted the ability of suppliers to undertake planned work in the prior year, and this has had a flow-on effect, with greater than anticipated activity this year.
**** In September 2020 the Board approved the establishment of Co-Lab Water Services. Co-Lab Water Services officially went live on 1 July 2021 with additional councils receiving the services. This has meant that a full year's revenue has been derived from councils who have taken up the Co-Lab service.

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5 Other expenses

	Actual 2022 $	Actual 2021 $
Audit fees	**32,173**	28,540
Company Management & Support	**209,021**	186,927
Working Parties and projects *	**582,323**	505,954
Information Technology **	**23,274**	1,875,648
Energy Management	**152,159**	135,338
Shared Valuation Data Services	**260,396**	256,787
RATA ***	**2,256,039**	1,484,576
Waikato Regional Transport Model	**383,409**	452,558
Waikato Building Consent Group	**157,822**	105,708
Waikato Mayoral Forum	**-**	3,037
Rental expense relating to operating leases	**43,645**	34,224
RITS	**11,680**	13,360
Water Services ****	**2,777,475**	458,608
Total other expenses	**6,889,416**	5,541,265

Explanation of variance to last year:
* FY22 has seen the introduction of 5 new projects which has increased spend within this workstream
** The delivery of LiDAR data has been delayed. Although some of the data was delivered before 31 June 2022, it did not pass quality control and required rework, thus payment will occur in FY23 once the data is acceptable to WRC/Co-Labdelivery has been delayed. Although some of the data was delivered before 31 June 2022, it did not pass quality control and required rework, thus payment will occur in FY23 once the data is acceptable to WRC/Co-Lab.
*** RATA manages a number of data collection contracts for councils. These contracts are typically a three-year programme of work. Covid-19 impacted the ability of suppliers to undertake planned work in the prior year, and this has had a flow-on effect, with greater than anticipated activity this year.
**** In September 2020 the Board approved the establishment of Co-Lab Water Services. As of 1 July 2021 Co-Lab Water Services officially went live. This has meant that a full years costs have been incurred in delivering to councils who have taken up the Co-Lab service.

6 Personnel costs

Accounting policy

Defined contribution schemes
Employer contributions to KiwiSaver, the Government Superannuation Fund, and other defined contribution superannuation schemes are accounted for as defined contribution schemes and are recognised as an expense in the surplus or deficit when incurred.

	Actual 2022 $	Actual 2021 $
Salaries and wages*	**1,022,747**	782,385
Defined contribution plan employer contributions	**25,077**	18,523
Recruitment Costs	**63,010**	51,743
Total personnel costs	**1,110,834**	852,651

The total remuneration (including any non-financial benefits) paid or payable for the year to the Chief Executive was $230k

* The increase in salary and wages reflects additional resourcing to support councils and to deliver services established as a recommendation from the investigation of opportunities.

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7 Receivables

Accounting policy

Short-term receivables are recorded at the amount due, less any provision for uncollectability.

Receivables are initially measured at nominal or face value. Receivables are subsequently adjusted for penalties and interest as they are charged and impairment losses. Non-current receivables are measured at the present value of the expected future cash inflows.

Debtors are amounts due from customers. If collection is expected in one year or less, they are classified as current assets. If not, they are presented as non-current assets.

	Actual 2022 $	Actual 2021 $
Gross trade and other receivables	**63,376**	238,783
Related Party Receivables (note 17)	**1,549,909**	1,461,371
Total debtors and other receivables	**1,613,285**	1,700,154
Exchange		
Receivables from exchange transactions	**1,463,690**	711,606
Net exchange transactions	**1,463,690**	711,606
Non-exchange		
Receivables from non-exchange transactions	**149,595**	988,548
Total debtors and other receivables	**1,613,285**	1,700,154

8 Cash and cash equivalents

Accounting policy

Cash and cash equivalents include cash on hand, deposits held at call with banks, with original maturities of three months or less, and bank overdrafts.

	Actual 2022 $	Actual 2021 $
Cash at bank	**2,569,639**	1,802,263

The carrying value of cash and cash equivalents approximates their fair value.

Audited by PKF Hamilton

9 Income tax

Accounting policy

Income tax expense includes components relating to both current tax and deferred tax.

Current tax is the amount of income tax payable based on the taxable surplus for the current year, plus any adjustments to income tax payable in respect of prior years. Current tax is calculated using tax rates (and tax laws) that have been enacted or substantively enacted at balance date.

Deferred tax is the amount of income tax payable or recoverable in future periods in respect of temporary differences and unused tax losses. Temporary differences are differences between the carrying amount of assets and liabilities in the statement of financial position and the corresponding tax bases used in the computation of taxable profit.

Deferred tax is measured at the tax rates that are expected to apply when the asset is realised or the liability is settled, based on tax rates (and tax laws) that have been enacted or substantively enacted at balance date. The measurement of deferred tax reflects the tax consequences that would follow from the manner in which the entity expects to recover or settle the carrying amount of its assets and liabilities.

Deferred tax liabilities are generally recognised for all taxable temporary differences. Deferred tax assets are recognised to the extent that it is probable that taxable surpluses will be available against which the deductible temporary differences or tax losses can be utilised.

Deferred tax is not recognised if the temporary difference arises from the initial recognition of goodwill or from the initial recognition of an asset or liability in a transaction that is not a business combination, and at the time of the transaction, affects neither accounting profit nor taxable profit.

Current and deferred tax is recognised against the surplus or deficit for the period, except to the extent that it relates to a business combination, or to transactions recognised in other comprehensive income or directly in equity.

	Actual 2022 $	Actual 2021 $
Components of income tax expense:		
Current tax expense	-	-
Adjustments to current tax in prior years	-	-
Deferred tax expense	**(773)**	(3,091)
Tax expense	**(773)**	(3,091)
Relationship between tax expense and accounting profit:		
Net surplus (deficit) before tax	**543,399**	513,664
Tax at 28%	**152,151**	143,826
Non-taxable in calculating taxable income		
Non-deductible expenditure	**445**	7,622
Other timing adjustments	**-**	-
Non-taxable income	**-**	-
Prior year adjustment	**(4,786)**	(6,520)
Deferred tax adjustment	**782**	371
Tax losses not recognised	**(149,365)**	(148,390)
Tax expense	**(773)**	(3,091)

Deferred tax asset (liability)	**PPE & Intangible assets**	**Employee entitlements**	**Provisions**	**Tax losses**	**Total**
Balance at 1 July 2020	(5,810)	-	-	5,810	-
Charged to surplus or deficit	(2,113)	11,014	-	(5,810)	3,091
Balance at 30 June 2021	(7,923)	11,014	-	-	3,091
Charged to surplus or deficit		1,623	(2,396)	-	(773)
Balance at 30 June 2022		(6,300)	8,618	-	2,318

A deferred tax asset of $300,398 (2021: $450,694) has not been recognised in relation to tax losses carried forward of $1,072,494 (2021: $1,609,623).

Audited by PKF Hamilton

10 Property, plant and equipment

Accounting policy

Property, plant, and equipment consist of operational assets, including land, buildings, plant and equipment, motor vehicles, computer equipment and furniture.

Additions
The cost of an item of property, plant, and equipment is recognised as an asset if, and only if, it is probable that future economic benefits or service potential associated with the item will flow to the company and the cost of the item can be measured reliably.

Depreciation

Depreciation is provided on a straight-line basis on all property, plant and equipment other than land, at rates that will write-off the cost (or valuation) of the assets to their estimated residual values over their useful lives. The useful lives and associated depreciation rates of major classes of assets have been estimated as follows:

Class of PP&E	Estimated useful life	Depreciation rates
IT equipment	3 years	33%
Office Furniture	8 1/2 years	12%

The residual value and useful life of an asset is reviewed and adjusted, if applicable, at each financial year end.

2022	Carrying amount 1 Jul 2021 $	Current year additions $	Current year depreciation $	Accumulated depreciation and impairment charges 30 Jun 2022 $	Carrying amount 30 Jun 2022 $
Operating assets					
IT equipment	18,103	35,932	(14,496)	(25,654)	39,541
Office furniture and fittings	7,145	36,146	(2,776)	(3,586)	40,516
Total	**25,248**	**72,078**	**(17,272)**	**(29,240)**	**80,057**

2021	Carrying amount 1 Jul 2020 $	Current year additions $	Current year depreciation $	Accumulated depreciation and impairment charges 30 Jun 2021 $	Carrying amount 30 Jun 2021 $
Operating assets					
IT equipment	11,855	13,739	(7,491)	(11,158)	18,103
Office furniture and fittings	3,110	4,783	(748)	(811)	7,145
Total	**14,965**	**18,522**	**(8,239)**	**(11,969)**	**25,248**

The increase in property additions relative to the prior year is a result of the company's relocation to new premises in December 2021.

Audited by PKF Hamilton

11 Intangible assets

Accounting policy

Software acquisition and development
Acquired computer software licenses are capitalised on the basis of the costs incurred to acquire and bring to use the specific software.

Costs that are directly associated with the development of software are recognised as an intangible asset.

Costs associated with maintaining computer software are recognised as an expense when incurred.

Amortisation
The carrying value of an intangible asset with a finite life is amortised on a straight-line basis over its useful life. Amortisation begins when the asset is available for use and ceases at the date that the asset is derecognised. The amortisation charge for each period is recognised in the surplus or deficit.

The useful lives and associated amortisation rates of major classes of intangible assets have been estimated as follows:

Class of intangible asset	Estimated useful life	Amortisation rates
Computer software	5 to 7 years	14 to 25%

	Actual 2022 $	Actual 2021 $
Computer Software		
Balance at 1 July	**2,298,050**	2,298,050
Disposals/ asset write-offs	**-**	-
Balance at 30 June	**2,298,050**	2,298,050
Accumulated amortisation and impairment losses		
Balance at 1 July	**2,268,883**	2,254,299
Amortisation as per Income statement	**14,583**	14,583
Asset write-offs	**-**	-
Balance at 30 June	**2,283,467**	2,268,883
Carrying Amounts		
Balance at 1 July	**29,167**	43,751
Balance at 30 June	**14,583**	29,167

Intangible assets include the Waikato Regional Transport Model (WRTM).

The carrying amount of the WRTM asset as at 30 June 2022 is $14,583 (2021: $29,167).

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12 Payables and deferred revenue

Accounting policy

Short-term creditors and other payables are recorded at their face value.

	Actual 2022 $	Actual 2021 $
Current		
Trade payables	**455,832**	416,818
Related party payables (note 17)	**559,152**	348,897
Accrued expenses	**86,485**	56,247
Accrued expenses - related party payables (note 17)	**283,285**	458,320
Deferred revenue	**825,612**	671,579
Credit Card Balance	**2,264**	176
RWT on Payments	**1,513**	1,513
GST payable	**(5,453)**	103,002
Total creditors and other payables	**2,208,690**	2,056,552
Exchange		
Trade payables	**517,165**	765,715
Accrued expenses	**363,720**	514,567
Deferred revenue*	**825,612**	671,579
Other payables	**2,264**	176
RWT on payments	**1,513**	1,513
GST payable	**(5,453)**	103,002
Total creditors and other payables from exchange transactions	**1,704,821**	2,056,552

Trade and other payables are non-interest bearing and are normally settled on 30-day terms, therefore the carrying value of trade and other payable approximates their fair value.

Contributions received for projects that were not completed in a financial year are recognised as deferred revenue until the Company provides, or is able to provide, the service for which the contribution was charged.

* The increase in deferred revenue reflects in large part the revenue accrued for the LiDAR project where the delivery of LiDAR data has been delayed. Although some of the data was delivered before 30 June 2022, it did not pass quality control and required rework, thus recognition will occur in FY23 once the data is acceptable to WRC/Co-Labdelivery has been delayed. Although some of the data was delivered before 30 June 2022, it did not pass quality control and required rework, thus payment will occur in FY23 once the data is acceptable to WRC/Co-Lab.

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13 Current liabilities - Employee Entitlements

Accounting policy

Short-term employee entitlements

Employee benefits expected to be settled within 12 months after the end of the period in which the employee renders the related service are measured based on accrued entitlements at current rates of pay.

These include salaries and wages accrued up to balance date, annual leave earned to, but not yet taken at balance date, and sick leave.

A liability for sick leave is recognised to the extent that absences in the coming year are expected to be greater than the sick leave entitlements earned in the coming year. The amount is calculated based on the unused sick leave entitlement that can be carried forward at balance date, to the extent it will be used by staff to cover those future absences.

A liability and an expense are recognised for bonuses where there is a contractual obligation or where there is a past practice that has created a constructive obligation.

Long-term employee entitlements

Employee benefits that are due to be settled beyond 12 months after the end of the period in which the employee renders the related service, such as long service leave and retirement gratuities, have been calculated on an actuarial basis. The calculations are based on:

- likely future entitlements accruing to staff, based on years of service, years to entitlement, the likelihood that staff will reach the point of entitlement, and contractual entitlement information; and
- the present value of the estimated future cash flows.

Presentation of employee entitlements

Annual leave, vested long service leave, and non-vested long service leave and retirement gratuities expected to be settled within 12 months of balance date, are classified as a current liability. All other employee entitlements are classified as a non-current liability.

Superannuation schemes

Defined contribution schemes
Obligations for contributions to KiwiSaver are accounted for as defined contribution superannuation schemes and are recognised as an expense in the surplus or deficit when incurred.

	Actual 2022 $	Actual 2021 $
Current portion		
Annual leave	**46,004**	40,490
Salaries	**30,968**	14,311
Total current portion	**76,972**	54,801
Non-current portion		
Long Service Leave	**3,023**	-
Total non-current portion	**3,023**	-

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14 Reconciliation of equity

Accounting policy

Equity is the shareholders' interest in Co-Lab and is measured as the difference between total assets and total liabilities. Equity is disaggregated and classified into the following components:

Contributed equity
Contributed equity is the net asset and liability position at the time the company was formed. The allocation of capital amongst shareholders is explained in this note.

Retained earnings
Retained earnings is the company's accumulated surplus or deficit since formation.

	Actual 2022 $	Actual 2021 $
Total equity		
Contributed equity	**2,957,001**	2,957,001
Retained earnings	**(965,764)**	(1,508,431)
Balance at 30 June	**1,991,237**	1,448,570
(a) Contributed equity		
	-	-
Shares on Issue	**3,413,569**	3,413,569
Uncalled capital	**(456,568)**	(456,568)
Balance 30 June	**2,957,001**	2,957,001
(b) Retained earnings		
Balance at 1 July 2021	**(1,508,430)**	(2,025,186)
Surplus/(deficit) for the year	**542,666**	516,755
Balance 30 June	**(965,764)**	(1,508,431)

The Company has issued 2,186,581 (2021 - 2,186,581) shares.

Shares are called when notice is given to shareholders by the Board of Directors.

Income	**Ordinary Shares**	**SVDS Shares**	**WRAPS Shares**	**WRTM Shares**
Hamilton City Council	1	220,514	79,152	50,625
Hauraki District Council	1	40,215	2,864	-
Matamata Piako District Council	1	56,380	4,708	4,500
Otorohanga District Council	1	-	5,716	-
Rotorua Lakes Council	1	126,703	7,516	-
South Waikato District Council	1	42,571	4,916	-
Taupo District Council	1	-	21,652	4,500
Thames Coromandel District Council	1	108,015	6,476	2,250
Waikato District Council	1	106,674	9,376	11,250
Waikato Regional Council	1	803,500	287,872	50,625
Waipa District Council	1	78,748	3,780	11,250
Waitomo District Council	1	23,681	10,540	-
Total issued shares	12	1,607,001	444,568	135,000
Value per share	1,000	1	1	10
Authorised share capital	12,000	1,607,001	444,568	1,350,000
Uncalled share capital	**(12,000)**	**-**	**(444,568)**	**-**
Capital called on shares	**-**	**1,607,001**	**-**	**1,350,000**

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14 Reconciliation of equity (continued)

As at 30 June 2022 Taupo District Council had advised the Board and other shareholders of its intention to exit as a shareholder of the company. Separately, Western Bay of Plenty District Council has approved becoming a shareholder of the company, subject to consultation with its community. Western Bay of Plenty District Council concluded their consultation with their community in August 2022 and the sale of ordinary shares legally transfered from Taupo District Council as of 20 September 2022 as registered in companies office.

SVDS, and WRAPS Shares (Service Shares)

In relation to the service shares:

(a) the holders are entitled to participate in certain services to be provided by the Company, on terms that reflect their investment.

(b) the holders do not have any right to share in the distribution of the surplus assets of the Company except to the extent provided for in Schedule 1 of the Company's constitution or in accordance with the terms of issue of those shares pursuant to Clause 6 of the Company's constitution.

(c) Except as provided in section 177 of the Act and Clause 6.1 of the Company's constitution, the holders do not have any voting rights.

WRTM shares

Holders of WRTM shares have:

(a) A right to one vote prior to further WRTM shares being issued;

(b) A right to one vote on the application of any surpluses arising from the WRTM service;

(c) The right to any surplus from the sale of outputs of the WRTM service;

(d) No right to share in the distribution of the surplus assets of the Company except to the extent provided for in (c) above;

(e) No right to share in dividends authorised by the Company except to the extent provided for in (c) above.

15 Commitments

Operating leases

An operating lease is a lease that does not transfer substantially all the risks and rewards incidental to ownership of an asset.

Lease payments under an operating lease are recognised as an expense on a straight-line basis over the lease term.

Non-cancellable operating expenses

	Actual 2022 $	Actual 2021 $
Not later than one year	**91,350**	43,563
Later than one year and not later than five years	**214,674**	306,024
Total non-cancellable operating leases	**306,024**	349,587

The Company entered into an operating lease for new premises 16 December 2021. The initial term of the lease is six years, however, it is able to be cancelled after four years. The lease is fixed with two-yearly rental increases of 5% with market rent reviews upon renewal.

16 Contingencies

As at 30 June 2022 the Company had no contingent liabilities or assets (2021 - $0)

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17 Related party transactions

The Company is controlled by the councils listed on the directory page.

Transactions with key management personnel

Key management personnel include the Chief Executive and directors. Co-Lab has one independent director who receives remuneration.

	Actual 2022 $	Actual 2021 $
Chief Executive Remuneration	230,000	220,846
Independent Director	55,000	55,000
Total key management personnel compensation	285,000	275,846

Related party disclosures have been made for transactions with related parties that are within a normal supplier or client/recipient relationship on terms and conditions no more or less favourable than those that it is reasonable to expect the entity would have adopted if dealing with that individual or entity at arm's length in the same circumstances.

Related parties have been limited to the directors, shareholders and company related roles. The following transactions were carried out with related parties:

	Actual 2022 $	Actual 2021 $
Income		
Hamilton City Council	1,976,564	1,120,027
Hauraki District Council	686,135	362,805
Matamata Piako District Council	634,358	451,395
Otorohanga District Council	400,523	241,391
Rotorua Lakes Council	431,771	88,107
South Waikato District Council	514,322	324,312
Taupo District Council	498,465	360,061
Thames Coromandel District Council	448,725	425,814
Waikato District Council	433,591	565,503
Waikato Regional Council	708,732	1,111,140
Waipa District Council	1,291,707	693,240
Waitomo District Council	556,572	296,048
	8,581,465	6,039,843

The income disclosed above includes revenue received relating to the 2021/22 financial year and revenue received which has been transferred to deferred revenue for 2022/23.

The table above also includes the amount invoiced but not yet received and meets the criteria of revenue recognition as of 30 June 2022.

	Actual 2022 $	Actual 2021 $
Expenses		
Hamilton City Council	3,226,997	446,920
Hauraki District Council	-	322
Otorohanga District Council	11,400	11,400
Rotorua Lakes Council	6,261	-
South Waikato District Council	-	16,000
Thames Coromandel District Council	2,826	-
Waikato District Council	-	20,000
Waikato Regional Council	-	88,857
Waipa District Council	1,039,750	761,368
Waitomo District Council	3,159	-
BOP LASS Ltd	114,262	12,000

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17 Related party transactions (continued)

	4,404,655	1,356,867

Expenses are related to services provided by the related parties.

	Note	Actual 2022 $	Actual 2021 $
Advances			
Trade & Other Receivables	7		
Hamilton City Council		**289,819**	329,864
Hauraki District Council		**99,441**	118,734
Matamata Piako District Council		**285,827**	247,278
Otorohanga District Council		**37,140**	3,839
Rotorua Lakes Council		**22,811**	3,831
South Waikato District Council		**82,139**	128,600
Taupo District Council		**125,031**	121,633
Thames Coromandel District Council		**80,108**	97,902
Waikato District Council		**35,453**	182,067
Waikato Regional Council		**260,673**	35,520
Waipa District Council		**164,443**	16,858
Waitomo District Council		**67,024**	176,257
		1,549,909	1,462,383
Amounts outstanding at year end:			
Hamilton City Council	12	**716,919**	446,920
Hauraki District Council		**-**	-
Otorohanga District Council		**-**	11,400
Rotorua Lakes Council		**7,200**	-
South Waikato District Council		**18,545**	-
Taupo District Council		**12,696**	-
Thames Coromandel District Council		**6,348**	-
Waikato District Council		**31,740**	-
Waikato Regional Council		**-**	55,200
Waipa District Council		**17,250**	293,697
		810,698	807,217

18 Events occurring after the balance date

As referenced in Note 14, Western Bay of Plenty District Council concluded their consultation with their community in August 2022 and the sale of ordinary shares legally transfered from Taupo District Council as of 20 September 2022 as registered in companies office.

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19 Financial instruments

The Company has policies to manage the risks associated with financial instruments. The Company is risk averse and seeks to minimise exposure from its treasury activities.

(a) Market risk

Fair value interest rate risk

Fair value interest rate risk is the risk that the value of a financial instrument will fluctuate due to changes in market interest rates. The Company's exposure to fair value interest rate risk is limited to short-term bank deposits.

Cash flow interest rate risk

Cash flow interest rate risk is the risk that the cash flows from a financial instrument will fluctuate because of changes in market interest rates. Borrowings and investments issued at variable interest rates expose the Company to cashflow interest rate risk.

The Company currently has no variable interest rate debt or investments.

Currency risk

Currency risk is the risk that the value of a financial instrument will fluctuate due to changes in foreign exchange rates. The Company is not exposed to currency risk, as it does not enter into foreign currency transactions.

(b) Credit risk

Credit risk is the risk that a third party will default on its obligation to the Company, causing the Company to incur a loss.

Due to the timing of its cash inflows and outflows, the Company invests surplus cash with registered banks.

The Company has processes in place to review the credit quality of customers prior to the granting of credit.

The Company's maximum credit exposure for each class of financial instruments is represented by the total carrying amount of cash equivalents (note 7), investments (note 10), and trade receivables (note 8). There is no collateral held as security against these financial instruments, including these instruments that are overdue or impaired.

The Company has no significant concentrations of credit risk, as it has a large number of credit customers and only invests funds with registered banks with specified credit ratings.

(c) Liquidity risk

Liquidity risk is the risk that the Company will encounter difficulty raising funds to meet commitments as they fall due.

Prudent liquidity risk management implies maintaining sufficient cash and liquid assets, the availability of funding through an adequate amount of committed credit facilities and the ability to close out market positions. The Company aims to maintain flexibility in funding by keeping committed credit lines available.

In meeting its liquidity requirements, the Company maintains a target level of investments that must mature within specified timeframe's.

The maturity profiles of the Company's interest bearing investments and borrowings would be disclosed in the notes, if the Company had any.

(d) Financial instrument categories

	Note	2022 $	2021 $
FINANCIAL ASSETS			
Loans and receivables			
Cash and cash equivalents	8	**2,569,639**	1,802,263
Receivables	7	**1,613,285**	1,700,154
Other financial assets		**-**	-
Total loans and receivables		**4,182,924**	3,502,417
FINANCIAL LIABILITIES			

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19 Financial instruments (continued)

(d) Financial instrument categories(continued)

Financial liabilities at amortised cost			
Payables	12	**1,395,119**	1,384,973
Total financial liabilities at amortised cost		**1,395,119**	1,384,973

20 Explanation of major variances against budget

An explanation of year-on-year variances in line items is set out within the preceding relevant notes. The following explains the major variations to the budget.

Statement of comprehensive revenue and expenditure

Revenue

Main reasons for the variance are:
The WRTM budget was reworked and subsequently agreed by partner organisations following the delivery of the Single Stage Business Case. This saw member charges reduce by $1,029k.
Operational changes within the Waikato Building Consent Group (WBCG) allowed member charges to be reduced by$240k.
RATA member charges were adjusted down by $522k, reflecting changes to the agreed projects that occurred after the publication of the SOI.
Revenue related to LiDAR was less than budgeted by $726k, with delays in some project milestones meaning contributions will now occur in the 2023 financial year.
Co-Lab Water Services revenue was lower by $206k due to Covid-19 delaying the onboarding of some councils.

Expenses

WBCG Personnel Costs were significantly lower (-$240k) due to Quality Manager and Competency Assessor not being employed along with the introduction of the GM Service Delivery role which reduced the WBCG Manager role to 0.5 FTE.

Expenditure related to LiDAR was less than budgeted by $726k, with delays in some project milestones meaning supplier payments will now occur in the 2023 financial year.

Operational contingency for SVDS and some TA valuation services were not required reducing expenditure by $87k.

The re-budgeting of WRTM following the Single Stage Business Case saw expenditure lower by $1,176k.

As noted above, the delay in onboarding some councils to Co-Lab Water Services meant some expenditure was lower than budgeted (-$82k).

Statement of Financial Position

Cash and cash equivalents is higher than budget with lower than anticipated costs across various workstreams (as noted above).

Delays in Purchase Orders from some councils meant greater than anticipated invoicing in June, with a flow-on affect to receivables.

Current liabilities are higher than budgeted: Deferred revenue was not budgeted for (it is this year).

Property, Plant and Equipment is higher than budget reflecting the purchase of soft fitout and IT equipment as part of the move to new premises in December 2021.

Statement of Cash Flows

Receipts from other revenue were less than budgeted due to the reasons noted in this and earlier notes to these accounts.

Payment to suppliers and employees were less than budgeted due to the reasons noted in this and earlier notes to these accounts.

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Directory

Company number (for the legal entity, Waikato Local Authority Shared Services Ltd)	1730380
Registered office	6/34d Lake Street Cambridge 3434 Waikato
Directors	ION, Gavin MCLAY, Christopher MCLEOD, Don (appointed 31 March 2022) SMIT, Ben (appointed 8 December 2021) STUBBS, Peter VERVOORT, Lance (appointed 31 March 2022)
Bankers	Bank of New Zealand Hamilton Banking Centre Victoria Street Hamilton
Auditors	PKF Hamilton Audit Limited (on behalf of the Auditor General)

Hamilton & Waikato TOURISM

Schedule of Services for Local Government

(2023-24)

Adopted at Council Rep meeting held 8 March 2023

INTRODUCTION

Hamilton & Waikato Tourism (HWT) is the region's Regional Tourism Organisation (RTO) whose role is to generate competitive economic benefit through visitor sector strategies focused on attracting visitors to the region; and increasing length of stay and spend.

This 'Schedule of Services for Local Government' details the main performance targets and activities to be delivered by Hamilton & Waikato Tourism (HWT) for its local government partners for the 2023-2024 financial year (1 July 2023 to 30 June 2024).

DESTINATION MANAGEMENT PLAN

The Destination Management Plan for Waikato was adopted by the HWT Board in June 2022 and the Snapshot can be read on our website:

Vision

The Mighty Waikato is celebrated for providing real New Zealand experiences – where kaitiaki runs deep, mana inspires and unforgettable discoveries are just around the bend.

Goal

The visitor economy positively contributes to thriving Waikato communities – people, culture and the environment.

Guiding Principles

Stakeholders, including iwi and community are generally positive about tourism and the opportunities it brings to the region, provided that this is undertaken in a certain manner. A number of guiding principles were crafted based on feedback from stakeholders including results from previous consultation undertaken for the development of the HWT destination brand.

These principles are inherent in the Vision, they act as a guide to the formation of and implementation of the DMP for Waikato.

- Instilling pride through celebrating and sharing local culture
- Providing connections between visitors, local residents and industry sectors
- Living our brand values - surprising, magical and authentic Waikato experiences
- Embracing guests – Manaakitanga
- Regenerative tourism that actively contributes to the communities and the environment – Kaitiakitanga
- Fostering innovation; always looking at innovative ways to improve

The Underlying Foundation

Taiao Ora, Tangata Ora – If the natural world is healthy, so too are the people.
If all aspects of the natural world are healthy, then the people who are connected to it are healthy too. The need to ensure that the natural environment is a beneficiary of the visitor economy was an expectation of many, and this was articulated through the request for more regenerative tourism opportunities for visitors and local community members to contribute to.

Six Priority Areas

There are six priority areas with accompanying actions that work towards achieving the vision, goal, and positioning. These are guided by the values and principles identified by the community, iwi and tourism stakeholders. The priority areas focus on within-sector, cross-sector and intra-regional:

1. Collaborations, partnerships and leadership
2. Product and experience: protection, enhancement and development;
3. Support of visitor infrastructure and investment;
4. Capability building;
5. Targeted marketing; and
6. Support of regenerative and sustainable tourism

OUR FUNDING

Local Government

Hamilton & Waikato Tourism is funded through a public/private partnership with the region's six local authorities and the tourism industry.

HWT will receive $1,278,391 + CPI from local government.
(NB: CPI is currently 7.2% as of Dec 2022. The rate published/available at the beginning of the financial year will be utilised)

An overview of our local government partners and their funding contributions are detailed below:

Hamilton City Council	$670,936	+ CPI	= $
Waipa District Council	$171,863	+ CPI	= $
Matamata-Piako District Council	$150,000		= $150,000
Waikato District Council	$150,000		= $150,000
Otorohanga District Council	$67,796	+ CPI	= $
Waitomo District Council	$67,796	+ CPI	= $

Funding from each of our local government partners will be received in six monthly instalments, with invoices issued by Hamilton & Waikato Tourism in July and December each year.

Industry Partnership

Industry partnership will be obtained to activate specific campaigns and activities. Our target for industry contribution for the 2023/24 year is $200,000.

Regional Events Fund

HWT were selected the Lead Entity of the Thermal Explorer Regional Events Fund - $3.75m issued from Government for Waikato, Rotorua, Ruapehu and Taupo over 3-4 years. This additional funding will allow us to develop new and enhance existing events to drive domestic visitation into our four regions. This fund is to be utilised by December 2024.

REPORTING

Hamilton & Waikato Tourism will report twice a year to local government partners on its overall performance and activity deliverables for each district.

Report type	Reporting period	Reports to councils
Six monthly report	1 July to 31 December 2023	February - March 2024
Annual report	1 January to 30 June 2024	August - September 2024

Monthly reports on key statistics and data will be available for distribution to council representatives as/when required.

OUR PERFORMANCE TARGETS

Key Performance Indicators for the 2023/24 year are:

INDUSTRY CONTRIBUTION

- Grow industry contribution to $200,000

COMMERCIAL ACCOMMODATION (Accommodation Data Programme)

- Grow market share of guest nights to 4% (currently 3.5%)

VISITOR EXPENDITURE (Tourism Electronic Card Transactions)

- Grow market share of domestic spend to 8% (currently 6.3%)
- Grow market share of international spend to 4% (currently 3.5%)

BUSINESS EVENTS (Business Events Data Programme)

- Grow market share of total business events to 10% (currently 9%)
- Grow market share of total delegate days to 6% (currently 5%)

MEDIA AND TRAVEL TRADE ACTIVITY

- 10 media outlets hosted
- 150 travel trade trained or hosted

CAPABILITY BUILDING

- Provide support to operators to gain Qualmark; aim for 80 operators with Qualmark (currently 69)
- Deliver two industry symposia in the year, with target of 100 attendees at each event

In pursuing its goals, the Company will

- At all times behave in a professional and ethical manner in all its business dealings with its employees, customers and stakeholders.
- Be a good employer.
- Identify/recognise Shareholders' and councils expectations, within the bounds of corporate prudence.
- Ensure a safe and healthy workplace environment that complies with government legislation.
- Consider environmental impact of its activities – will reduce or mitigate impacts as much as practicable.
- Ensure HWT has sufficient cash to fund activity for the year without recourse to the Shareholder.

NATURE AND SCOPE OF ACTIVITIES TO BE UNDERTAKEN

Domestic marketing

Deliver targeted marketing activities and campaigns to the local, regional and New Zealand market.

International marketing

Market the Waikato region as a visitor destination in long-haul markets, as well as Australia; in partnership with Tourism New Zealand and the Explore Central North Island collective (eight RTOs).

Digital marketing

Provide an effective online marketing presence for domestic and international visitors through a range of digital media channels and provide relevant information through online platforms to support tourism operators, tourism trade and media.

Business events

Support the meetings and conventions market that positions the region as a desirable destination in partnership with the industry.
Identify and coordinate international convention bids in partnership with Tourism New Zealand and the Conference Assistance Programme.

Product development

Implement activities within the Destination Management Plan to assist with the restart of the tourism sector in a regenerative/sustainable manner.
Facilitate the development of new and existing tourism experiences to support the rebuilding of the regional tourism economy.
Deliver capability building opportunities that build regional network (or sector) groups for stronger collaboration

Major events

Assist with major event bids and then work with major event promoters to ensure the event is leveraged to activate visitors to the region.
Lead the $3.75m Regional Events Fund for Waikato, Rotorua, Ruapehu and Taupo to enhance our existing event portfolio and drive increased domestic visitation.

Stakeholder relationships

Maintain and strengthen support for regional tourism through partnerships with local government, the tourism industry, iwi and the wider regional community.
Represent the region's interests at regional, national and international tourism events and functions.
Position HWT as a respected and high performing organisation which is valued by the Waikato community.

Civic Financial Services Ltd
SERVICING LOCAL GOVERNMENT ACROSS NEW ZEALAND

Civic Financial Services Ltd Statement of Intent

For the year to 31 December 2023



Contents

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1.0 What we do

1.1 We provide superannuation services for the local government sector through our SuperEasy KiwiSaver Superannuation Scheme and Local Government Superannuation Scheme.

1.2 We also provide high-quality, low-cost administration services to our client boards (Local Authority Protection Programme, Riskpool, Civic Liability Pool and Civic Property Pool).

2.0 Mission Statement

2.1 Civic will be a trusted and preferred financial services provider to the local government sector:

- Dedicated to our shareholders.
- Committed to our members.
- A sound and successful business.

3.0 Financial Projections

3.1 Our primary source of income in 2023 will come from fees for providing superannuation administration for the local government sector through the SuperEasy KiwiSaver Superannuation Scheme and Local Government Superannuation Scheme. We also receive fees from providing administration, accounting and other services to the Local Authority Protection Programme, Riskpool, Civic Liability Pool and Civic Property Pool.

3.2 Our other source of income in 2023 will come from returns on our investments.

3.3 The Boards current policy is not to pay a dividend to our shareholders. It was agreed at the 2020 Special General Meeting that the funds which could otherwise be provided as dividends to shareholders should be used to reduce the administration fees applied to our two superannuation schemes.

3.4 Fee reduction: We will reduce the SuperEasy KiwiSaver Superannuation Scheme and Local Government Superannuation Scheme base administration fee from 0.37% per annum to 0.35% per annum from 1 April 2023.

3.5 Financial projections for the years 2023 to 2025 are:

	2023 $000's	2024 $000's	2025 $000's
Administration Income	2,146	2,147	2,012
Investment Income	431	415	420
Total Revenue	2,577	2,562	2,432
Expenses	2,430	2,415	2,319
Surplus before tax	147	147	113
Surplus after tax	106	106	81

Note - these are projections, not firm predictions.

4.0 Performance Measures

4.1 We aim to provide superannuation and savings products and services to at least 90% of local authorities.

4.2 We plan to be retained as administration manager for the Local Authority Protection Programme, Riskpool, Civic Liability Pool and Civic Property Pool.

5.0 Reporting to Shareholders

5.1 We will provide an audited report for the 2022 year by 30 April 2023. The report will contain a review of our operations during the year and audited annual accounts.

5.2 We will provide a report on the first half of 2023 by 30 September 2023. The report will contain a review of our operations during the half-year and unaudited half-yearly accounts.

6.0 Transactions with Related Parties

6.1 Civic has 73 shareholders, comprising 72 local authorities and TrustPower.

6.2 Local Government Superannuation Trustee Limited and Local Government Mutual Funds Trustee Limited are wholly owned subsidiaries of Civic. Because it is sharing management resources, the Local Authority Protection Programme, Riskpool, Civic Liability Pool and Civic Property Pool are also considered to be related parties.

6.3 Transactions with shareholder members include risk-financing services and superannuation and savings-related financial services.

6.4 Charges to and from shareholder members will be made for services provided as part of the normal trading activities of Civic and its subsidiaries. All transactions with shareholder members are made on a purely commercial basis.

7.0 Member Communication

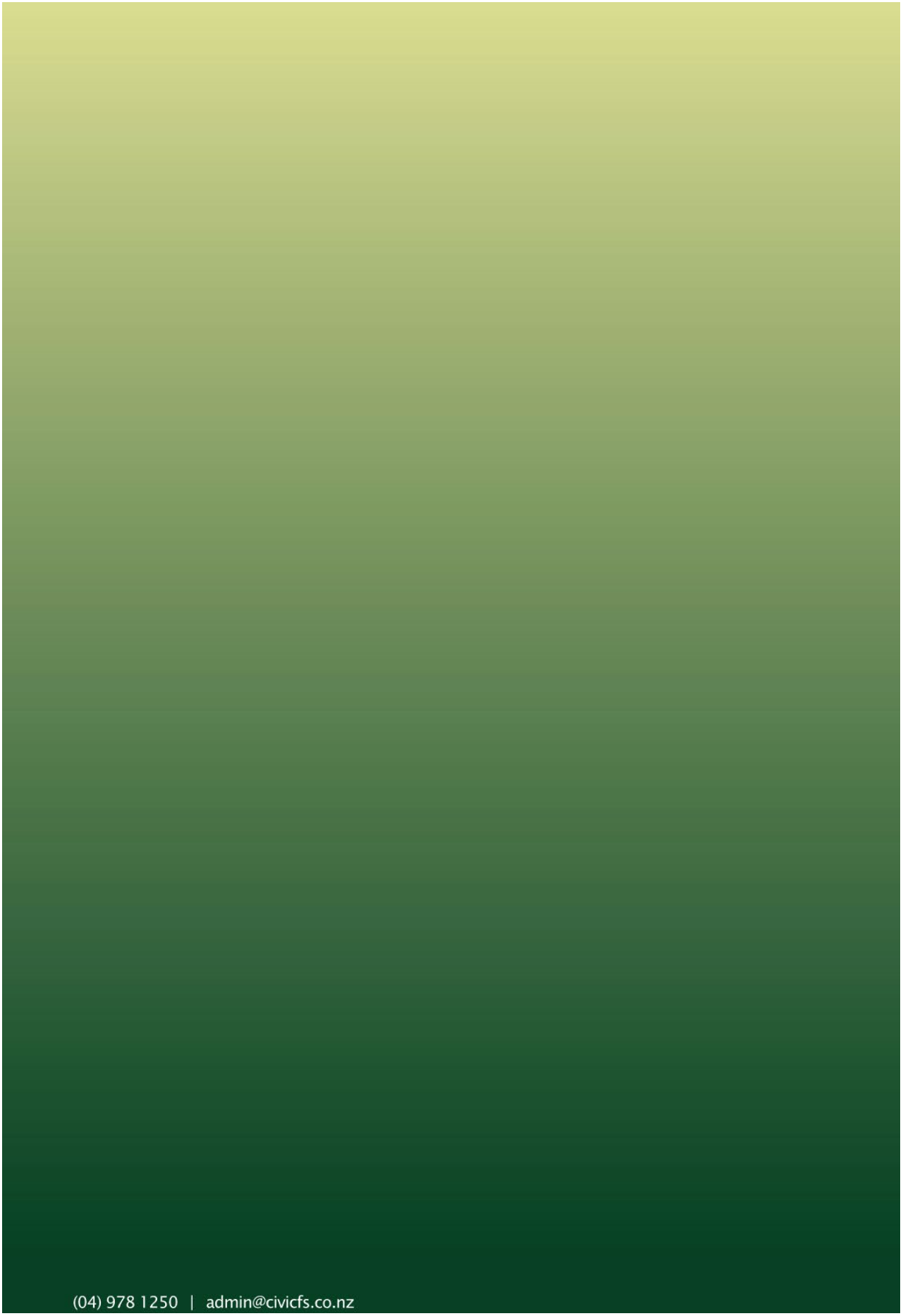
7.1 We have developed strategies setting out the future direction of Civic which focuses on three key areas; positioning, promoting and protecting its brand as a trusted and preferred superannuation provider to the local government sector. The strategies are underpinned by Civic's people-centric model, an approach that cares about its members and their whānau and aims to maximise their retirement funds.

7.2 This has involved reviewing Civic's processes and product narratives to ensure they follow the BRACS formula: Believable, Relevant, Actionable, Compelling and Simple.

7.3 More regular and informative newsletters have become an important part of Civic's member-centric approach. As part of this, we have created presentations that better describe our purpose and the superannuation product range. The website has also undergone a refresh, the content and navigation being revised to provide easy access to product information, including automated sign-up forms to ensure a more efficient and user-friendly service for members and potential members.

7.4 The first member survey has been conducted and results circulated, with regular surveys to follow once a year to gauge ongoing member satisfaction and assess the opportunity for better provision of services. Regular and targeted communications will provide members with the information requested in the surveys.

7.5 We have also developed promotional case studies that articulate why members have joined the superannuation schemes and how they will benefit from that membership.


(04) 978 1250 | admin@civicfs.co.nz

Item 9

Council Report

Committee: Economic Development Committee

Date: 11 May 2023

Author: Mike Bennett

Authoriser: Blair Bowcott

Position: Economic Development Programme Manager

Position: General Manager Growth

Report Name: Strategic and General Update

Report Status	*Open*

Purpose - *Take*

1. To inform the Economic Development Committee of both strategic matters and general updates that staff want to bring to Members' attention, but that do not warrant a separate report or require decisions to be made.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee receives the report.

Executive Summary - *Whakaraapopototanga matua*

3. This report provides information to Economic Development Committee members on activities, actions, or projects for which the Committee and the relevant General Managers have responsibility.

4. Topics are grouped under the following themes:

Theme	**Topic**
Economic Development Programme	i. Business relationship update ii. Investment promotion update iii. Shaping narratives update iv. Agritech sector update v. Te Waka quarterly update vi. Committee engagement – planned 15 May Central City employment visit
Growth Programmes	i. Central City ii. Ruakura iii. Rotokauri-Northwest
Data Analytics, Economics and Policy	i. Industrial and residential consenting levels ii. Inflation
Tourism, Events and Visitation	*No matters to report; however, refer to the External Agencies and CCO report for the HWT Schedule of Services 2023-24*

5. Staff consider the matters in this report have low significance and that the recommendations comply with the Council's legal requirements.

Discussion - *Matapaki*

Economic Development Programme

Business relationship update

6. Economic development staff have commenced their proactive employer engagement and relationship work, meeting with nearly 25 employers from a range of sectors since mid-February 2023.

7. These discussions are designed to position Council as a trusted partner, help economic development staff understand an employer's operations, and identify action items where Council and employers collaborate to enable growth and new investment.

8. Coordinating and executing these engagements as well as working to capture the feedback, insights and actions represent a significant effort on behalf of our economic development team.

9. Staff are currently finalising a formal structure for regular insight reports to provide the Economic Development Committee with a summary of the feedback, observations, and sentiments shared by employers.

10. These reports will mirror our focus on three key growth sectors: manufacturing, logistics, and agritech, technology and innovation. Staff anticipate sharing these completed reports as part of the 28 June economic development committee meeting.

11. Most of staff's recent discussions have been with employers in the manufacturing sector. Initial insights from those employers include:

    i. Increasing operating costs were noted as a key concern. A few manufacturers reported specific concerns about increasing competition from overseas businesses. This includes actions from overseas manufacturers to enter the New Zealand market and to compete directly with them in overseas markets.

    ii. None of the manufacturing employers that staff met with reported plans to reduce their headcount in the short-term. This appears due to an already lean, agile workforce and heightened competition for skilled labour in the manufacturing space.

    iii. Concerns raised include road quality and safety, traffic congestion, and a diminishing supply of areas dedicated to industrial activity.

Investment promotion update

12. Economic development staff are working directly with several employers considering investments in Hamilton. Our role involves supporting overall project due diligence and can include providing data and analytics related to residential, industrial, and population growth; supporting talent and workforce analysis; providing insights around education and quality of life factors; or assisting with bespoke enquiries such as job market overviews for the trailing spouses of employees.

13. Our investment promotion activity also includes working as part of The Cultivate Trust, which is a collective of business leaders, education providers and public entities working to accelerate the growth, success and diversity of Waikato's technology and innovation sector.

14. Council's economic development team are represented at both the trustee level as well as at an operational level, supporting the implementation of the trust's key initiatives. Currently, this work includes promoting Hamilton to prospective tech talent by gathering and sharing the success stories of our tech sector employers.

15. The Cultivate Trust has also actioned work to enhance the user interface (UI) and user experience (UX) for their Tech in the Tron website. Scoping work has begun on a tool to centralise information about sector events and engagement opportunities for tech and innovation talent.

Shaping narratives update

16. Staff will resume the economic development insights series in June 2023. These are one-page, targeted, and topical overviews designed to showcase Hamilton's competitive advantages for businesses. The upcoming insight is planned to focus on our central city from the perspective of employers and employees.

17. Updates to our economic development sector overviews for manufacturing, logistics, and agritech, innovation and technology are currently underway. They will frame the presence of each sector in our city and region, the value proposition for continued investment here, as well as growth enablers and success stories. Drafts are targeted for completion in June with publication planned for late July 2023.

18. As part of the economic development programme work to develop and promote our region as a powerhouse of science and innovation, Council supports the work of the Kudos Science Trust and sponsors their emerging scientist award. The award recognises a major, recent contribution towards advancing an emerging career in science.

19. Applicants for the emerging scientist award are based principally in the Waikato or Bay of Plenty and must demonstrate that their research has made a significant impact on a certain science field early in their career. Scientific achievement is judged along international standards by a group of peers and is based on science publications, patents, or other forms of objective recognition.

20. The awards gala is scheduled for late September and economic development staff are developing a series of events leading up to the gala to celebrate finalists across all eight award categories, showcase their stories, and highlight how they are emblematic of the innovative people that call our region home.

21. In April economic development staff joined with The Cultivate Trust to attended He Waka Eke Noa event to support tech outreach and share the Tech in the Tron campaign with young members of the community.

22. Organised by Council's community services, the goal of the event was to bring employment providers, agencies, and local businesses together to showcase opportunities in the central city in a fun and inviting environment.

23. K'aute Pasifika, Workbridge, Connected, Young Workers Resource Centre: Whare Kaimahi Rangatahi, and event hosts Zeal were amongst others who were present to talk to job seekers.

Agritech sector update

24. Last month over 100 attendees from across the agritech sector came to Hamilton for a "Growing the Future Indoors" summit. The two-day event was organised by Callaghan Innovation and the New Zealand Institute for Plant and Food Research.

25. Indoor farming, also called Controlled Environment Agriculture (CEA), provides a means of localising food production and removing the increasing risk of climatic and weather impact.

26. Industry experts believe that the global vertical farming sector will be worth US$12 billion a year by 2026, up from an estimated US$2 billion in 2018.

27. The Hamilton event explored global CEA activity, showcased successful operations in Aotearoa New Zealand, and provided a unique opportunity for businesses, investors, and suppliers to network and share ideas.

28. CEA has the potential to be an important part of the wider, established agritech sector in Hamilton and the Waikato. Near-term opportunities related to CEA appear to be emerging for Hamilton businesses involved in fabricated metal, machinery, and engineering solutions.

29. During the summit, Council's economic development staff were able to leverage their strong relationships with key CEA contacts to provide a Hamilton-based engineering company with the opportunity to grow their involvement in the sector.

30. CEA will continue to be an area of focus for the economic development programme's agritech sector work, partnering with businesses like Greengrower and Waikato Innovation Park.

31. Staff are working with the Chair and Deputy Chair to organise a tour of Greengrower as part of the committee's efforts to lead elected member engagement with employers and to learn about their growth aspirations.

Te Waka quarterly update

32. Te Waka reports in their Q1 2023 update that they have progressed the Workforce Action Plan and the Waikato & Bay of Plenty Freight Action Plan, as well as delivering value through their international education initiative and advocacy for cyclone and flood recovery support across the region.

33. Te Waka participated in a growth tour of Hamilton alongside staff from Council's growth group. The visit was designed to inform key ministers about the infrastructure needs of our growing city.

34. Te Waka attended the launch of Greengrower's new R&D programme, shared insights from the 2023 New Zealand Economics Forum and celebrated the completion of the Taupō Town Centre Transformation project.

35. Te Waka are continuing their business sentiment survey to understand business confidence and priorities which shape future decisions so they can continue driving towards economic prosperity. The survey closed 1 May and results will be shared with Council and the public in the coming weeks.

36. Te Waka's Waikato economic development forum is a bi-monthly meeting for district and regional economic development representatives from a range of iwi, local government and community organisations. The next meeting is June 1 and will provide an opportunity to discuss the wide range of development activities underway and planned across the region, and to identify new collaboration opportunities.

Committee engagement – planned 15 May 2023 Central City employment visit

37. A targeted outcome for the economic development programme involves work to proactively engage with commercial developers to shape narratives and attract new employers to Hamilton.

38. Staff have worked with the economic development committee Chair and Deputy Chair to create opportunities for all Elected Members to meet with employers and commercial developers to learn about their growth aspirations in our city.

39. Following a January 2023 visit to Fonterra's operations in Te Rapa, plans for a similar visit to the Union Square development in Hamilton's Central City were put in place.

40. The 15 May 2023 visit will be for all Members and will be hosted by Foster, Rabobank, and other current or future Union Square employers.

41. Representatives from Foster will provide their view on the overall value proposition for Union Square and Hamilton's Central City, summarise the elements currently under construction, and describe future phases of the project.

42. Additional perspectives planned as part of the event include business leaders from Rabobank and other employers discussing why they selected Hamilton for their operations, as well as individual employees sharing their daily experience working in the city.

43. The visit is being coordinated alongside Tilly Murcott, Council's Programme Manager – Central City, who will highlight how elements of the Union Square project align with outcomes identified in Council's Central City Transformation Plan.

44. The overall goal of the visit will be to identify how Council, Foster, and other commercial developers can work together to effectively promote the city and region to attract new employers.

Growth Programmes

45. This Growth Programmes update provides a summary of growth programmes work related to economic development activity in three of the Future Proof Priority Development Areas including Central City, Ruakura and Rotokauri-Northwest.

Central City

46. Council is committed to driving economic growth and building our central city to be a real hub for employment, tourism, and commercial opportunities.

47. Staff continue to progress key projects that will enable economic development outcomes and other wellbeing outcomes in the central city including Plan Change 12 and the infrastructure funded by the $150.6M Infrastructure Acceleration Fund Grant.

48. Staff continue to advance work with perspective large employers to inform them of Central City Transformation Plan (CCTP) benefits for their workforce and with residential developers to increase investment in mixed-use central city developments.

49. A new ACC Building, named Amohia Ake, opened in April 2023. Constructed by Tainui Group Holdings (TGH), the 8,500 square metre office on the corner of Collingwood and Tristram streets will be the home of around 800 ACC staff, bringing together two existing offices.

Ruakura

50. The Ruakura Programme Manager and Economic Development team continue to work together to support the long-term aspirations and short-term opportunities of Tainui Group Holdings and the Superhub project.

51. A key enabling project for Ruakura is the construction of the Eastern Transport Corridor (ETC) which, if funded, will unlock full development capacity of Ruakura inland port, logistics and industrial precinct that is currently limited due to roading capacity. In addition to unlocking up around 1,200 homes in Tuumata Rise, it will remove up to 65,000 truck movements per year, provide mode shift and rapid public transport options and freight connections and unlock future development and efficient operation of the Ruakura Inland Port.

52. Funding for the ETC is required from Waka Kotahi NZTA. Staff are preparing the business case which is currently planned to be ready in September 2023 and reported through the relevant Council Committee. Staff are actively elevating the barriers and opportunities through Future Proof Implementation Committee.

53. Greengrower, a controlled environment farm located at Waikato Innovation Park, has begun preliminary operations at their 6200m^2 innovation centre and grow tunnels.

54. Falling squarely within the agritech, technology and innovation sector targeted by Council's economic development programme, the project is emblematic of the type of business envisioned for Waikato Innovation Park and the broader Ruakura area.

Rotokauri-Northwest

55. In Rotokauri-Northwest, staff continue to focus on facilitating conditions that will lead to increased investment and employment opportunities for industrial users. This work includes an industrial land supply scoping study and engaging with developers and industry.

56. The Metecno Group recently announced that they are expanding into New Zealand with the establishment of a $30M facility in Te Rapa for producing "thermally efficient" construction materials. The 23,000sqm site is to include an 8500sqm manufacturing facility and will produce cladding and roofing panels and boards. The location was chosen for logistical reasons – Hamilton's central location and strong transport links. Consent applications are yet to be received and Foster Construction will be constructing the project.

Data Analytics, Economics and Policy

Industrial and residential consenting levels

57. Industrial consenting continued its remarkable momentum in the first quarter of 2023 with another 26,000m^2 consented with more activity in the pipeline. Commercial consenting also saw a healthy 13,700m^2 consented with 2,000m^2 for Waikato DHB and the next stage of the Waikato Regional Theatre build consented.

58. Residential consenting, on the other hand, was much quieter with just 257 new dwellings consented in the March quarter; 70% were for infill development. Nationally, residential consenting fell 29% in February 2023 compared to February 2022. Residential consenting in Hamilton fell 21% in the year to March 2023 compared to the year to March 2022; however, this is on the back of record numbers in 2021 and record infill consenting in 2022.

59. We have adjusted our dwelling projection model developed by the Growth Funding & Analytics Unit to reflect the economic changes since we first ran it in July 2022 – in particular, interest rates. The resulting projections suggest consenting will continue to fall this year and may briefly go below 1,000 new dwellings per year in the next 2-3 years before recovering. We have yet to model how any development restrictions arising from infrastructure capacity constraints will affect consenting.

Inflation

60. Inflation has eased in the March 2023 quarter to 6.7%, lower than originally anticipated by RBNZ. Unfortunately, this does not mean prices have stabilised – they are still going up, just not as fast or by as much as before. The RBNZ raised the official cash rate to 5.25% in April 2023 – ahead of the 5% expected by the banks and economists, but in line with their messaging earlier in the year. The increase in mortgage rates is one of the main drivers of slower economic growth.

61. The RBNZ indicated that future changes to the official cash rate would depend on the extent that domestic demand and core inflation moderates; however, they did not indicate exactly what this needed to look like before they would consider a pause on rate hikes. Short-term interest rates have again increased.

62. Immigration has picked up faster than expected. In January 2023, New Zealand welcomed 131,000 new migrants, up from 54,000 in January 2022. Departures were also up but the net gain shifted from -17,500 last year to +33,200 this year. This increase in population brings with it demand for goods and services including housing pushing up inflation but will also help to ease pressure on the labour market (deflationary).

63. A recession is still on the cards for New Zealand according to most economic commentators and could run from mid-2023 through to the end of 2024. It is still expected to be relatively shallow, but unemployment will increase, and some businesses will cease to trade as a result. Small businesses and those already on the cusp of profitability are the most likely to be negatively affected. There will be increased competition to retain and attract customers, though this may not necessarily take the form of price cuts. Businesses offering better service or product quality will be best placed to ride out a recession.

Annual Economic Report

64. Hamilton's Annual Economic Report will be published in May and will be available on our website. A hard copy will be delivered to elected members when available. It provides a comprehensive overview of Hamilton's economy in 2022 and our outlook for the coming year.

65. See **Attachment 1** for more information and trends.

Financial Considerations - *Whaiwhakaaro Puutea*

66. The topics covered in this report are funded by existing budgets. There are no financial implications in relation to the information provided in this report.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

67. Staff confirm that the matters covered in this report comply with the Council's legal and policy requirements.

Climate Change Impact Statement

68. There are no known climate risks or adaption opportunities associated with this option.

69. There is no change in greenhouse gas emissions associated with this option.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

70. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

71. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.

72. The recommendations set out in this report are consistent with that purpose.

Social

73. Social wellbeing is defined as the capacity of individuals, their families, whaanau, iwi, hapuu and a range of communities to set goals and achieve them.

74. Thriving businesses in the hospitality, retail and community sectors promote better outcomes for the community at large and help to sustain a more vibrant Hamilton with greater social interaction.

75. H3 venues and events are safe for people to attend, H3 venues are a place where communities can meet, compete, and perform and H3 Venues are places Hamiltonians are proud of.

Economic

76. Economic wellbeing is defined as the capacity of the economy to generate employment and wealth necessary for present and future financial security.The Economic Development Committee is responsible for Governance of Hamilton's economic agenda and investment development opportunities consistent with Council's vision for the city and to enhance the wellbeing of Hamiltonians. Council is committed to driving economic growth and building our central city to be a real hub for employment, tourism, and commercial opportunities.

77. Our sector-based approach to economic development focuses resources on both established industries and those that can diversify an economy. In 2023, the economic development programme will focus on five key sectors – manufacturing; logistics; agritech, technology and innovation; education; and healthcare. This approach will represent our balanced economy, employment base, and growth potential.

78. As part of its work programme, the Growth Programmes team reports on three of the 21 'Priority Development Areas' identified as part of the Future Proof Strategy and Metro Spatial Plan – Central City, Ruakura and Rotokauri-Northwest – in terms of economic development activity.

79. Elements of Ruakura feature prominently in the sector-based approach that has been identified by the economic development programme. The Ruakura Programme Manager will help in showcasing Hamilton as a location for investment and business attraction within the logistics sector.

80. In Rotokauri-Northwest, staff are focused on facilitating conditions that will lead to increased investment and employment opportunities for industrial users.

81. H3 venues attract events that have a positive economic impact to the city; Events held at H3 venues attract people to the city; H3 venue infrastructure is well maintained, and improvements align with industry needs and requirements; H3 financial management and decision making is sound.

Environmental

82. Environmental wellbeing is defined as the capacity of the natural environment to support, in a sustainable way, the activities that constitute community life. The Council's Central City Transformation Plan considers connections between the central city and the river to restore and protect the balance of the environment.

83. H3 venues respond to climate change challenges through several operating and built-in initiatives. However, continuous improvement and attention to this responsibility remains a critical element of the operations reputation and competitiveness. Refer Section 5 of the activity report; H3 venues are healthy environments; H3 cares about reducing, recycling and reusing water, electricity, and waste.

Cultural

84. Cultural wellbeing is defined as the capacity of communities to retain, interpret and express their shared beliefs, values, customs, behaviours, and identities.

85. Our city values, respects, protects, and promotes the treasured status of tangata whenua, acknowledges our shared history and celebrates our cultural identity and heritage.

86. Businesses in the hospitality, retail and community sectors endorse and enhance the cultural identity of the city and event activity helps promote cultural events and awareness of our heritage and history for Hamiltonians and visitors to the city to enjoy and participate in.

87. H3 venues offer a range of events for people to attend; The heritage of H3 venues and locations is valued; Our community has trust in H3.

Risks - *Tuuraru*

88. There are no known risks associated with the matters covered in this report.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

Significance

89. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the matter(s) in this report has/have a low level of significance.

Engagement

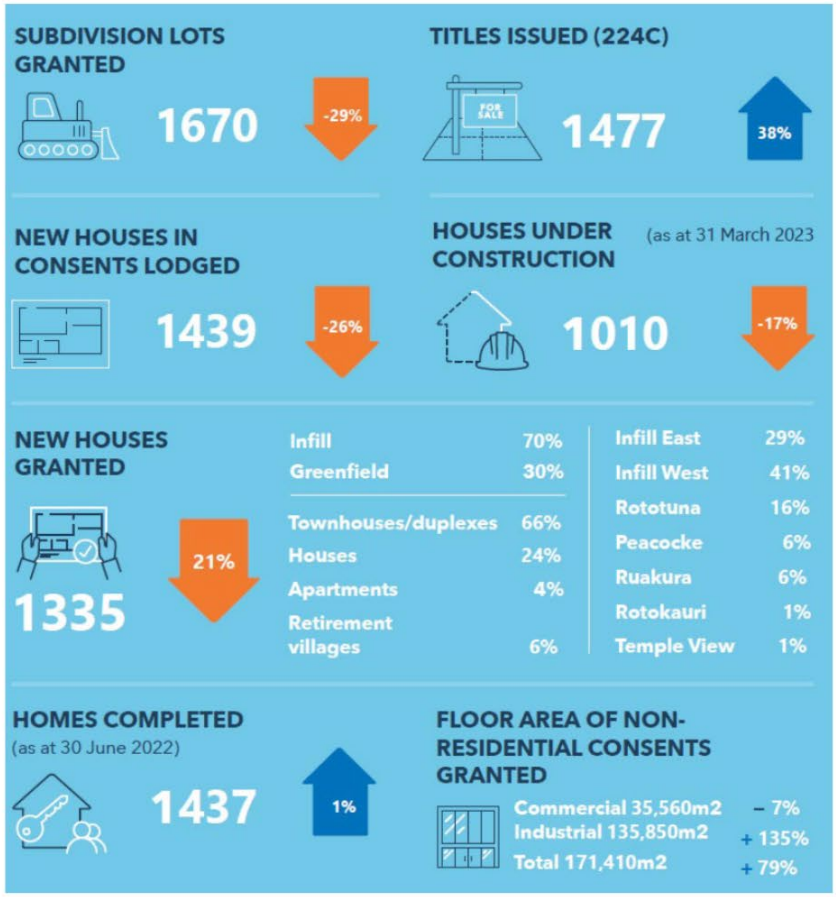
90. Given the low level of significance determined, the engagement level is low. No engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Economic Update - May 2023


Economic update
May 2023
Hamilton
City Council
Te kaunihera o Kirikiriroa
Growth Funding & Analytics Unit

Hamilton consenting trends – 12 mths to March 2023



- Momentum continued in industrial consenting with another 26,000m2 granted in Q1 this year
- Commercial consenting had the best Q1 since the pandemic began
- Residential consenting slowed in Q1, pulling down the annual total further.
  - Both infill and greenfield consenting has fallen
  - This is a slowdown but comes on the back of historic highs in 2021 and 2022 for infill development.
- Infill made up 70% of all new dwellings consented for the first time
- Townhouses/duplexes continue to make up most dwellings consented

Hamilton City Council
Te kaunihera o Kirikiriroa

Broader economic trends

- Immigration has come back faster than expected with a net gain of 33,200 in the year ending January 2023.
- The official cash rate increased to 5.25% pushing the average floating rate to 8%. Long-term interest rates have stabilised. These increases continue to be the main driver of slowed economic growth.
- There has been an increase in outstanding or overdue debt in New Zealand but it remains below pre-pandemic levels.
- House prices are still weakening. Real estate agents are reporting more interest in the market, but power still rests with buyers in negotiations.
- Wage earnings growth is slowing which should help inflation
- Consumer and business confidence remains very low
  - Spending intentions remain low but this is not reflected in spending data which shows people are still spending

Outlook

- Industrial consenting is heading for another massive year
- Residential consenting will remain soft and includes downside risk
  - We continue to monitor this and talk to developers
- A recession is likely and may last longer than initially expected
  - Migration, tourism and cyclone recovery will counter some of the slow down
- RBNZ have raised the official cash rate 0.5 to 5.25%– against market expectations
  - Inflation has slowed but remains too high at 6.7%
  - Business surveys show most businesses are expecting to increase their prices this year

Data on capital price inflation will be out on 18 May

Hamilton City Council
Te kaunihera o Kirikiriroa

Council Report

Committee: Economic Development Committee **Date:** 11 May 2023

Author: Nicolas Wells **Authoriser:** Blair Bowcott

Position: Strategic Property Manager **Position:** General Manager Growth

Report Name: Strategic Property Update - May 2023

Report Status	*Open*

Purpose - *Take*

1. To inform the Economic Development Committee of the Celebrating Age Centre development project, and the financial performance and position of the Municipal Endowment Fund as at 31 March 2023 (Q3 2022/23 FY).

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Economic Development Committee:

a) receives the report;

b) notes the the Community and Natural Environment Committee resolution of 18 April 2023: *"b) requests the Municipal Endowment Fund (MEF) Advisory Group, with input from relevant Community Group staff investigates the development of commercial and community space at the Celebrating Age Centre (30 Victoria Street), noting that the development proposal must:*

i. provide a minimum of 1,000m^2 of community space in perpetuity;

ii. explore partnership opportunities;

iii. meet the Municipal Endowment Fund Criteria;

iv. provide the existing leaseholders and stakeholders the opportunity to provide input and regular progress updates;

v. provide a community space fit for a wide range of users to maximize its use;'

c) requests, if a solution does not fit with the Municipal Endowment Fund criteria (b iii. above), staff will report back to the Community and Natural Environment Committee; and

d) requests that the future development of buildings to meet community facility demand be considered as part of the 2024-34 Long Term Plan process."

c) approves the Celebrating Age Centre development project and requests staff to work with the Municipal Endowment Fund Advisory Group to develop a feasibility study to consider various mixed-use commercial and community options, including market demand, bulk and location, design, cost, funding, procurement, risk, construction, project plan and viability; and

d) notes that regular updates will be provided to the Municipal Endowment Fund Advisory Group and Economic Development Committee.

Executive Summary - *Whakaraapopototanga matua*

3. The strategic property matter covered in this report is the Celebrating Age Centre building at 30 Victoria Street, Hamilton.

4. The Celebrating Age Centre building requires significant capital investment; consequently, the Council has taken the opportunity to consider the broader needs of community groups operating in the central city. Independent consultants have conducted comprehensive engagement and consultation with user-groups, philanthropic groups, funders, developers, long-standing clubs and groups with premises in the central city.

5. On 18 April 2023, the Community and Natural Environment Committee considered a staff report with high-level options for the Celebrating Age Centre building and requested that the Economic Development Committee and Municipal Endowment Fund Advisory Group investigate the redevelopment of the Celebrating Age Centre building as a mixed-use facility that includes both community and commercial space.

6. Staff now seek authority to develop a feasibility study which will consider various mixed-use commercial and community options, including market demand, bulk and location, design, cost, funding, risk, procurement, construction, project plan and viability.

7. This report also contains the regular report on the financial performance and position of the assets of the Municipal Endowment Fund (MEF). It covers the third quarter (Q3) of the 2022/23 financial year from 1 January 2023 to 31 March 20223.

8. The MEF has a current value of $57.98M comprised of property assets totalling $25.84M and reserves of $32.15M.

9. The overall value of the MEF has increased by $312K from $57.67M to $57.98M over the past quarter. This is largely attributable to interest revenue received.

10. A profit and loss statement is included as **(Attachment 1)**.

11. Staff consider the matters in this report have a low significance and that the recommendation complies with the Council's legal requirements.

Discussion – *Matapaki*

Celebrating Age Centre

12. The Celebrating Age Centre building is on Municipal Endowment land at 30 Victoria Street, Hamilton. The Economic Development Committee has oversight of the Municipal Endowment Fund.

13. The Celebrating Age Centre building requires a significant capital investment. Accordingly, the Council has paused any expenditure on the CAC building and is taking the opportunity to consider the broader needs of community groups operating in the central city as a whole – specifically considering the CAC building, the Norris Ward Community Complex and the TOTI proposal for the Founders' Theatre.

14. Staff have commissioned independent consultants to conduct comprehensive engagement and consultation with user-groups, philanthropic groups, funders, developers, long-standing clubs and groups with premises in the central city. The consultants have finalised their report and Elected Members were briefed on the contents on 28 March 2023.

15. On 18 April 2023 the Community and Natural Environment Committee considered a staff report (see Item 8) with high-level options for the Celebrating Age Centre building, and a staff recommendation that the Committee:

That the Community and Natural Environment Committee:

a) receives the report;

b) requests the Municipal Endowment Fund (MEF) Advisory Group, with input from relevant Community Group staff investigates the development of commercial and community space at the Celebrating Age Centre (30 Victoria Street), noting that the development proposal must:

i. provide a minimum of 1,000m2 of community space in perpetuity;

ii. explore partnership opportunities;

iii. meet the Municipal Endowment Fund Criteria;

iv. provide the existing leaseholders and stakeholders the opportunity to provide input and regular progress updates;

v. provide a community space fit for a wide range of users to maximize its use;

c) requests, if a solution does not fit with the MEF criteria (b above), staff will report back to the Community and Natural Environment Committee;

d) requests that the future development of buildings to meet community facility demand be considered as part of the 2024-34 Long Term Plan process;

16. Consequently, staff now seek authority from the Economic Development Committee to:

i. adopt the CAC building redevelopment project;

ii. work with the Municipal Endowment Fund (MEF) Advisory Group;

iii. develop a feasibility study which will consider *inter alia* various mixed-use commercial and community options, including market demand, bulk and location, design, cost, funding, risk, procurement, construction, project plan and viability.

17. Ongoing updates will be provided to the MEF Advisory Group and Economic Development Committee as the project progresses.

Municipal Endowment Fund 2022/23 FY Q3

18. Council's Municipal Endowment Fund (MEF) is divided into 3 parts:

i. The Municipal Endowment properties consist of ground leases where Council owns the land only but the improvements and leasehold interest in the land are owned by the lessee. Typically, this asset class returns a low yield. Council has previously encouraged lessees to freehold these properties to free up Council's capital for investment in higher yielding property assets.

ii. The Municipal Investment properties consist of property assets purchased to generate the maximum possible yield. They include two industrial properties, and a group of three suburban shops.

iii. The Municipal Endowment Reserve ($32.15M) is invested in term deposits and mixed funds. The reserve is invested in accordance with an independently designed framework that is intended to diversify the investment portfolio, support liquidity, and preserve capital over the long term, as follows:

Term Deposits - $20.5M

Provider	Amount	Term	Maturity	Expected Return
ANZ	$10.5M	3 months	15 May 2023*	4.65%
ANZ	$5M	6 months	14 August 2023*	5.75%
ANZ	$5M	9 months	10 August 2023*	5.73%

***** Term deposits will be rolled over for the same period upon maturity. Term deposit rates in general have been improving as interest rates climb, and the Finance Manager recommends continuing with this strategy at this stage.

Mixed Funds - $11M

Provider	Amount	Return*	Expense ratio
Milford Balanced Fund	$6m	8.44%	1.05%
Forsyth Barr Fund	$5m	2.7%	0.69%

* 5-year net average return – noting that this figure is a based on past historical return averages and does not indicate or guarantee future returns.

Milford Balanced Fund			
Description	**Units**	**Price**	**Value**
Initial investment	2,131,135.90	$2.820	$6,000,000.00
Value at 31 March 2023	2,129,725.47	$2.907	$6,191,324.90
Change in fair value movement – gain/(loss) – note: unrealised			$191,324.90

Forsyth Barr Fund			
Description	**Units**	**Price/Unit**	**Value**
Initial investment	2,127,388.00	$2.350	$5,000,000.00
Value at 31 March 2023	2,124,940.00	$2.321	$4,931,985.09
Change in fair value movement – gain/(loss) – note: unrealised			($68,014.91)

19. Since the last quarterly update, the overall value of the MEF has increased ($312K) due to the accrued interest income and interest received on maturing term deposits generated during the period (2022/23 FY Q3), which is credited to the MEF.

Options

20. In relation to the CA Celebrating Age Centre building, staff have assessed that there are two options for the Committee to consider at this stage:

    Option one: Proceed with a feasibility study for the redevelopment of the Celebrating Age Centre building in accordance with the staff recommendation above.

    Option two: Do not proceed with a feasibility study for the redevelopment of the Celebrating Age Centre building in accordance with the staff recommendation above.

21. Staff recommend **option one** as the building sits on Municipal Endowment land and falls within the jurisdiction of the Economic Development Committee and MEF Advisory Group. Redevelopment of the Celebrating Age Centre building seems to provide a unique opportunity to deploy the MEF in a way that enhances community and commercial outcomes.

22. If not approved, the Council will need to consider other options for the Celebrating Age Centre building – such as committing the renewals expenditure to replace the roof and continuing to operate the facility *status quo*.

23. The feasibility study may confirm that a mixed-use community and commercial development as contemplated is not viable – in which case, a proposal can be included in the 2024-34 Long Term Plan deliberations.

Financial Considerations - *Whaiwhakaaro Puutea*

24. Strategic Property is a regular operating activity funded through the Long-Term Plan. Further MEF financial information for FY2022/23 Q3 is provided in **Attachment 1**.

25. In relation to the CAC building, financial considerations will be identified and quantified as part of the feasibility study.

26. The independent consultants' report suggested that:

    i. redevelopment of the Celebrating Age Centre building could be staged with re-use of the existing structure and shell completed as stage 1 (estimated cost of $16.15M), with

    ii. the remainder of the build extending onto the old Municipal Pools site as stage 2 (estimated cost of $36.4M).

Ethical Investment

27. The ethical status of the institutions providing the MEF investment vehicles were summarised in the report to the 24 May 2022 Economic Development Committee (Item 11, pp 377 – 381).

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

28. Staff confirm that recommendation complies with the Council's legal and policy requirements.

29. Staff have considered the key considerations under the Climate Change Policy and have determined that an adaptation assessment and emissions assessment is not required for the matter(s) in this report.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

30. The purpose of Local Government changed on 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

31. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.

32. The recommendations set out in this report are consistent with that purpose.

Social

33. The strategic property activity allows the Council to promote better outcomes for the community at large, helping to create a more vibrant Hamilton with greater social interaction.

34. Community facilities, such as the Celebrating Age Centre, contribute to Hamilton's social wellbeing by providing a focal point for social connection, and opportunities for community cohesion. A well-functioning facility for older citizens increases their sense of belonging and helps ensure that the rest of the community better understands and appreciates their value.

Economic

35. The MEF will fund key development opportunities to help attract business growth, grow the city's economy, aid potential public and private investment and help with prioritising future funding decisions and business cases.

36. Economic wellbeing is enhanced by providing community facilities which strengthen communities and improve cohesion at a local level. This contributes to making Hamilton a welcoming place to live, and increases people's desire to move to, and stay in Hamilton.

37. Older people are a critical part of the job market, with many working beyond the age of 65, or moving into part-time or voluntary roles within the community.

Environmental

38. Strategic property developments align with the Council's Central City Transformation Plan, considering connections between the central city and the river to restore and protect the balance of the environment.

39. Community facilities can contribute to environmental wellbeing by enhancing public spaces and ensuring that local communities feel a greater sense of belonging and care for their area. Council can improve the long-term sustainability of community facilities, such as the Celebrating Age Centre, and reduce their environmental impact through appropriate design.

Cultural

40. The strategic property activity endorses and embraces the cultural identity of the city.

41. Community facilities already contribute a great deal to the cultural wellbeing of Hamiltonians. The Celebrating Age Centre is used for cultural activities and provides a space where residents from a variety of backgrounds can freely express and share their cultural identity.

Risks - *Tuuraru*

42. There are no known risks associated with these matters – noting that the estimated yields from mixed fund investments are based on historical return averages, which does not guarantee future performance or yield.

43. In relation to the Celebrating Age Centre building, risk will be identified and quantified as part of the feasibility study.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

Significance

44. Having considered the Significance and Engagement Policy, staff have assessed that the recommendation of this report has a low level of significance.

Engagement

45. The independent consultants engaged with the lease and sub-lease holders of the Celebrating Age Centre when preparing their report (appended to the staff report linked in paragraph 15 above).

46. The Community and Environment Committee resolution requests that the existing leaseholders and stakeholders of the Celebrating Age Centre building will be kept up to date with progress and have an opportunity to provide input.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Municipal Endowment Fund 2022/23 FY (Q3) - Profit and Loss Statement

STRATEGIC PROPERTIES

Select Financial Year: FY20 | FY21 | FY22 | **FY23**

Select Month: Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | **Mar** | Apr | May | Jun

How much money is in the Endowment fund today?
$32,148,654

How much interest have we earned this year on the MEF fund?
$602,065

Return on MEF Fund this year
1.87%

What is the value of our MEF Properties?
$25,835,000

What is the value of our MEF Investment Funds?
$20,500,000
Term Deposits
$11,123,310
Mixed Funds

ENDOWMENT FUND: PROFIT AND LOSS STATEMENT

.	Resource	YTD Actuals	YTD Budgets	YTD Variance	Annual Budget
INCOME	Rental Income	($897,778)	($848,919)	$48,859	($1,131,895)
	Operating Contributions	($115,588)		$115,588	
	Water Charges - Internal Charges	$1,205		($1,205)	
	Rates Expense - Internal Charges	$102,044	$114,680	$12,636	$152,901
Total		**($910,117)**	**($734,239)**	**$175,878**	**($978,994)**
EXPENSES	External Rates	$10,126	$6,603	($3,523)	$8,803
	Electricity	$2,608		($2,608)	
	Insurance	$22,855	$20,106	($2,749)	$26,810
	Legal Services	$957		($957)	
	Consultants	$0		$0	
	Service Providers	$0		$0	
	Contractors	$0		$0	
	Interest Received Special Funds	($602,065)		$602,065	
Total		**($565,520)**	**$26,709**	**$592,229**	**$35,613**
GAIN/LOSS	Unrealised Loss on Change in FV other	$577,850		($577,850)	
	Unrealised Gain on Change in FV Other	($938,666)		$938,666	
	Gain on Fair Value of Investmnt Property		$1	$1	($1,011,371)
Total		**($360,816)**	**$1**	**$360,817**	**($1,011,371)**
Total (Surplus)/Deficit		**($1,836,453)**	**($707,529)**	**$1,128,924**	**($1,954,752)**

STRATEGIC INVESTMENT PROPERTIES: PROFIT AND LOSS STATEMENT

.	Resource	YTD Actuals	YTD Budgets	YTD Variance	Annual Budget
INCOME	Rental Income	($356,869)	($279,201)	$77,668	($372,263)
	Operating Contributions	($55,851)		$55,851	
	Fees & User Charges		($188,884)	($188,884)	($256,494)
	Water Charges - Internal Charges	$3,298		($3,298)	
	Rates Expense - Internal Charges	$62,649	$81,168	$18,519	$104,134
Total		**($346,773)**	**($386,917)**	**($40,144)**	**($524,623)**
EXPENSES	External Rates	$4,799	$2,646	($2,153)	$3,524
	Electricity	$1,489	$2,572	$1,083	$3,414
	Insurance	$11,550	$9,492	($2,058)	$12,670
	Vehicle Leases	$0		$0	
	Advertising & Marketing		$4,242	$4,242	$5,660
	Legal Services	$1,182		($1,182)	
	Consultants	$0		$0	
	Management Fee		$6,171	$6,171	$8,232
	Service Providers		$4,629	$4,629	$6,174
Total		**$19,019**	**$29,752**	**$10,733**	**$39,674**
Total (Surplus)/Deficit		**($327,754)**	**($357,165)**	**($29,411)**	**($484,949)**

Total value of MEF assets:
$57,983,654

What is the value of our SIP Properties?
$23,000,000

Total Strategic Property asset value:
$80,983,654

Item 11

Council Report

Committee: Economic Development Committee **Date:** 11 May 2023

Author: Nicolas Wells **Authoriser:** Blair Bowcott

Position: Strategic Property Manager **Position:** General Manager Growth

Report Name: Policy Review – Sale and Disposal of Council Land Policy 2023

Report Status	*Open*

Purpose - *Take*

1. To seek a recommendation from the Economic Development Committee to the Council to approve the revised Sale of Council Land Policy.

Staff Recommendation - *Tuutohu-aa-kaimahi (Recommendation to the Council)*

2. That the Economic Development Committee:

   a) receives the report;

   b) recommends that the Council approves the Sale and Disposal of Council Land Policy **(Attachment 1)**.

Executive Summary - *Whakaraapopototanga matua*

3. On 24 May 2006 the Council adopted the Sale and Disposal of Land Policy (the Policy), which sets out the process to sell or dispose of Council-owned land and buildings.

4. The Policy is reviewed every three years and was reviewed on 29 September 2016 and 17 September 2019. The Policy was again due for review on 1 July 2022. A copy of the Policy is on the Council website and linked here.

5. The policy has now been reviewed by staff and Tompkins Wake. A copy of the Policy with the suggested changes shown is included as **Attachment 2**.

6. Staff recommend some minor changes intended to reduce legal ambiguity and aid clarity, and one substantive change to the valuation criteria in the current Policy.

7. Staff seek a recommendation from the Economic Development Committee that the Council approves the amended Policy as shown in **Attachment 1**.

8. Staff consider the matters in this report have a low significance and that the recommendations comply with the Council's legal requirements.

Background - *Koorero whaimaarama*

9. All Council-owned land to be sold (including the endowment land ground leases) requires a specific resolution from the Council or Economic Development Committee (unless previously approved for sale by the Council and included in the adopted Long-Term Plan).

10. The Sale and Disposal of Council Land Policy is required because it:
    i. sets clear and consistent rules for the process to sell Council-owned land;
    ii. provides a transparent process for the community.
11. The policy was comprehensively reviewed in 2019. There were no substantive changes; however, some minor amendments were approved to clarify the policy by writing in plain English, and to simplify the policy by eliminating unnecessary content.

Discussion - *Matapaki*

12. The Sale of Council Land Policy remains generally fit-for-purpose. However, Tompkins Wake has conducted a review of the Policy and has recommended some minor changes intended to reduce legal ambiguity and aid clarity. Their advice is noted in **Attachment 2**.
13. Staff recommend one substantive change to the valuation criteria in the current Policy. The proposed change is noted in sections 7 and 8 of the Policy in **Attachment 2**.
14. Currently the Policy requires all land to be sold to be "*valued based on highest and best use by a **registered valuer**.*"
15. Staff recommend that the Policy be amended so that all land to be sold is valued "*at its current market value, based on highest and best use of the land*."
16. The amended Policy removes the mandatory requirement to engage a registered valuer and allows staff discretion as to when to obtain a valuation from a registered valuer and when to use alternative valuation methods. The reason for this is both time and cost.
17. In many cases, staff have the expertise and tools to prepare accurate assessments of current market value without the need to engage a registered valuer. In complex or ambiguous matters, staff will continue to commission a valuation assessment prepared by a registered valuer selected from a panel of property professionals.

Options

18. Staff have assessed that there are two reasonable and viable options for the Committee to consider.This assessment reflects the level of significance (described below). The options are:

    Option one: Approve the Sale of Council Land Policy 2023 **(Attachment 1)**

    Option two: Do not approve the Sale of Council Land Policy 2023.

19. Staff recommend **option one** for the reasons described earlier in the report.

Financial Considerations - *Whaiwhakaaro Puutea*

20. Costs for the Tompkins Wake legal review of this policy were $953.06.
21. When the Council sells land, the net sale proceeds are recognised in the relevant operational unit of Council.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

22. Staff confirm that the recommendation (**option 1**) complies with the Council's legal and policy requirements.
23. The Policy has been reviewed by Tompkins Wake and their recommendations are shown in blue on **Attachment 2**.

Climate Change Impact Statement

24. Staff have used the climate adaptation assessment guidance and determined there are no known climate risks or adaptation opportunities associated with this option.

25. Staff have used the climate emissions assessment guidance and determined there is no change in greenhouse gas emissions associated with this option.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

26. The purpose of Local Government changed on 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

27. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.

28. The recommendations set out in this report are consistent with that purpose.

Social

29. The sale and disposal of Council-owned land can be the catalyst for development which unlocks beneficial social outcomes.

30. In accordance with the Policy, the sale or disposal of Council-owned land is subject to a comprehensive due diligence process, which includes identification of any social benefit. The Policy provides the Council with the option of considering "*alternative, or more appropriate methods of sale or disposal of land*… [if it] *is identified by the Council for some other use e.g. social housing."*

Economic

31. The sale and disposal of Council-owned land is considered on a case-by-case basis and while the economic benefit may not be the primary driver, there are often associated economic outcomes resulting from the sale of the land.

32. The Policy requires that Council-owned land is sold for the highest possible price.

Environmental

33. In accordance with the Policy, the sale or disposal of Council-owned land is subject to a comprehensive due diligence process, which includes identification of any environmental impacts.

Cultural

34. In accordance with the Policy, the sale or disposal of Council-owned land is subject to a comprehensive due diligence process, which requires staff to *"assess and identify any cultural and heritage significance in relation to the site and, where appropriate, engage with mana whenua."*

Risks - *Tuuraru*

35. There are no known risks arising from this review. In accordance with the Policy, the sale or disposal of Council-owned land is subject to a comprehensive due diligence process, which includes identification of any risks.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

Significance

36. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the recommendation(s) in this report has/have a low level of significance.

Engagement

37. Given the low level of significance determined, the engagement level is low. No engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Sale and Disposal of Council Land Policy 2023 - Final

Attachment 2 - Sale and Disposal of Council Land Policy 2023 – Track Change version

First adopted:	24 May 2006
Revision dates/version:	29 September 2016; 17 September 2019, 11 May 2023
Next review date:	11 May 2026
Engagement required:	No
Document number:	D-3073763
Associated documents:	None
Sponsor/Group:	General Manager City Growth Group

Sale and Disposal of Council Land Policy 2023

Purpose and Scope

1. This policy outlines the process to sell or dispose of Council-owned land and buildings.
2. This policy applies to land, land improvements (including buildings and structures) and land covered by water.
3. This policy requires that Council-owned land is sold for the highest possible price.
4. This policy does not apply to sale of Council plant (vehicles), equipment (machinery) or financial investments (shareholdings).

Policy

5. Prior to sale or disposal, the relevant land and buildings must be subject to a rigorous due diligence process which includes identifying all parties with any legal claim to the land and confirms whether any specific offer-back obligations exist.
6. As a part of any land disposal process, staff will assess and identify any cultural and heritage significance in relation to the site and, where appropriate, engage with mana whenua.
7. All land to be sold is to be valued at its current market value, based on highest and best use of the land.
8. Where possible, the valuation must be completed not more than three months before the date of Council's decision to sell.
9. The Sale price of land and improvements shall not be less than 90% of the current market valuation.
10. Land will be sold by the most appropriate sale method. In the first instance, competitive open-market methods of sale will be preferred.
11. Where appropriate the Council may consider alternative methods of sale or disposal of land where the land (or improvement):
    a. does not comply with the District Plan
    b. has no legal access
    c. is to be developed by another level of government
    d. is identified by Council for some other use e.g. social housing
    e. is of nominal value
    f. is for inclusion with an adjacent holding
    g. will complement a proposed Council development or a development on an adjoining site consistent with the Council's objectives.

Monitoring and Implementation

12. The General Manager City Growth Group will monitor implementation of this policy.
13. The policy will be reviewed every three years, or at the request of Council, or in response to changed statutory requirements, or in response to any issues that may arise

First adopted:	24 May 2006
Revision dates/version:	29 September 2016; 17 September 2019
Next review date:	1 July 2022
Engagement required:	No
Document number:	D-3073763
Associated documents:	None
Sponsor/Group:	General Manager City Growth Group

Sale and Disposal of Council Land Policy 2019

Purpose and Scope

1. This policy outlines the process to sell or dispose of Council-owned land and buildings.
2. This policy applies to land, land improvements (including buildings and structures) and land covered by water.
3. This policy requires that Council-owned land is sold for the highest possible price.
4. This policy does not apply to sale of Council plant (vehicles), equipment (machinery) or financial investments (shareholdings).

Policy

5. Prior to sale or disposal, ~~all~~ the relevant land and buildings must be subject to a rigorous due diligence processwhich includes identifying all parties with any legal claim ~~on~~ to the land and confirms whether any specific offer-back obligations exist.
6. As a part of any land disposal process, staff will assess and identify any cultural and heritage significance in relation to ~~a~~ the site and, where appropriate, engage with mana whenua. ~~where appropriate~~.
7. All land to be sold is to be valued at its current market value by a registered valuer with experience in the Hamilton district, based on highest and best use of the land. ~~by a registered valuer~~.
8. Where possible, ~~T~~the ~~current market~~registered valuation must be completed ~~within~~ not more than three months ~~of~~ before the date of Council'sdecision to sell, ~~where possible~~.
9. The sale price of ~~L~~land and ~~land~~ improvements ~~must be sold for a sum~~ shall be not less than 90% of the current marketvaluation.
10. Land will be sold by the most appropriate sale method. ~~in each case.~~ In the first instance, competitive open-market methods of sale will be ~~considered~~ preferred ~~and determined on merit.~~
11. Where appropriate.~~T~~the Council may consider alternative~~, or more appropriate~~ methods of sale or disposal of landwhere the land (or improvement):
    a. does not comply with the District Plan
    b. has no legal access
    c. is ~~is~~ to be developed by another level of government
    d. Is identified by Council for some other use e.g. social housing
    e. is of nominal value
    f. is for inclusion with an adjacent holding
    g. will complement a proposed Council development or a development on an adjoining site consistent with the Council's objectives.

APD-348176-3641-15-V1:~~nsapd~~

Commented [PD1]: Wouldn' this be a PWA section 5 sale?

~~The Council land or improvements to be sold will be disposed of in accordance with the relevantlaw.~~

Monitoring and Implementation

9. The General Manager City Growth Group will monitor implementation of this policy.
10. The policy will be reviewed every three years, or at the request of Council, or in response to changed statutory requirements, or in response to any issues that may arise.

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Council Report

Item 12

Committee: Economic Development Committee | **Date:** 11 May 2023

Author: Lehi Duncan | **Authoriser:** Blair Bowcott

Position: Programme Manager | **Position:** General Manager Growth

Report Name: Policy Review - Business Improvement District (BID) Policy

Report Status	*Open*

Purpose - *Take*

1. To seek a recommendation from the Economic Development Committee to the Council to approve the revised Business Improvement District Policy.

Staff Recommendation - *Tuutohu-aa-kaimahi (Recommendation to the Council)*

2. That the Economic Development Committee:

   a) receives the report;

   b) recommends that the Council approves the amended Business Improvement District Policy (**Attachment 2** of this staff report) effective from 1 July 2023.

Executive Summary - *Whakaraapopototanga matua*

3. On 26 June 2012, the Council adopted the Business Improvement District Policy (BID Policy), which outlines how a Business Improvement District (BID) is established, and how it must operate and report to the Council.

4. The BID Policy is reviewed every three years with reviews taking place in 2016 and 2019. The BID Policy was again due for review in 2022/23. A copy of the Policy is on the Council website here.

5. The BID Policy has now been reviewed by staff and feedback was sought from the Hamilton Central Business Association (HCBA), the only BID association currently under the BID Policy.

6. Staff recommend one minor change to the BID Policy, to increase the number of Executive Committee members, intended to align Council's BID Policy with the BID Rules of the existing BID association and increase BID member representation.

7. Staff seek a recommendation from the Economic Development Committee that the Council approves the amended BID Policy shown in **Attachment 1**.

8. Council has delegation to approve the BID Policy.

9. Staff recommend Option one – Approve the Business Improvement District Policy 2023 .

10. Staff consider the matters in this report have a low significance and that the recommendations comply with the Council's legal requirements.

Background - *Koorero whaimaarama*

11. A BID is a business-led and business-funded initiative whereby a levy is charged within a BID area on all business ratepayers in addition to the business rates bill. This levy is used to develop projects that will directly benefit businesses and the community in a BID area.

12. The purpose of a BID is to:

    i. aid in business development, advocate for commercial interests and facilitate collaboration of BID members;

    ii. promote business interests through events and marketing; and

    iii. work collaboratively with Council to align strategic goals and support Council in maintaining and enhancing the physical environment of the BID.

13. The BID Policy applies to establishing and setting up a BID and is used to support the management of BID associations, including outlining reporting requirements and performance accountability to Council.

14. The only BID association currently in operation is the HCBA, which was established in 2012.

15. On 26 June 2012 the Council adopted the BID Policy, which outlines how a BID is established and how it must operate and report to the Council.

16. The BID Policy is reviewed every three years, with previous reviews taking place in 2016 and 2019. The BID Policy was again due for review in 2022/23.

17. The BID Policy was comprehensively reviewed in 2019. This included establishing a BID Policy Working Group with targeted stakeholder consultation through a meeting with HCBA members, and a Councillor drop-in session.

18. A review of the BID Policy by Tompkins Wake in 2019 suggested amendments to terms in the Definitions section for greater clarity. These were the only proposed changes to the BID Policy in 2019.

19. Other than the above change, stakeholders felt that the BID Policy was fit-for-purpose, and the reviewed BID Policy was recommended to Council by the Growth and Infrastructure Committee on 18 June 2019 (see Item 12) and was subsequently approved by Council at the 27 June 2019 meeting (see Item 13).

20. The BID Policy is now due for review.

21. As indicated in the Strategic and General Update report to the Economic Development Committee on 16 March 2023 (see Item 8), HCBA is exploring the potential to expand the central city BID area as well as investigating the possibility of establishing a BID area in the walkable catchment in Hamilton East. Staff are working with HCBA to outline the requirements of these items. Elected Members will be kept updated throughout this process.

22. It is important to note that the BID Policy sets out the process for investigating the items.

Discussion - *Matapaki*

23. Given the comprehensive review of the BID Policy in 2019, the latest review of the BID Policy was undertaken by staff and with feedback sought from HCBA, the only current BID association.

24. The BID Policy remains fit-for-purpose. However, one minor change has been requested by HCBA – to *increase the maximum number of BID association Executive Committee members from nine voting members to eleven.*

25. This change would align Council's BID Policy and HCBA's BID Rules lodged under the Incorporated Societies Act (1908), which would support the BID to deliver goals in line with Council's strategic plans.
26. The BID Executive Committee has the authority to make decisions for the BID and ensure that these decisions are carried out.
27. Increasing the maximum number of Executive Committee members would allow for improved representation of BID members in decision-making and could help to unlock new opportunities for BID Associations.
28. Given the proposed minor change, a legal review of the BID Policy is not required. A comprehensive review of the BID Policy was completed by Tompkins Wake in 2019.
29. If the staff recommendation is not approved, the current BID Policy will continue with no changes. This will have minimal effect on the current BID or any future BIDs that may be set up.
30. If the staff recommendation is approved, the revised BID Policy, including the minor edit from 9 to 11 Executive Committee members, will become the new policy effective 1 July 2023.

Options

31. Staff have assessed that there are two reasonable and viable options for the Committee to consider.This assessment reflects the level of significance.
32. The options are:

    Option one: Approve the Business Improvement District Policy 2023 **(Attachment 1)**.

    Option two: Do not approve the Business Improvement District Policy 2023.

33. Staff recommend **Option One** for the reasons described in the discussion section above.

Financial Considerations - *Whaiwhakaaro Puutea*

34. Originally, $10,000 was earmarked for the BID Policy review. However, this budget was removed once it became apparent that the BID Policy remained fit-for-purpose. As such, there are no financial implications arising from this review.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

35. Staff confirm that the staff recommendation (**Option one**) complies with the Council's legal and policy requirements.
36. A comprehensive review of the BID Policy was completed by Tompkins Wake in 2019. Given the proposed minor change, a legal review of the BID Policy is not required.

Climate Change Impact Statement

37. Staff have assessed this option and determined:
38. No adapation assessment is required
39. Staff have assessed this option and determined there is no change in greenhouse gas emissions associated with this option.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

40. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental, and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

41. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.

42. The recommendations set out in this report are consistent with that purpose.

Social

43. There are no known social impacts arising from this review.

44. BID associations contribute towards beneficial social outcomes in a BID area through events and improved amenity and safety elements that cater to residents of and visitors to a BID area.

45. The unique assets of a BID area are used by Council and BID associations as a means of establishing and enhancing a community identity, contributing to belonging and social cohesion in the area.

Economic

46. There are no known economic impacts arising from this review.

47. BID areas work to strengthen the existing economic base while exploring new opportunities and meeting changes in the retail and economic climate of the BID area, by fostering and promoting the welfare of the business community within the boundaries of the BID area, and by providing a forum for networking and collaboration of members.

48. Under the BID Policy BID associations assist and guide the development and advancement of the commercial interests of businesses within the boundaries of the BID area through a coordinated economic development approach.

Environmental

49. There are no known environmental impacts arising from this review.

50. In accordance with the BID Policy a BID association has a role in advocating to government, Council, and other stakeholders for the improvement of amenity, streetscapes, utilities, transport, or other infrastructure, which requires an environmental lens for development.

Cultural

51. There are no known cultural impacts arising from this review.

52. BID associations should work to represent the diverse needs and identities of businesses and businesspeople in the BID area.

53. BID associations advocate for the preservation of heritage, both through the built environment and storytelling, appropriate to the BID area.

Risks - *Tuuraru*

54. There are no known risks associated with the decisions required for this matter.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

Significance

55. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the recommendation(s) in this report has/have a low level of significance.

Engagement

56. The views and preferences of the relevant stakeholders are already known to the Council as the review of the BID Policy has been undertaken between staff and the only current BID association under the BID Policy.

57. Given the low level of significance determined, the engagement level is low. No engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Proposed Business Improvement District (BID) Policy 2023 - tracked changes version

Attachment 2 - Proposed Business Improvement District (BID) Policy 2023

First adopted:	26 June 2012
Revision dates/version:	26 March 2016 / 30 June 2019
Next review date:	30 June 2023
Engagement required:	
Document number:	D-2109506
Associated documents:	
Sponsor / Group:	General Manager - City Growth

Business Improvement District Policy

Purpose and scope

1. This Policy applies when setting up a Business Improvement District (BID) including its funding and Council's administration of BIDs.
2. This Policy applies to any BID established within the Hamilton City Council's boundary.
3. This Policy applies to business and commercial property ratepayers and does not apply to private property occupied by residents.

Definitions

Definition	Detail
Annual Programme	A set of activities, approved by the BID Executive Committee, which are planned over a period of one year, and contribute to the purpose of the BID.
BID Executive Committee	A committee established as per clause 21 of this Policy, which has the authority to make decisions for the BID and ensure that these decisions are carried out.
BID Poll	The process where Eligible Voters cast their vote in the postal ballot to determine whether a BID should be established, extended, reduced or dis-established, and other key issues, as per clause 14 of this Policy.
BID proponent	The interested party or the Council that is making a proposal to establish a Business Improvement District.
Business Improvement District (BID)	A defined area over which a Targeted Rate will be set to fund a BID Association.
Council	Hamilton City Council
BID Association	An incorporated society established to deliver the programme of work for the BID area.
Register of Eligible Voters	A list of commercial property owners and businesses within the BID area (that represent a 'Separately Used or Inhabited Part' (SUIP) of the rating unit), or their nominated representatives as per clause 13 of this Policy.
Returning Officer	A person from an independent election service body which has been approved by Council.
SUIP	Separately used or inhabited part of a rating unit.

Policy

Purpose of a Business Improvement District

4. Business development:
   a. to support business creation, attraction, retention and expansion within a BID
   b. to assist and guide development and advancement of commercial interests of businesses and business people within a BID
   c. To provide a forum for networking and collaboration of members.
5. To advocate for business interests within the BID.
6. Promotion, events and marketing:
   a. to market business interests within the BID locally, regionally and nationally
   b. to establish and support an identity for the BID.
7. To support Council to ensure the physical environment of the BID is consistent with the BID identity:
   a. to promote amenity, cleanliness, safety and connectivity within the BID
   b. to advocate for the preservation of heritage appropriate to the BID
   c. to advocate for quality urban design within the BID.
8. To align strategic goals for the BID with Hamilton City Council's strategic plans.
9. To work collaboratively and in a coordinated way with Hamilton City Council.
10. To work with other organisations that have a role within the BID, for example, the Waikato Chamber of Commerce and local branch of the Property Council of NZ, to ensure a coordinated strategic approach to developments within the BID are taken.

Process to establish a BID

11. The Council approves setting up a BID.
12. A proposal to establish a BID may be initiated at any time by the Council or any interested party (a BID proponent). A BID proponent should seek sufficient support for establishing a BID before making a request to the Council.
13. A Register of Eligible Voters will be established.
    a. The Council will approve the potential BID boundary area and provide a map. This will occur in consultation with any BID proponent.
    b. A list of property owners and businesses that 'Separately Use or Inhabit Part' (SUIP) of a property within the proposed BID boundary area will be prepared by the BID proponent with the assistance of the Council. The list must include property-owner name, valuation number, physical address, name of owner/occupier; email/electronic contact/website contact; mailing address; landline/mobile phone contact.
    c. Each property owner and business that 'Separately Use or Inhabit Part' of a property (SUIP) on the list must be contacted to determine who will be the registered voter and whose name is to be listed on the Register of Eligible Voters. This Policy is based on the principle of 'one person, one vote' meaning each registered eligible voter will have one vote.
    d. All registered voters automatically qualify to become members of the BID Association and the Register of Eligible Voters is the BID Association's membership register.
    e. If the owner and/or SUIP are an individual, that person should be registered as the voter

unless they nominate someone else to act on their behalf. All future communication must be addressed to that nominated individual, unless the owner or occupier subsequently nominates a different representative.

f. If the owner and/or SUIP is not an individual, communication must be with the senior management of that body (typically a company or trust) to nominate someone to act on their behalf.

g. Where an individual or organisation appears multiple times on the owner and/or occupier list (for example, they own a number of properties or businesses in the BID) that person or organisation may nominate only one name per property for the Register of Eligible Voters, noting each person must be different and not already on the voter register.

h. The following business owners are not eligible to register on the Register of Eligible Voters:

- Business owners who operate their businesses from residentially rated property within the BID boundary area.
- Business owners who give a business address which is a commercial property within the BID boundary area, but who do not physically run their businesses from that address (for example businesses who use their accountant's address, or businesses who have mail delivered to a relative or friend running a business within the BID).

i. Business owners who operate from a residentially-rated property may choose to join the BID Association provided that they satisfy the BID Association they operate a business within the BID.

j. The following information must be included on the Register of Eligible Voters:

- Name of property owner or occupier
- Name of representative (if applicable)
- Contact details:
  - Email address.
  - Mailing address.
  - Physical address.
  - Telephone, including mobile number/fax numbers.
- The voter's preferred method of communication (for example, email).

k. The Register of Eligible Voters must be agreed by Council staff and any disputes about eligibility for inclusion on the Register of Eligible Voters will be made by the Council.

l. Once established, it is the responsibility of the BID Association to maintain and update the membership register and immediately advise the Council of any changes.

m. The BID Association must not use nor pass on any personal information for any purpose other than administration of the BID Association.

14. A BID Poll will be conducted.

a. No BID will be established without a BID Poll and that BID Poll must achieve a voting return of 35 percent of voters listed on the Register of Eligible Voters and the majority of those votes are in favour of the proposition.

b. The BID Poll is the responsibility of the BID proponent.

c. The Council will pay for the cost of the BID establishment poll.

d. A Returning Officer approved by the Council must be engaged to conduct the BID Poll and they must be engaged as soon as the Register of Eligible Voters has been finalised to

enable the election service to begin preparing for the Poll. Material prepared for the Poll must include:

- the Register of Eligible Voters
- an easy-to-understand information sheet outlining the BID proposal
- a ballot form approved by the Returning Officer
- a contact update form.

e. All registered voters on the Register of Eligible Voters must be notified of the upcoming Poll and the key issues to be decided. These issues include, but are not limited to:

- the boundaries of the proposed BID
- the total budget and approximate targeted rate to be assessed
- the objectives of the BID strategic plan
- the principal BID proponents for contact purposes.

f. The BID proponent must engage with the property owners and occupiers within the proposed BID through:

- at least one information meeting, open to all interested parties, must be held no less than 10 days prior to the poll closing
- at least two advertisements about the upcoming Poll in local newspapers and on the Council's website, with the last advertisement a minimum of three days prior to the Poll closing. Other methods to inform eligible voters of the upcoming vote, such as social media, face-to-face meetings, email, fax or newsletters may be used.

g. All BID polls are run as postal ballots. The period between the mail out of the ballot papers and close off for return of ballots must not be less than 14 calendar days.

h. The Returning Officer will send out a pack including the information sheet, the ballot form, the contact update form and a prepaid return envelope. Any requests for replacement ballots should be directed to the Returning Officer.

i. Proxy voting is not permitted for BID Polls. Registered voters who will be absent from their registered addresses during the period of the Poll but who wish to vote, should provide a forwarding address to the BID proponents.

j. The Returning Officer will receive, count and verify all returned ballot papers. It will then report the result of the Poll to the BID proponent and the Council.

15. The final decision about whether to establish, extend, reduce or dis-establish a BID is made by the Council because, under the Local Government (Rating) Act 2002, it is the Council alone that can set the Targeted Rate. In making that decision, the Council will take into account, but will not be bound by, the BID Poll result.

Set up of an approved BID

16. If the Council approves setting up a BID, a business association must be established and registered as an incorporated society and evidence of registration provided to the Council (refer to www.societies.govt.nz).

17. The Council will not approve a Targeted Rate without evidence that the BID Association is an incorporated society as at 30 June of the given year.

18. As part of the incorporation process, a constitution (which is called 'Rules') must be lodged with the Incorporated Society Register.

19. Any changes to these Rules must be approved by the Council.

20. No subsequent changes may be made to the Rules without Council approval.

21. The BID Association will establish an Executive Committee consisting of a minimum of five voting members and up to ~~nine~~ eleven voting members, three of whom are appointed by the Council.

    a. Those members of the Executive Committee appointed by the Council are not required to be members of the BID Association and will be selected based on skills required to enable the Executive Committee to carry out its role.

    b. Executive Committee members serve a term of two years and must not serve more than three consecutive terms.

    c. The Chairperson of the Executive Committee serves a term of two years.

    d. The Chairperson must be a member of the BID Association and is voted by the Executive Committee members at its first committee meeting.

    e. The Chairperson may serve more than one term.

    f. The Executive Committee must meet at least six times per year.

    g. A quorum for any Executive Committee meeting requires a majority of BID Association members to be present.

    h. Decisions are by majority vote.

    i. No remuneration will be paid to members of the Executive Committee.

    j. A BID Manager must be appointed by the Executive Committee and they do not have any voting rights.

Inaugural Annual General Meeting (AGM)

22. Following Council approval of the BID, an AGM must be held within four weeks of the Poll. Registered voters on the Register of Eligible Voters must be notified of:

    a. the date and place of the first AGM of the BID Association

    b. their opportunity to nominate individuals to the BID Executive Committee, and how to do this

    c. their opportunity to view the proposed BID Association Rules

    d. their opportunity to study the proposed BID Association Budget and Annual Programme

    e. the proposal which was presented to Council regarding establishment of the BID.

23. Nominations for positions on the BID Executive Committee must be made in writing, signed by two registered BID members, and the nominee themselves. These should be delivered to the specified receiving office identified in the publicity about the AGM. Nominations will close three days before the scheduled date of the AGM.

24. The inaugural AGM will be chaired initially by a Council staff member assigned to the BID. The process for the inaugural AGM must include:

    a. The election of an Executive Committee.

    b. Approval of the proposed Rules.

    c. Approval of the proposed Budget and Targeted Rate.

    d. Approval of the proposed Annual Programme.

    e. Approval of the Strategic Plan.

25. Subsequent AGMs will operate as set out in the BID Association Rules.

26. Decisions at the AGM are by majority vote of the assembled BID Association members present at the AGM.

27. The Council must be informed of the elected officers and their contact details.

Membership rights and responsibilities

28. Membership of the BID Association is automatic for any eligible voting business within the BID and the Register of Eligible Voters is the BID Association's membership register. Membership entitles the individual member to:

    a. attend and vote at all annual and special general meetings

    b. attend all meetings of the BID Executive Committee (but not vote)

    c. stand for election to the BID Executive Committee

    d. receive regular communications about BID activities

    e. receive notification of upcoming meetings and agenda items.

29. Members must ensure that their contact details are kept current on the Register.

30. Businesses outside the BID are eligible to apply for associate membership and are required to pay an annual membership subscription as determined by the Executive Committee.

31. Associate members have no voting rights within the BID Association.

BID funding

32. Once confirmation of incorporation has been received from the Registrar of Incorporated Societies, the BID Association can apply to the Council for a Targeted Rate in its BID. This application cannot be made until the BID Association has held its AGM meeting.

33. The purpose of the Targeted Rate is to fund the revenue required by the BID Association to enable it to deliver the Annual Programme approved by the BID Association members.

34. The BID Association must present the following information to the Council to support its application for a Targeted Rate:

    a. Evidence of a mandate (report from the Returning Officer).

    b. Evidence of incorporation (Registrar of Incorporated Societies).

    c. The agreed BID boundaries.

    d. The approved budget that identifies the revenue required to carry out the Annual Programme (AGM Minutes).

    e. The approved Annual Programme (AGM Minutes).

    f. The Strategic Plan (AGM Minutes).

35. The Local Government Act 2002 and the Local Government (Rating) Act 2002 gives the Council authority to set a Targeted Rate for an activity such as a BID. The Council will make the final decisions on what Targeted Rate, if any, to set in any particular year (in terms of the amount and the geographic area to be rated).

36. Council will each year set the Targeted Rate as part of its Funding Impact Statement and rate resolution.

37. A BID Association will be funded by a targeted rate, rated by the Council each year and the full amount collected by the Council passed onto the BID Association in the form of a grant paid quarterly.

38. BID Targeted Rate will be calculated on a combination of a uniform basis flat charge and a Targeted Rate on a Capital Value basis for each rating unit or SUIP of a rating unit within the BID (the BID formula) and will be adjusted each year by the inflation rate adopted by the

Council.

39. New properties, within the BID area, coming into that area will be rated in the next financial year.

40. The financial year of any BID will be 1 July to 30 June.

41. Payment of the Targeted Rate must be separately accounted for in the BID Association's financial records.

42. Any request by the BID Association for an increase in revenue must be submitted to the Council by December in preparation for the financial year commencing the following 1 July with the following information:

    a. The Annual Programme identifying where the additional revenue is required and how this programme will achieve the BID Association's Strategic Plan.

    b. The budget providing details of the additional revenue required.

    c. Evidence of support from BID Association members (AGM Minutes).

43. In addition to the Targeted Rate, the BID Association may raise funds through other mechanisms, including sponsorship, advertising and grants.

44. The Council may contract the BID Association to carry out services on its behalf and/or enter into a service level agreement.

Adjustments to the BID boundary area

45. A decision to change the boundary area of an approved BID must be made by the Council.

46. A proposal to change a boundary area can be made at any time but no decision can be made on a proposal until all eligible voters within the boundary area affected are polled.

47. If the proposal is for a boundary extension, only the property owners and occupiers in the proposed extension area are polled.

48. The BID will pay for any further polls to adjust the boundary.

49. The process for polling is that set out in clauses under item 14 of this Policy.

Dis-establishment of a BID

50. The Council may dis-establish a BID at any time and is not required to conduct a poll.

Management and performance accountability

51. The Executive Committee will act as the BID Association's interface with the Council and is responsible for running the BID in accordance with this Policy and the approved Strategic Plan and Budget.

52. The BID Association and Council will at all times communicate with each other in such a way as to most effectively further the strategic objectives of the BID Association members and to protect and enhance the partnership relationship between the BID Association and the Council.

53. An appropriate Council General Manager will be responsible for the BID Association relationship and will appoint a one-point-of-contact staff member for the relationship interface.

54. The Executive Committee is expected to produce a Strategic Plan every three years which:

    a. reflects a representative view of the BID members

    b. describes how the Plan will contribute to achieving the purpose of the BID as set out in items 4 to 10 of this policy

c. describe how the Plan will contribute to any Council strategic aspirations, plans or projects relevant to the BID area

d. include effective measures of performance that enable objective evaluation of delivery against the outcomes of the Plan and the performance of the BID Association over the three-year period.

55. The Executive Committee must present an Annual Programme and Budget to the Council by 1 March of each year for the following financial year.

a. The Annual Programme sets out in detail the projects and work the BID Association intends to undertake in the following financial year. It must align with the BID Association's Strategic Plan as in clause 54.

b. The budget will be used to determine the overall level of the targeted rate and any requests for additional funding must comply with clause 41. The partnership between Council and the BID Association includes ensuring prudent use of any BID funding.

c. Effective measures of performance that the success of the Annual Programme and which demonstrate a relationship to the association's Strategic Plan outcomes must be included.

d. The Annual Programme will also include measures of performance for the BID's Executive Committee and management.

56. Measures of performance for both the association's Strategic Plan (three yearly) and Annual Programmes (annually) will be established in consultation with the Council in the form of key performance indicators (KPIs).

57. Council and the BID Association will agree data sources for KPIs included in the Strategic Plan and Annual Programmes as well as their respective responsibilities for data collection and data reporting.

58. The agreed performance measures must cover the economic performance of the BID and public and business perceptions of the BID identity against baseline measures (trend data). They will also include KPIs related to specific BID projects and activities. KPIs may include but are not limited to:

a. BID contribution to central city GDP.

b. Total retail spend.

c. Type and number of businesses.

d. Number of employees.

e. Perceptions of safety.

f. Shopper/visitor satisfaction surveys.

g. Commercial rents.

h. Vacancy rates.

i. Visitor numbers (local, regional and overseas).

j. Pedestrian activity.

k. Economic impact assessment of events held in the BID.

l. Number of new businesses attracted to the BID.

m. Positive media (print, radio, social) coverage of the BID.

59. The BID Association must publish an Annual Report on its financial and strategic performance each year in August.

60. Council will review the performance of the BID against the stated Strategic Plan, KPIs, audited accounts and Annual Report. In August each year, the Executive Committee must provide the Council with a copy of the audited accounts and Annual Report for the previous financial year (including statements that the association has acted in compliance with its Rules and all other

relevant laws and regulations).

61. Where the Council has concerns with the progress or success of a BID, the grant from the Targeted Rate may be withheld until specific improvements or alterations have been made to the Annual Programme, business and Strategic Plans, or implementation processes.

62. The Council may initiate a review of all or any particular BID programme at any time.

Dispute resolution

63. The Council has the final decision about whether or not to set a Targeted Rate, the amount of that Targeted Rate, whether to provide for an additional rate or alter the boundaries of the area subject to the rate, and whether or not to establish, dis-establish, reduce or extend the BID.

64. If there is a dispute about other matters the BID Association and the Council will attempt to resolve their dispute through mediation sharing the costs of mediation equally. If the dispute is not resolved, either party may refer the dispute to arbitration in accordance with the Arbitration Act 1996. The award in the arbitration will be final and binding on the parties.

65. Disputes between BID members (ONR) and the BID Associations will be settled in accordance with the following procedure:

    a. unless matters can be resolved quickly and informally, ONR are obliged to bring their concerns to the attention of the BID Association's Executive Committee in writing. An initial written response is required within seven working days, outlining the manner and the time frame in which the concerns will be addressed. Council as major fund provider should be made aware of any such issues.

    b. Having exhausted reasonable means of resolving the dispute, the BID Association may appoint a mediator to enable the parties to settle the dispute. If the dispute is not resolved within a further 30 days after appointment of a mediator, any party may then refer the dispute to arbitration in accordance with the Arbitration Act 1996. The award in the arbitration will be final and binding on the parties.

First adopted:	26 June 2012
Revision dates/version:	26 March 2016 / 30 June 2019
Next review date:	30 June 2023
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Business Improvement District Policy

Purpose and scope

1. This Policy applies when setting up a Business Improvement District (BID) including its funding and Council's administration of BIDs.
2. This Policy applies to any BID established within the Hamilton City Council's boundary.
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Returning Officer	A person from an independent election service body which has been approved by Council.
SUIP	Separately used or inhabited part of a rating unit.

Policy

Purpose of a Business Improvement District

4. Business development:
    a. to support business creation, attraction, retention and expansion within a BID
    b. to assist and guide development and advancement of commercial interests of businesses and business people within a BID
    c. To provide a forum for networking and collaboration of members.
5. To advocate for business interests within the BID.
6. Promotion, events and marketing:
    a. to market business interests within the BID locally, regionally and nationally
    b. to establish and support an identity for the BID.
7. To support Council to ensure the physical environment of the BID is consistent with the BID identity:
    a. to promote amenity, cleanliness, safety and connectivity within the BID
    b. to advocate for the preservation of heritage appropriate to the BID
    c. to advocate for quality urban design within the BID.
8. To align strategic goals for the BID with Hamilton City Council's strategic plans.
9. To work collaboratively and in a coordinated way with Hamilton City Council.
10. To work with other organisations that have a role within the BID, for example, the Waikato Chamber of Commerce and local branch of the Property Council of NZ, to ensure a coordinated strategic approach to developments within the BID are taken.

Process to establish a BID

11. The Council approves setting up a BID.
12. A proposal to establish a BID may be initiated at any time by the Council or any interested party (a BID proponent). A BID proponent should seek sufficient support for establishing a BID before making a request to the Council.
13. A Register of Eligible Voters will be established.
    a. The Council will approve the potential BID boundary area and provide a map. This will occur in consultation with any BID proponent.
    b. A list of property owners and businesses that 'Separately Use or Inhabit Part' (SUIP) of a property within the proposed BID boundary area will be prepared by the BID proponent with the assistance of the Council. The list must include property-owner name, valuation number, physical address, name of owner/occupier; email/electronic contact/website contact; mailing address; landline/mobile phone contact.
    c. Each property owner and business that 'Separately Use or Inhabit Part' of a property (SUIP) on the list must be contacted to determine who will be the registered voter and whose name is to be listed on the Register of Eligible Voters. This Policy is based on the principle of 'one person, one vote' meaning each registered eligible voter will have one vote.
    d. All registered voters automatically qualify to become members of the BID Association and the Register of Eligible Voters is the BID Association's membership register.
    e. If the owner and/or SUIP are an individual, that person should be registered as the voter

unless they nominate someone else to act on their behalf. All future communication must be addressed to that nominated individual, unless the owner or occupier subsequently nominates a different representative.

f. If the owner and/or SUIP is not an individual, communication must be with the senior management of that body (typically a company or trust) to nominate someone to act on their behalf.

g. Where an individual or organisation appears multiple times on the owner and/or occupier list (for example, they own a number of properties or businesses in the BID) that person or organisation may nominate only one name per property for the Register of Eligible Voters, noting each person must be different and not already on the voter register.

h. The following business owners are not eligible to register on the Register of Eligible Voters:

- Business owners who operate their businesses from residentially rated property within the BID boundary area.
- Business owners who give a business address which is a commercial property within the BID boundary area, but who do not physically run their businesses from that address (for example businesses who use their accountant's address, or businesses who have mail delivered to a relative or friend running a business within the BID).

i. Business owners who operate from a residentially-rated property may choose to join the BID Association provided that they satisfy the BID Association they operate a business within the BID.

j. The following information must be included on the Register of Eligible Voters:

- Name of property owner or occupier
- Name of representative (if applicable)
- Contact details:
  - Email address.
  - Mailing address.
  - Physical address.
  - Telephone, including mobile number/fax numbers.
- The voter's preferred method of communication (for example, email).

k. The Register of Eligible Voters must be agreed by Council staff and any disputes about eligibility for inclusion on the Register of Eligible Voters will be made by the Council.

l. Once established, it is the responsibility of the BID Association to maintain and update the membership register and immediately advise the Council of any changes.

m. The BID Association must not use nor pass on any personal information for any purpose other than administration of the BID Association.

14. A BID Poll will be conducted.

a. No BID will be established without a BID Poll and that BID Poll must achieve a voting return of 35 percent of voters listed on the Register of Eligible Voters and the majority of those votes are in favour of the proposition.

b. The BID Poll is the responsibility of the BID proponent.

c. The Council will pay for the cost of the BID establishment poll.

d. A Returning Officer approved by the Council must be engaged to conduct the BID Poll and they must be engaged as soon as the Register of Eligible Voters has been finalised to

enable the election service to begin preparing for the Poll. Material prepared for the Poll must include:

- the Register of Eligible Voters
- an easy-to-understand information sheet outlining the BID proposal
- a ballot form approved by the Returning Officer
- a contact update form.

e. All registered voters on the Register of Eligible Voters must be notified of the upcoming Poll and the key issues to be decided. These issues include, but are not limited to:

- the boundaries of the proposed BID
- the total budget and approximate targeted rate to be assessed
- the objectives of the BID strategic plan
- the principal BID proponents for contact purposes.

f. The BID proponent must engage with the property owners and occupiers within the proposed BID through:

- at least one information meeting, open to all interested parties, must be held no less than 10 days prior to the poll closing
- at least two advertisements about the upcoming Poll in local newspapers and on the Council's website, with the last advertisement a minimum of three days prior to the Poll closing. Other methods to inform eligible voters of the upcoming vote, such as social media, face-to-face meetings, email, fax or newsletters may be used.

g. All BID polls are run as postal ballots. The period between the mail out of the ballot papers and close off for return of ballots must not be less than 14 calendar days.

h. The Returning Officer will send out a pack including the information sheet, the ballot form, the contact update form and a prepaid return envelope. Any requests for replacement ballots should be directed to the Returning Officer.

i. Proxy voting is not permitted for BID Polls. Registered voters who will be absent from their registered addresses during the period of the Poll but who wish to vote, should provide a forwarding address to the BID proponents.

j. The Returning Officer will receive, count and verify all returned ballot papers. It will then report the result of the Poll to the BID proponent and the Council.

15. The final decision about whether to establish, extend, reduce or dis-establish a BID is made by the Council because, under the Local Government (Rating) Act 2002, it is the Council alone that can set the Targeted Rate. In making that decision, the Council will take into account, but will not be bound by, the BID Poll result.

Set up of an approved BID

16. If the Council approves setting up a BID, a business association must be established and registered as an incorporated society and evidence of registration provided to the Council (refer to www.societies.govt.nz).

17. The Council will not approve a Targeted Rate without evidence that the BID Association is an incorporated society as at 30 June of the given year.

18. As part of the incorporation process, a constitution (which is called 'Rules') must be lodged with the Incorporated Society Register.

19. Any changes to these Rules must be approved by the Council.

20. No subsequent changes may be made to the Rules without Council approval.

21. The BID Association will establish an Executive Committee consisting of a minimum of five voting members and up to eleven voting members, three of whom are appointed by the Council.

    a. Those members of the Executive Committee appointed by the Council are not required to be members of the BID Association and will be selected based on skills required to enable the Executive Committee to carry out its role.

    b. Executive Committee members serve a term of two years and must not serve more than three consecutive terms.

    c. The Chairperson of the Executive Committee serves a term of two years.

    d. The Chairperson must be a member of the BID Association and is voted by the Executive Committee members at its first committee meeting.

    e. The Chairperson may serve more than one term.

    f. The Executive Committee must meet at least six times per year.

    g. A quorum for any Executive Committee meeting requires a majority of BID Association members to be present.

    h. Decisions are by majority vote.

    i. No remuneration will be paid to members of the Executive Committee.

    j. A BID Manager must be appointed by the Executive Committee and they do not have any voting rights.

Inaugural Annual General Meeting (AGM)

22. Following Council approval of the BID, an AGM must be held within four weeks of the Poll. Registered voters on the Register of Eligible Voters must be notified of:

    a. the date and place of the first AGM of the BID Association

    b. their opportunity to nominate individuals to the BID Executive Committee, and how to do this

    c. their opportunity to view the proposed BID Association Rules

    d. their opportunity to study the proposed BID Association Budget and Annual Programme

    e. the proposal which was presented to Council regarding establishment of the BID.

23. Nominations for positions on the BID Executive Committee must be made in writing, signed by two registered BID members, and the nominee themselves. These should be delivered to the specified receiving office identified in the publicity about the AGM. Nominations will close three days before the scheduled date of the AGM.

24. The inaugural AGM will be chaired initially by a Council staff member assigned to the BID. The process for the inaugural AGM must include:

    a. The election of an Executive Committee.

    b. Approval of the proposed Rules.

    c. Approval of the proposed Budget and Targeted Rate.

    d. Approval of the proposed Annual Programme.

    e. Approval of the Strategic Plan.

25. Subsequent AGMs will operate as set out in the BID Association Rules.

26. Decisions at the AGM are by majority vote of the assembled BID Association members present at the AGM.

27. The Council must be informed of the elected officers and their contact details.

Membership rights and responsibilities

28. Membership of the BID Association is automatic for any eligible voting business within the BID and the Register of Eligible Voters is the BID Association's membership register. Membership entitles the individual member to:

    a. attend and vote at all annual and special general meetings

    b. attend all meetings of the BID Executive Committee (but not vote)

    c. stand for election to the BID Executive Committee

    d. receive regular communications about BID activities

    e. receive notification of upcoming meetings and agenda items.

29. Members must ensure that their contact details are kept current on the Register.

30. Businesses outside the BID are eligible to apply for associate membership and are required to pay an annual membership subscription as determined by the Executive Committee.

31. Associate members have no voting rights within the BID Association.

BID funding

32. Once confirmation of incorporation has been received from the Registrar of Incorporated Societies, the BID Association can apply to the Council for a Targeted Rate in its BID. This application cannot be made until the BID Association has held its AGM meeting.

33. The purpose of the Targeted Rate is to fund the revenue required by the BID Association to enable it to deliver the Annual Programme approved by the BID Association members.

34. The BID Association must present the following information to the Council to support its application for a Targeted Rate:

    a. Evidence of a mandate (report from the Returning Officer).

    b. Evidence of incorporation (Registrar of Incorporated Societies).

    c. The agreed BID boundaries.

    d. The approved budget that identifies the revenue required to carry out the Annual Programme (AGM Minutes).

    e. The approved Annual Programme (AGM Minutes).

    f. The Strategic Plan (AGM Minutes).

35. The Local Government Act 2002 and the Local Government (Rating) Act 2002 gives the Council authority to set a Targeted Rate for an activity such as a BID. The Council will make the final decisions on what Targeted Rate, if any, to set in any particular year (in terms of the amount and the geographic area to be rated).

36. Council will each year set the Targeted Rate as part of its Funding Impact Statement and rate resolution.

37. A BID Association will be funded by a targeted rate, rated by the Council each year and the full amount collected by the Council passed onto the BID Association in the form of a grant paid quarterly.

38. BID Targeted Rate will be calculated on a combination of a uniform basis flat charge and a Targeted Rate on a Capital Value basis for each rating unit or SUIP of a rating unit within the BID (the BID formula) and will be adjusted each year by the inflation rate adopted by the

Council.

39. New properties, within the BID area, coming into that area will be rated in the next financial year.

40. The financial year of any BID will be 1 July to 30 June.

41. Payment of the Targeted Rate must be separately accounted for in the BID Association's financial records.

42. Any request by the BID Association for an increase in revenue must be submitted to the Council by December in preparation for the financial year commencing the following 1 July with the following information:

    a. The Annual Programme identifying where the additional revenue is required and how this programme will achieve the BID Association's Strategic Plan.

    b. The budget providing details of the additional revenue required.

    c. Evidence of support from BID Association members (AGM Minutes).

43. In addition to the Targeted Rate, the BID Association may raise funds through other mechanisms, including sponsorship, advertising and grants.

44. The Council may contract the BID Association to carry out services on its behalf and/or enter into a service level agreement.

Adjustments to the BID boundary area

45. A decision to change the boundary area of an approved BID must be made by the Council.

46. A proposal to change a boundary area can be made at any time but no decision can be made on a proposal until all eligible voters within the boundary area affected are polled.

47. If the proposal is for a boundary extension, only the property owners and occupiers in the proposed extension area are polled.

48. The BID will pay for any further polls to adjust the boundary.

49. The process for polling is that set out in clauses under item 14 of this Policy.

Dis-establishment of a BID

50. The Council may dis-establish a BID at any time and is not required to conduct a poll.

Management and performance accountability

51. The Executive Committee will act as the BID Association's interface with the Council and is responsible for running the BID in accordance with this Policy and the approved Strategic Plan and Budget.

52. The BID Association and Council will at all times communicate with each other in such a way as to most effectively further the strategic objectives of the BID Association members and to protect and enhance the partnership relationship between the BID Association and the Council.

53. An appropriate Council General Manager will be responsible for the BID Association relationship and will appoint a one-point-of-contact staff member for the relationship interface.

54. The Executive Committee is expected to produce a Strategic Plan every three years which:

    a. reflects a representative view of the BID members

    b. describes how the Plan will contribute to achieving the purpose of the BID as set out in items 4 to 10 of this policy

c. describe how the Plan will contribute to any Council strategic aspirations, plans or projects relevant to the BID area

d. include effective measures of performance that enable objective evaluation of delivery against the outcomes of the Plan and the performance of the BID Association over the three-year period.

55. The Executive Committee must present an Annual Programme and Budget to the Council by 1 March of each year for the following financial year.

a. The Annual Programme sets out in detail the projects and work the BID Association intends to undertake in the following financial year. It must align with the BID Association's Strategic Plan as in clause 54.

b. The budget will be used to determine the overall level of the targeted rate and any requests for additional funding must comply with clause 41. The partnership between Council and the BID Association includes ensuring prudent use of any BID funding.

c. Effective measures of performance that the success of the Annual Programme and which demonstrate a relationship to the association's Strategic Plan outcomes must be included.

d. The Annual Programme will also include measures of performance for the BID's Executive Committee and management.

56. Measures of performance for both the association's Strategic Plan (three yearly) and Annual Programmes (annually) will be established in consultation with the Council in the form of key performance indicators (KPIs).

57. Council and the BID Association will agree data sources for KPIs included in the Strategic Plan and Annual Programmes as well as their respective responsibilities for data collection and data reporting.

58. The agreed performance measures must cover the economic performance of the BID and public and business perceptions of the BID identity against baseline measures (trend data). They will also include KPIs related to specific BID projects and activities. KPIs may include but are not limited to:

a. BID contribution to central city GDP.

b. Total retail spend.

c. Type and number of businesses.

d. Number of employees.

e. Perceptions of safety.

f. Shopper/visitor satisfaction surveys.

g. Commercial rents.

h. Vacancy rates.

i. Visitor numbers (local, regional and overseas).

j. Pedestrian activity.

k. Economic impact assessment of events held in the BID.

l. Number of new businesses attracted to the BID.

m. Positive media (print, radio, social) coverage of the BID.

59. The BID Association must publish an Annual Report on its financial and strategic performance each year in August.

60. Council will review the performance of the BID against the stated Strategic Plan, KPIs, audited accounts and Annual Report. In August each year, the Executive Committee must provide the Council with a copy of the audited accounts and Annual Report for the previous financial year (including statements that the association has acted in compliance with its Rules and all other

relevant laws and regulations).

61. Where the Council has concerns with the progress or success of a BID, the grant from the Targeted Rate may be withheld until specific improvements or alterations have been made to the Annual Programme, business and Strategic Plans, or implementation processes.

62. The Council may initiate a review of all or any particular BID programme at any time.

Dispute resolution

63. The Council has the final decision about whether or not to set a Targeted Rate, the amount of that Targeted Rate, whether to provide for an additional rate or alter the boundaries of the area subject to the rate, and whether or not to establish, dis-establish, reduce or extend the BID.

64. If there is a dispute about other matters the BID Association and the Council will attempt to resolve their dispute through mediation sharing the costs of mediation equally. If the dispute is not resolved, either party may refer the dispute to arbitration in accordance with the Arbitration Act 1996. The award in the arbitration will be final and binding on the parties.

65. Disputes between BID members (ONR) and the BID Associations will be settled in accordance with the following procedure:

    a. unless matters can be resolved quickly and informally, ONR are obliged to bring their concerns to the attention of the BID Association's Executive Committee in writing. An initial written response is required within seven working days, outlining the manner and the time frame in which the concerns will be addressed. Council as major fund provider should be made aware of any such issues.

    b. Having exhausted reasonable means of resolving the dispute, the BID Association may appoint a mediator to enable the parties to settle the dispute. If the dispute is not resolved within a further 30 days after appointment of a mediator, any party may then refer the dispute to arbitration in accordance with the Arbitration Act 1996. The award in the arbitration will be final and binding on the parties.

Item 13

Council Report

Committee: Economic Development Committee
Date: 11 May 2023

Author: Sean Murray
Authoriser: Sean Murray

Position: General Manager Venues, Tourism and Major Events
Position: General Manager Venues, Tourism and Major Events

Report Name: Major Event Sponsorship Fund - recommendations for approval 2023/24

Report Status	*Open*

Purpose - *Take*

1. To seek the Economic Development Committee's approval of events to be funded by the 2023-2024 major event sponsorship fund, following the application and management recommendation process undertaken in March and April 2023.

2. To provide the Economic Development Committee with a summary of 2022-2023 major event sponsorship fund activity and confirms the year end budget result.

Staff Recommendation - *Tuutohu-aa-kaimahi*

3. That the Economic Development Committee:

   a) receives the report;

   b) approves the following single year event sponsorship applications for financial sponsorship from Council's major event sponsorship fund in 2023-24 (one year):

      i. Matariki ki Tainui 2023 by Tainui Teachers Association Society Incorporated for $13,000;

      ii. Ford NZ Hockey National Championships 2023 by Waikato Hockey Association for $10,000;

      iii. NZ Marching Championships 2024 by Marching Waikato Association Incorporated for $13,000;

   c) approves the following three-year event sponsorship applications for financial sponsorship from Council's major event sponsorship fund in 2023-24, 2024-25 and 2025-26 (three years):

      i. Round The Bridges 2023, 2024 and 2025 by Hamilton Harriers Club Inc & Classic Events Limited for $17,000 per year;

      ii. Hamilton Arts Festival Toi Ora ki Kirikiriroa 2024, 2025 and 2026 by Hamilton Gardens Summer Festival Foundation for $175,000 per year;

      iii. Balloons over Waikato 2024, 2025 and 2026 by Balloons over Waikato Charitable Trust & Classic Events Limited for $130,000 per year; and

d) declines the following applications for financial sponsorship from Council's major event sponsorship fund:

i. Ako Ararau Māori Expo by TupuOra Education & Developments Limited ($50,000);

ii. Whānau Mārama: NZ International Film Festival Trust by NZ Film Festival Trust ($10,000);

iii. Orchids & More by Orchid Council of NZ ($10,000);

iv. Boon Street Art Festival 2023 by Hamilton Arts Trust ($50,000);

v. World Manu Championships 2024, 2025 and 2026 by Quantum Events Limited ($30,000);

vi. Waikato River Festival He Piko He Taniwha 2024 by Tainui Waka Tourism Inc ($25,000).

Executive Summary - *Whakaraapopototanga matua*

4. Hamilton's major event sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's vision to be a fun city with lots to do with a focus on exposure, city profile, visitation, economic outcomes and community engagement and participation.

5. The approved budget of the 2023-2024 major event sponsorship Fund is $429,346. The total available budget to allocate is $358,346 as funding for some multiyear events was approved in 2022/23 totalling $71,000.

6. This report seeks the approval of funding for six events to receive major event sponsorship funding totalling $358,000.

7. As per the terms of reference, the Economic Development Committee is delegated to approve annual Event Sponsorship funding applications and monitor any grants made to external organisations under the terms of the Event Sponsorship Policy.

8. This report also summarises the year end status of the 2022-2023 event sponsorship fund. Forecast to year end is budget underspend of $60,746 due to pre-approved events not taking place.

9. Staff consider the recommendations in this report have low significance and that the recommendations comply with the Council's legal requirements.

Background - *Koorero whaimaarama*

10. Hamilton's major event sponsorship fund is governed by the Event Sponsorship Policy and focuses on larger event opportunities where exposure will reach beyond Hamilton, delivering high profile coverage and where it will attract significant numbers of visitors, good economic outcomes, plus deliver community engagement and participation.

11. Council recently undertook an applications process for major event sponsorship fund applications for the 2023-24 financial year. A total of 12 eligible events applied for funding.

12. The funding round for the 2023-24 Major Event Sponsorship Fund was open from 1 March to 31 March 2023. This was advertised with a proactive media release and associated website information.

13. The allocation of funds is always highly contestable. Council is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events.

14. Applicants applying for funding need to ensure their events help to achieve these objectives:

    i. **Exposure and promotion for the city:** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving, and well-balanced city.

    ii. **Economic benefits for the city:** The event will increase the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.

    iii. **Promote pride and sense of place for Hamilton residents:** The event gives residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

15. Twelve eligible applications for funding were received and all applications were assessed against the criteria by management in compliance with the Event Sponsorship Policy to collectively assess and determine applications for approval by the Committee.

Discussion - *Matapaki*

Committee Approval – Major Event Sponsorship Fund Applications 2023-24

16. The budget of the 2023-2024 major event sponsorship Fund is $429,346.

17. The total available budget to allocate is $358,346 as funding for some multi-year events was approved in 2022-23 totalling $71,000.

18. A summary of the approval and decline management recommendations is **Attachment 1.**

19. A copy of the full applications pack is **Attachment 2.**

20. The General Manager Venues, Tourism and Major Events has recommended six event sponsorship applications are approved for event sponsorship funding totalling $358,000:

    i. Matariki ki Tainui 2023 by Tainui Teachers Association Society Incorporated for $13,000;

    ii. Ford NZ Hockey National Championships 2023 by Waikato Hockey Association for $10,000;

    iii. NZ Marching Championships 2024 by Marching Waikato Association Incorporated for $13,000;

    iv. Round The Bridges 2023, 2024 and 2025 by Hamilton Harriers Club Inc & Classic Events Limited for $17,000 per year;

    v. Hamilton Arts Festival Toi Ora ki Kirikiriroa 2024, 2025 and 2026 by Hamilton Gardens Summer Festival Foundation for $175,000 per year;

    vi. Balloons over Waikato 2024, 2025 and 2026 by Balloons over Waikato Charitable Trust & Classic Events Limited for $130,000 per year;

21. The above recommendations are seen as fair representation of Council investment in line with the intent of the Event Sponsorship Policy - to focus on event opportunities where exposure reaches beyond Hamilton, delivers high profile coverage, good economic outcomes, attracts visitors to the city and delivery of community engagement and participation.

22. The above management recommendations will almost fully expend the budget.

23. The General Manager Venues, Tourism and Major Events has recommended six events are declined for funding due to highly contestable funding availability:

    i. Ako Ararau Māori Expo 2023 by TupuOra Education & Developments Limited ($50,000)

    ii. Whānau Mārama: NZ International Film Festival 2023, 2024 and 2025 by NZ Film Festival Trust ($10,000)

    iii. Orchids & More 2023 by Orchid Council of NZ ($10,000)

    iv. Boon Street Art Festival 2023 by Hamilton Arts Trust ($50,000)

    v. World Manu Championships 2024, 2025 and 2026 by Quantum Events Limited ($30,000)

    vi. Waikato River Festival He Piko He Taniwha 2024 by Tainui Waka Tourism Inc ($25,000)

Options

24. The Economic Development Committee can choose to approve the management recommendations for funding or make an alternate funding decision in relation to any of the applications.

Summary – Review of Major Event Sponsorship Fund Activity 2022-23

25. A summary of activity is provided in **attachment three.**

26. In 2022-23, the fund had $419,746 to allocate with a total of 14 events approved for funding by council resolution totalling $406,500.

27. Four events approved for funding (total $47,500) did not proceed as planned during the financial year (Achilles Marathon, Feast Waikato, Wheels Along the Waikato and Waikato River Festival).

28. All the other events took place and fulfilled event objectives and sponsorship terms in place. Council's standard sponsorship contract terms provides for 80% of approved sponsorship on signing of an agreement with the 20% balance paid post event subject to the successful staging and outcome of the event as agreed and delivery of a satisfactory post event report.

29. The above activity will result in forecasted underspend at year-end of $60,746.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

30. Staff confirm the staff recommendations in this report complies with the Council's legal and policy requirements.

Climate Change Impact Statement

31. There are no known climate risks or adaption opportunities associated with this option.

32. There is no change in greenhouse gas emissions associated with this option.

Financial Considerations - *Whaiwhakaaro Puutea*

33. This is a regular operating activity funded through the Long-Term Plan.

34. Council's Major Event Sponsorship Fund is budgeted at $429,346 in 2023-24.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

35. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').

36. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.

37. The recommendations set out in this report are consistent with that purpose.

Social

38. Event activity helps promote social opportunities for Hamiltonians and visitors to the city to enjoy and participate in, creating a vibrant and diverse city.

Economic

39. Event activity brings economic return to the city by way of new visitor expenditure that would not otherwise come to Hamilton and increased use of local business suppliers employed to provide services to support event activity.

Environmental

40. There are no known environmental impacts in relation to this activity that are not mitigated directly by the event organisers.

Cultural

41. Event activity helps promote cultural events and awareness of our heritage and history for Hamiltonians and visitors to the city to enjoy and participate in.

Risks - *Tuuraru*

42. Any approval to fund requires the event to be confirmed to take place regarding current COVID event restrictions. Staff work carefully with approved applicants to confirm funding agreements and necessary event cancellation policies and processes.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

Significance

43. Staff have considered the key considerations under the Significance and Engagement Policy and have assessed that the recommendation(s) in this report has/have a low level of significance.

Engagement

44. Given the low level of significance determined, the engagement level is low. No engagement is required.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Summary of Management Recommendations for Approval Major Event Sponsorship Fund 2023-24

Attachment 2 - Applications Major Event Sponsorship Fund 2023-24

Attachment 3 - Summary of Major Event Sponsorship Fund Activity 2022-23

SUMMARY OF MANAGEMENT RECOMMENDATIONS FOR APPROVAL: MAJOR EVENT SPONSORSHIP FUND 2023-2024

EVENT DETAILS	APPLICANT / ORGANISER	$ APPLIED	MULTI -YEAR			MANAGEMENT RECOMMENDATION			MANAGEMENT COMMENT
			Y1 23/24	Y2 24/25	Y3 25/26	APPROVE / DECLINE	AMOUNT PER YEAR	CRITERIA SCORE	
Matariki ki Tainui - July 2023	Tainui Teachers Association Soc. Inc	$30,000				APPROVE	$13,000	21/30	Recommended - significant long-term growth potential for the city. Increased community interest in Matariki events and celebrations. High numbers of attendees and highly capable event organiser with significant experience.
Ako Ararau Māori Expo - July 2023	TupuOra Education & Developments Limited	$50,000				DECLINE	Nil	16/30	Not recommended. Organisation appears well funded with multiple external income options. MESF does not generally support expo events and although not policy driven, support of this event type may refer other similar events to this fund. Due to highly contestable funding availability, unable to support via the MESF.
Whānau Mārama: NZ International Film Festival Trust - August 2023	NZ Film Festival Trust	$10,000				DECLINE	Nil	10/30	Not recommended. Application does not appear to drive visitation or economic benefits. Event has been taking place for a number of years without city support. Due to highly contestable funding availability, unable to support via the MESF.
Orchids & More September 2023	Orchid Council of NZ	$10,000				DECLINE	Nil	9/30	Not recommended. Event does not require Council's support to take place and appears will achieve its objectives without Council's support. Not recommended for funding due to contestable fund and other events taking priority for funding in 2023/24.
Ford NZ Hockey National Championships - September 2023	Waikato Hockey Association	$20,000				APPROVE	$10,000	21/30	Recommended – the event has national significance with good number of attendees and associated benefits. A good fit to the fund and approach to encourage national level competitive sporting events to Hamilton venues. Good number of attendees and length of stay in city.
Boon Street Art Festival Nov 2023	Hamilton Arts Trust	$50,000				DECLINE	Nil	10/30	Not recommended. Application lacks strong links to the overall fund assessment criteria to warrant funding. Due to highly contestable funding availability, unable to support via the MESF.
Round The Bridges Nov 2023, 2024 & 2025	Hamilton Harriers Club Inc & Classic Events Limited	$25,000				APPROVE	$17,000	22/30	Recommended. Well attended/established event with strong corporate support plus an ongoing focus to attract greater audiences to the event and potential for more visitation. Low investment for good returns across the range of criteria. Demonstrates city infrastructure capability.
World Manu Championships Feb 2024, 2025 & 2026	Quantum Events Limited	$30,000				DECLINE	Nil	16/30	Not recommended. Application lacks strong links to the overall fund assessment criteria to warrant funding. Due to highly contestable funding availability, unable to support via the MESF.
Hamilton Arts Festival Toi Ora ki Kirikiriroa Feb – March 2024,2025 & 2026	Hamilton Gardens Summer Festival Foundation	$175,000				APPROVE	$175,000	26/30	Recommended. An iconic legacy event for Hamilton and fit with the event sponsorship fund criteria of pride and profiling. It endorses Hamilton as an event destination to those outside the region and nationally and use of a key city asset as a must-see destination plus employs local business. Funding for this event is very challenging and heavily reliant on Council support.
Balloons over Waikato March 2024, 2025 & 2026	Balloons over Waikato Charitable Trust & Classic Events Limited	$130,000				APPROVE	$130,000	25/30	Recommended. An iconic legacy event for Hamilton and fit with the event sponsorship fund criteria for pride and profiling. High community support and new audience appeal. Without Council's partnership, this festival could not continue. Funding for this event is very challenging and reliant on Council support.
New Zealand Marching Championships March 2024	Marching Waikato Association Inc	$30,000				APPROVE	$13,000	22/30	Recommended. National level visitor generator, cost effective participation. A good fit to event sponsorship fund criteria and approach to encourage more amateur multi-day sporting events to the city. Good number of attendees and length of stay in city.
Waikato River Festival He Piko He Taniwha March 2024	Tainui Waka Tourism Inc	$25,000				DECLINE	Nil	19/30	Not recommended for sponsorship. It has been noted that in previous years applications the event concept and capability of the organiser has warranted testing but unfortunately to factors (pandemic related), this has not happened. Due to highly contestable funding availability, unable to support via the MESF.

TOTAL 2023-24 MAJOR EVENT SPONSORSHIP FUND 1 JULY 2023 – 30 JUNE 2024	$429,346
Less multi-year events approved in prior years:	
Cambridge to Hamilton Paddle Race Sept 2023	-$5,000
Cheer and Dance Factor 2023	-$10,000
Porritt Classic 2024	-$6,000
Matariki ki Waikato 2024	-$50,000
Subtotal Available Fund	$358,346
Subtotal of 2023-24 Management Recommendations above:	$358,000
2023-24 Remaining surplus balance:	$346

Full Applications – Major Events Sponsorship Fund 2023-24

(Hyperlinked here)

1	Matariki ki Tainui - July 2023
2	Ako Ararau Māori Expo - July 2023
3	Whānau Mārama: NZ International Film Festival Trust - Aug 2023
4	Orchids & More - Sept 2023
5	Ford NZ Hockey National Championships - Sept 2023
6	Boon Street Art Festival - Nov 2023
7	Round The Bridges - Nov 2023, 2024 & 2025
8	World Manu Championships - Feb 2024, 2025 & 2026
9	Hamilton Arts Festival Toi Ora ki Kirikiriroa Feb - Mar 2024,2025 & 2026
10	Balloons over Waikato - Mar 2024, 2025 & 2026
11	New Zealand Marching Championships - Mar 2024
12	Waikato River Festival He Piko He Taniwha March 2024

Hamilton City Council
Te kaunihera o Kirikiriroa

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Matariki ki Tainui 2023		
EVENT DATE	13-14 July 2023		
APPLICANT	Tainui Teachers Association Society Incorporated		
EVENT LOCATION	Claudelands	**EVENT TYPE**	Performance /Cultural
EVENT OVERVIEW	• The Tainui Secondary Schools Manu Kōrero and Kapa Haka Competition • Combined with an exhibition of toi Māori, stalls and exhibitions, the festival aims to leverage the two largest kaupapa Māori events for Tainui rangatahi and is a celebration of Matariki for Hamilton and the surrounding areas of Tainui rohe. • Up to 40 orators, 14 kapa haka teams, 20 artists and 40 stallholders/exhibitionists are expected to form the basis of the celebration of reo, tikanga, and art and dance, under the mantle of Matariki.		
TARGET MARKET	• Māori communities in Tainui region and surrounding areas. • People interested in learning about Māori culture and traditions. • Tourists and visitors to the area looking for unique cultural experiences. • Strategic partners, funders, sponsors, trade and exhibitors, media. • Tangata whenua, Kapa haka, speech competitors, schools, judges, VIPs and invited guests, broadcasters, • MCs, workforce, voulnteers, contractors.		
EVENT OBJECTIVES	• To be the largest singular celebratory event of Matariki in the region.		
ATTENDANCE	9,370 total ○ 4,700 from Hamilton ○ 4,670 from outside Hamilton	**BED NIGHTS**	2,200 bed nights
EXTERNAL FUNDING	The budget provided shows a substantial amount of potential sponsorship for sponsors, partners and funders is being sought from naming rights to tier 1-4 level.		
PREVIOUS COUNCIL SUPPORT	N/A – this is a new event concept for funding.		
PAST EVENT PERFORMANCE	The event organiser has over 10 years event management experience. The Tainui Teachers' Association comprise of a forum of Secondary School Te Reo Māori Teachers throughout the Tainui region. biennial Tainui Secondary School Kapa Haka Competition and annual Ngā Manu Kōrero Speech Competition since 2000. Previous events supported by Council include 2020 Rāhui Pōkeka Ahurei invitation Event and Tainui Secondary Schools Kapa Haka Festival 2021.		

	NATIONAL & LOCAL EXPOSURE	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	• Showcase Hamilton through nationwide coverage across Tainui Live Broadcast with radio station and Maori TV platforms, showing Hamilton as a culturally responsive	• Council being acknowledged online via social media and	• Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

	supporter • Recognition as Matariki Festival Sponsor in relevant marketing material leading up to the festival 2. • Two (2 x) allocated spaces for signage shall be placed strategically inside the venue. The maximum size for this signage is to be confirmed. Sponsor to provide and organise delivery to venue.	website	• Venue advertising including banners • Promotional videos to be played in venue in breaks and on livestream
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES**	**RECOGNITION AND ACKNOWLEGDMENTS**	
	• Ability for Council representatives to attend the event • 10 complimentary passes to event • Complimentary exhibitor size (size to be confirmed closer to festival)	• Council being given verbal acknowledgement during all presentations(s)/public announcement(s). • Council being acknowledged in the news and press/media releases(s).	

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$30,000 for one year (2023)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	**Score (5)**
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	4
Utilisation of city assets	4
Total	**21 / 30**

MANAGEMENT COMMENT
APPROVE $13,000 for one year (2023) Recommended - significant long-term growth potential for the city. Increased community interest in Matariki events and celebrations. High numbers of attendees and highly capable event organiser with significant experience.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0132023 From Tainui Teachers Association Society Incorporated
Form Submitted 29 Mar 2023, 7:18pm NZDT

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

2023 Major Event Sponsorship Fund
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Matariki ki Tainui 2023

Start date of Event *
13/07/2023
Must be a date.

Finish date of Event *
14/07/2023
Must be a date.

Time of the Event *
9am - 5pm

Location or Venue *
Claudelands Event Centre

Is the Event *
☐ Annual ☑ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Cultural

If Other, please describe

Amount of Hamilton sponsorship sought *
$30000

Are you wanting this sponsorship amount for: *
☑ One year ☐ Two Years (same amount each year) ☐ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *
Tainui Teachers Association Society Incorporated
Please enter the registered (legal) name of your organisation.

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Please state the type of entity?
Incorporated Society

If other, please state

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0132023 From Tainui Teachers Association Society Incorporated
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Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	100-680-319 Please enter your GST number.
Contact Person for this Application *	Mr Toti West Please enter the name of the primary contact person for this application.
Organisation postal address *	5A Walsh St Forest Lake Hamilton 3200 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 7778 3878 Please enter the contact phone number for the primary contact given above.
Contact email address *	tainuiteachers@gmail.com Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr Toti West
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	027 778 3878
Event Organiser email address *	toti@puaingo.co.nz
Please list prior event experience of both the organisation and event organiser *	The Tainui Teachers Association has a rich history of organising events for rangatahi in secondary schools in the wider Tainui region. We have been established as a legal entity since 2013, but were responsible for organising events well before this time. We have organised the biennial Tainui Secondary School Kapa Haka Competition and annual Ngā Manu Kōrero Speech Competition since 2000. Our portfolio of events has since grown to include Ki-O-Rahi tournaments at both a regional and national level. The Tainui Teachers Association were instrumental in organising the event "Rāhui Pōkeka Ahurei" in 2020 - in invitational national kapa haka competition that delivered important education engagement outcomes for our rangatahi mid-Covid.
Is there a contract in place with the event organiser or organisation team? *	☐ Yes ☑ No

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Does your organisation hold intellectual property rights to the event? *

☑ Yes
☐ No

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

'Matariki ki Tainui' is an empowering celebration of Matariki for Hamilton City and the surrounding areas of Tainui rohe. The festival leverages the two largest kaupapa Māori events for Tainui rangatahi on the biennial calendar.

Every two years, the Tainui Secondary Schools Manu Kōrero and Kapa Haka Competitions attract over 10,000 orators, performers and live spectators. Hundreds of thousands more are captured via the Tainui Live broadcasts on radio and livestream.

Combined with an exhibition of toi Māori created by rangatahi, and an inspiring hub of stalls and exhibitions, this festival will become the largest singular celebratory event of Matariki in the region.

Matariki ki Tainui 2023 will be held at Claudelands Event Centre, Thursday 13 July - Friday 14 July and is expected to draw the greatest number of participants and audiences ever seen at these kaupapa.

40 orators, 14 kapa haka teams, 20 artists and 40 stallho lders/exhibitionists are expected to form the basis of our celebration of reo, tikanga, and art and dance, under the mantle of Matariki.

The festival has the following priorities in its engagement with rangatahi:

Matariki
Te Reo & Tikanga Māori
Māori arts and dance
Hauora
Education
Rangatahi leadership
Digital Technologies

2023 Major Event Sponsorship Fund
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No more than 500 words

Attach any other event outline documents here *No files have been uploaded*

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: 20230227 Matariki ki Tainui 2023.pdf
File size: 10.7 MB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Matariki.pdf
File size: 115.6 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Marketing and Promotion Plan.pdf
File size: 107.9 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

2023 Major Event Sponsorship Fund
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Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Benefits Schedule 090203.pdf
File size: 84.6 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *
☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	500	500	10	
Spectators	4000	4000	100	
Trade	200	50	10	

Entry Fees

Adult	Child	Older people	Other
10	5	10	-

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	200	2
Motels	200	2
Camping ground	200	2
Schools	300	2
Home hosted	200	2

Will all accommodation be located in Hamilton? If not, where? *

☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
2 days

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
1. Recognition as Matariki Festival Sponsor in relevant marketing material leading up to the festival 2. Two (2 x) allocated spaces for signage shall be placed strategically inside the venue. The maximum size for this signage is to be confirmed. Sponsor to provide and organise delivery to venue.

Idea 2
1. Acknowledgement graphic on screen on the live broadcast during performance breaks.
1. Promotion on Matariki Festival social media marketing platforms.

Idea 3
1. Opportunity to provide give-a-ways to festival audience 2. Acknowledgement graphic on screen in the performance arena to be featured during performance breaks. 3. Main Stage: MC spoken recognition (4 x per festival day) . 4. TVCs up to 45 seconds long to be played in the breaks in the Claudelands Arena

Idea 4
1. 10 complimentary passes. 1. Complimentary Exhibitor Site. The size of the site will be specified closer to the date of the Festival.

Idea 5
Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0132023 From Tainui Teachers Association Society Incorporated
Form Submitted 29 Mar 2023, 7:18pm NZDT

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *	☑ Privacy Statement read
I confirm that I agree with the declaration statement above *	☑ Yes
Full Name of Organisation *	Tainui Teachers' Association Society Incorporated
Full Name of Authorised Signatory *	Toti West
Position of Authorised Signatory *	Chiar
Date of Declaration *	29/03/2023


Matariki ki Tainui 2023
Tainui Teachers Association
Society Incorporated

Introduction

‘Matariki ki Tainui’ is an empowering celebration of Matariki for Hamilton City and the surrounding areas of Tainui rohe. The festival leverages the two largest kaupapa Māori events for Tainui rangatahi on the biennial calendar.

Every two years, the Tainui Secondary Schools Manu Kōrero and Kapa Haka Competitions attract over 10,000 orators, performers and live spectators. Hundreds of thousands more are captured via the Tainui Live broadcasts on radio and livestream.

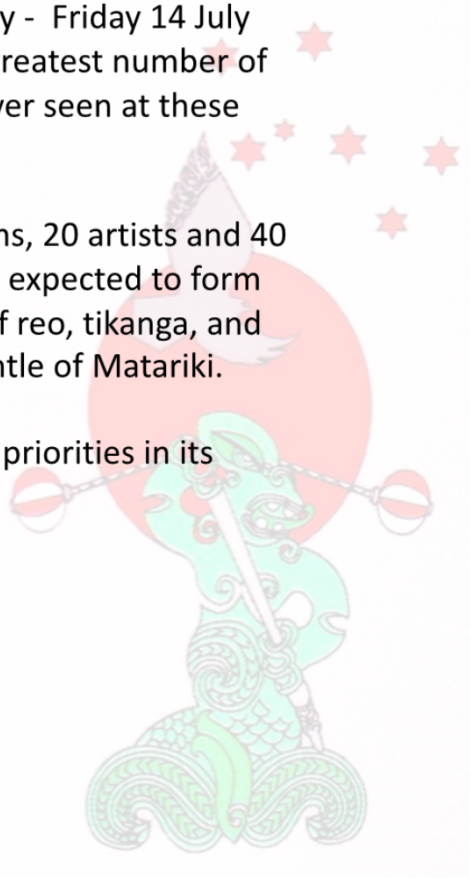
Combined with an exhibition of toi Māori created by rangatahi, and an inspiring hub of stalls and exhibitions, this festival will become the largest singular celebratory event of Matariki in the region.

Matariki ki Tainui 2023 will be held at Claudelands Event Centre, Thursday 13 July - Friday 14 July and is expected to draw the greatest number of participants and audiences ever seen at these kaupapa.

40 orators, 14 kapa haka teams, 20 artists and 40 stallholders/exhibitionists are expected to form the basis of our celebration of reo, tikanga, and art and dance, under the mantle of Matariki.

The festival has the following priorities in its engagement with rangatahi:

- Matariki
- Te Reo & Tikanga Māori
- Māori arts and dance
- Hauora
- Education
- Rangatahi leadership
- Digital Technologies



Benefits to the Community

Matariki has been recently marked as a national holiday and communities are eager to participate in events that inspire and educate them, not only about Matariki itself, but about the unique bicultural identity that we can all be proud of as citizens of Aotearoa New Zealand.

This project benefits the social and cultural wellbeing of all New Zealanders in Hamilton City and the surrounding region. Matariki ki Tainui presents an opportunity for the entire community to come together in the spirit of whanaungatanga, manaakitanga and kotahitanga to experience the ihi, wehi and wana of Māori arts, dance and culture.

Local businesses in the hospitality industry will benefit from the out-of-town audience that attends the event over the two days.

Furthermore, this event will be educational. The theme of Matariki will be woven into the event and provide a safe and embracing atmosphere for all to learn about its significance. The Rangatahi Hub will be attended by stall holders and exhibitionists that accentuate the main priorities of the event.

The focus on Rangatahi makes this a family-friendly event, and emphasises the importance of connection with whānau. Matariki is a time of reflection and planning, and it is the intent of this event to bring this theme into focus through the stalls, exhibitionists and inspirational speakers we engage, further enhancing benefits to holistic social and cultural wellbeing for all participants.

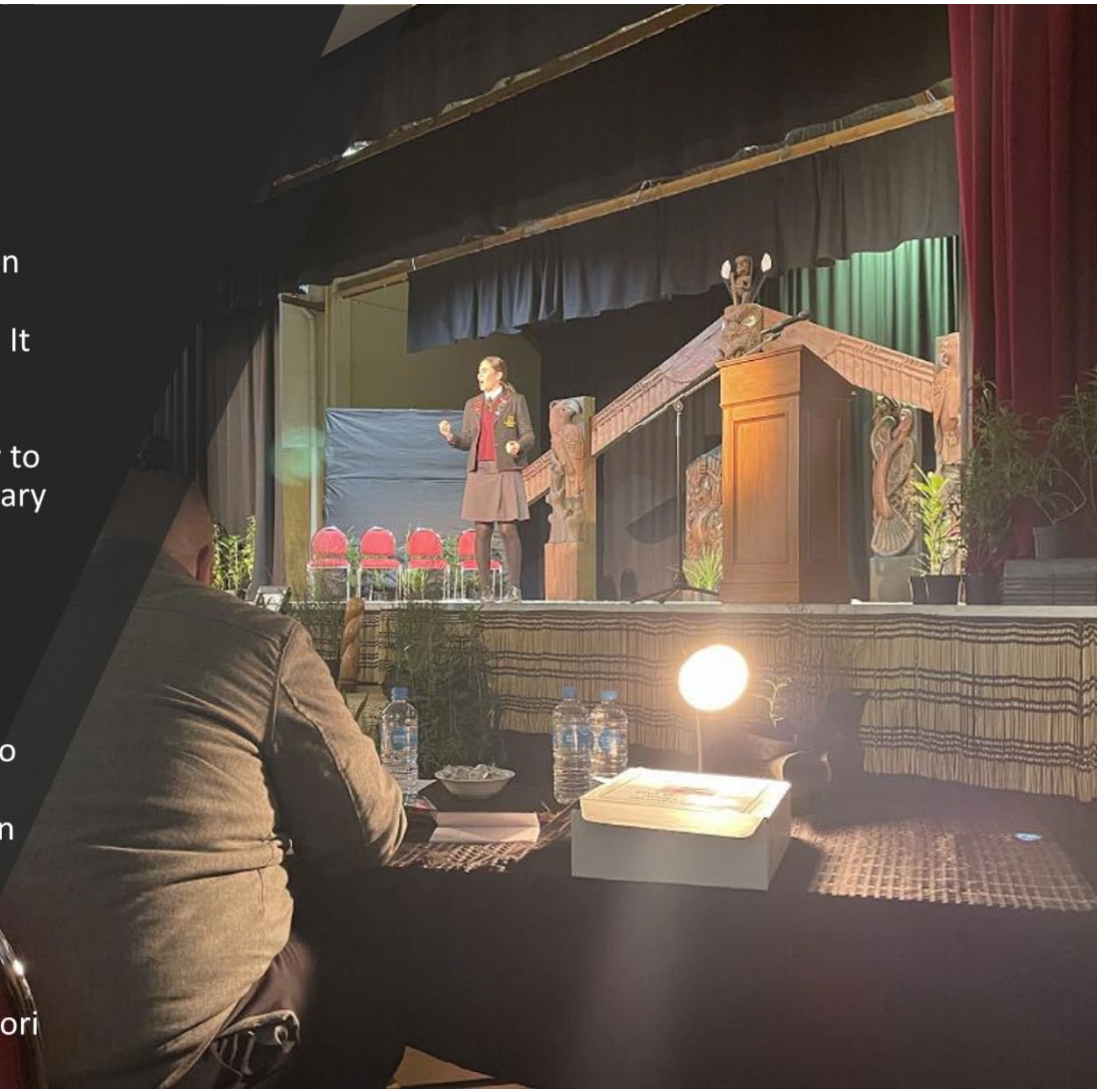
Ngā Manu Kōrero

This is an annually recurring speech competition for secondary school students with Māori and English sections across junior and senior levels. It will run on day one of Matariki ki Tainui.

The top placed speakers in each section qualify to represent Tainui at the annual National Secondary Schools Ngā Manu Kōrero Competition. Tainui speakers have been honoured to consistently place well at the national competitions.

Purposes of the event:

- The revitalisation and sustainability of te reo and tikanga Māori.
- Unifying communities of the Tainui region in the celebration of the prestigious skill of oratory.
- To foster, promote and support English and Māori oratory.
- The pursuit of excellence in English and Māori oratory.





Toi Whanake

Toi Whanake, led by nationally renown contemporary Māori artist Ora Kihi, is an exhibition of toi Māori that has been produced by rangatahi all over the Tainui rohe. It is a celebration of Māori culture, language and identity to be on show for the masses to enjoy as they experience the 'Matariki ki Tainui' festival. Toi Whanake will be live for both days of the festival.

Purposes of the exhibition:

- The revitalisation and sustainability of toi Māori.
- Unifying communities of the Tainui region in the celebration of traditional Māori culture.
- To foster, promote and support Māori art in all its forms.
- The pursuit of excellence in toi Māori.

Kapa Haka Kura Tuarua

The teams who place in the top four of the festival qualify to represent Tainui at the National Secondary Schools Kapa Haka Festival to be held in 2024. The national competition involves 42 performing schools, over 1600 performers, and tens of thousands of spectators as it is the country's extravaganza of Māori cultural excellence for secondary schools.

The Tainui Secondary Schools Kapa Haka Competition will run on day two of Matariki ki Tainui.

Purposes of the event:

- The revitalisation and sustainability of Te Reo and tikanga Māori.
- Unifying communities of the Tainui region in the celebration of traditional Māori culture.
- To foster, promote and support traditional Māori Performing Arts.
- The pursuit of excellence in Māori Performing Arts.



Rangatahi Hub

The Rangatahi Hub will accentuate the priorities of the 'Matariki ki Tainui' festival with the following 'hubs':

- Māori arts and crafts
- Hauora
- Education
- Digital Technologies

Stall holders and exhibitionists will be invited to inspire our rangatahi with their respective insights into these priorities with a focus on holistic wellbeing. Interactive activities will be encouraged and should be clearly linked to the kaupapa of Matariki celebrations.

Guest speakers and musicians will also feature in the Rangatahi Hub to create the celebratory atmosphere that inspires our next generation of leaders.

The Rangatahi Hub will be live on day two of the festival.











Hautapu

An ancient and sacred ceremony, a Hautapu is a way of acknowledging the accension of Matariki into the sky.

Steam rises to honour the stars of Matariki, with incantations from tohunga supported by reverberating haka, and karanga to mark the occasion for the community to participate in.

Matariki Breakfast

Following the Hautapu Ceremony, we will host a breakfast of significant leaders, stakeholders and rangatahi, to bring this aspect of the ceremony to a close. The environment will encourage conversation between rangatahi and community leaders to provide an inspirational platform for one-to-one leadership development, connections and networking.

Budget

Expenses	Amount
Venue	$ 68,000
Production (stage, sound, lighting)	$ 60,000
Catering	$ 22,500
Photography	$ 8,000
Event Management Team	$ 30,000
First Aid	$ 5,000
Administration	$ 8,500
Marketing	$ 40,000
Hautapu Ceremony	$ 3,500
Personnel – MCs and judges	$ 28,000
Entertainment	$ 6,000
Accommodation & Travel	$ 16,200.00
Uniform	$ 3,600.00
Total	**$ 299,300.00**

Income	Amount
Tainui Teachers Association Contribution	$ 10,000
Stalls	$ 1,000
Tickets	$ 24,000
Registrations	$ 3,250
Total	**$ 38,250**

We are currently seeking support from potential sponsors, partners and funders for a total of **$261,150.00.** We have a current data base of 20 funders that we are working through and have not yet received confirmation of any successful applications.

A quote and proposal from Claudelands Event Centre can be provided upon request, along with a detailed breakdown of the budget.

Sponsor Benefits

Matariki ki Tainui 2023 invites sponsors to support this kaupapa with the following tiers of contribution:

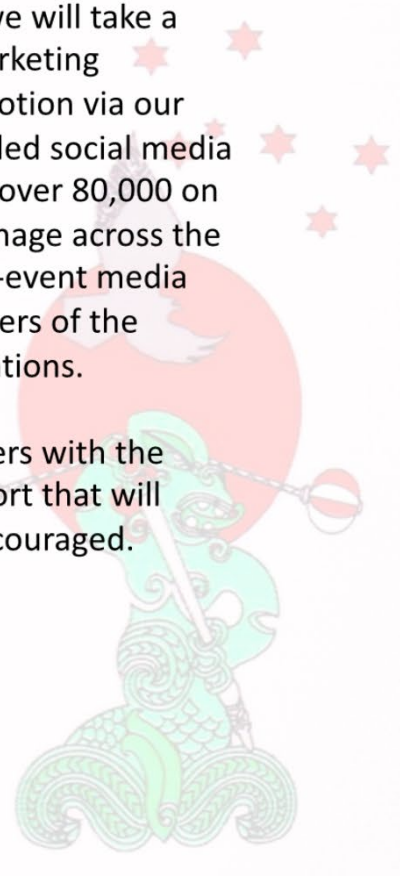
Tier 4	< $9,999
Tier 3	$10,000 - $19,999
Tier 2	$20,000 - $39,999
Tier 1	$40,000 - $79,999
Naming rights	> $80,000

The benefits on offer include logo placement on marketing collateral, festival signage, TVCs in the performance arena, TVCs on the online broadcast and prime exhibition sites to name but a few. See the attached Sponsor Benefits Schedule for a comprehensive breakdown of sponsor benefits associated with each tier.

Marketing Plan

With the support of our funders we will take a multi-platform approach to all marketing activations. This will include promotion via our broadcast partner Tainui Live, iwi-led social media platforms (combined following of over 80,000 on Facebook alone), out-of-home signage across the city, iwi radio promotions and pre-event media coverage. We will engage influencers of the region to amplify our digital activations.

Proposals from prospective partners with the capability to provide in-kind support that will enhance marketing efforts are encouraged.



Measures of Success

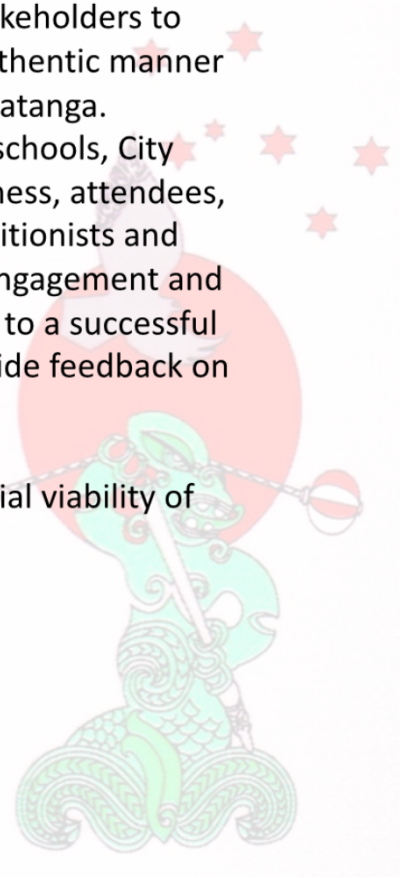
A survey will be conducted during the event that will gather data from attendees regarding the effectiveness of the project, with a particular focus on the main priorities: Te Reo & Tikanga Māori, Māori arts and dance, Hauora, Education, Rangatahi leadership, Digital Technologies.

Live-attendance data will also be used to measure the number of people who have physically engaged with the event.

The online broadcast data will provide a measure regarding the number of people who have engaged digitally.

Matariki is a kaupapa that requires the participation of many different stakeholders to ensure that it is delivered in an authentic manner and in the true spirit of whanaungatanga. Stakeholders include; Kīngitanga, schools, City Council, mana whenua, local business, attendees, performers, stallholders and exhibitionists and volunteers, among others. Their engagement and satisfaction with the project is key to a successful event. They will be invited to provide feedback on the event via surveys.

Another key measure is the financial viability of the project.



Draft Schedule

Day 1

Live Activations
- Ngā Manu Kōrero Speech Competition
- Toi Whanake Arts Exhibition

Located in the Claudelands Hall A, Heaphy Room & associated foyers

9.00am	Briefing for speakers
	Food stalls operational
	Toi Whanake Exhibition live
9.15am	Karakia
9.30am	Speech competition commences
3.30pm	Speech competition concludes
4.00pm	Prizegiving
5.00pm	Ngā Manu Kōrero concludes

_____

5.00pm Rangatahi Hub pack-in

Day 2

Live Activations
- Hautapu Ceremony & Matariki Breakfast
- Tainui Kapa Haka Kura Tuarua Competition
- Toi Whanake Arts Exhibition
- Rangatahi Hub

Located across the entire Claudelands Events Centre

7.00am	Hautapu
7.30am	Matariki Breakfast
	Food stalls operational
	Toi Whanake Exhibition live
8.30am	Rangatahi Hub live
8.45am	Kapa Haka competition commences
3.30pm	Kapa Haka competition concludes
4.00pm	Prizegiving and closing ceremony
5.00pm	Matariki ki Tainui concludes

Tainui Teachers Association

Mission Statement

To support students, and strengthen Māori teachers and teachers of Te Reo Māori in secondary schools in the Tainui region.

Charitable Status

Legal name of the Charity: **Tainui Teachers' Association Society Incorporated**

Registration number: **CC49826**

NZBN number: **9429043255863**

Incorporated Society #: **2585342**

Current Status: **Registered**

Date of Registration: **2/08/2013**

Balance Date: **September 30**

GST Number: **100-680-319**

https://register.charities.govt.nz/Charity/CC49826

Profile

The Tainui Teachers' Association comprise of a voluntary forum of Secondary School Te Reo Māori Teachers throughout the Tainui region. The Tainui region stretches from South Auckland in the North, to Taumarunui in the South, Kawhia in the West, to Hauraki in the East. This area includes 39 secondary schools that participate in the activities of the Tainui Teachers' Association.

Objectives

Promote, foster, develop, and encourage an understanding of Tainuitanga, with particular respect to Kīngitanga, Te Reo me ōna Tikanga.

Provide teacher support.

Facilitate Tainui regional events for rangatahi Māori.

Advocate regionally and nationally for Māori Education.

Prepared by:

Tainui Teachers Association Society Incorporated

Toti West
Co-Chair
Email: toti@puaingo.co.nz
Mobile: 027 778 3878



Tainui Teachers Association

Marketing Plan for Matariki ki Tainui 2023

Strategic Marketing Overview: The 7 Ps of Marketing

Overall, the marketing strategy for Matariki ki Tainui 2023 will focus on creating awareness about the event, generating positive media coverage, and positioning the event as a must-attend cultural experience for people interested in Māori culture and traditions in the wider Hamilton City area. By leveraging the 7 Ps of marketing, we can ensure that every aspect of the event is designed to meet the needs and expectations of our target markets.

Product:

- Matariki ki Tainui is a high-impact kaupapa Māori event that celebrates the Māori New Year, showcases the culture and traditions of the Tainui region in the spirit of whanaungatanga and manaakitanga in a bicultural Aotearoa New Zealand context.

Price:

- The event will be priced affordably as a family friendly event. VIP access will be restricted to funders and sponsors only on a complimentary basis.

Place:

- The event will take place at the Claudelands Events Centre, a location that is easily accessible to the target markets, a hub of high impact events for the wider Hamilton City area.

Promotion:

- The promotion strategy for the event will include social media advertising, collaborations with local Māori community groups and schools, partnerships with tourism operators, and a media outreach campaign to generate positive coverage about the event.

People:

- The event will be staffed by knowledgeable and friendly people who can engage attendees in conversations about Māori culture and traditions in an inviting and safe way.

Process:

- The event will have a smooth and seamless process for ticketing through well-established provider Ticketek and crowd management will be supported by the expertise of the Claudelands Events Centre staff to ensure that attendees have a hassle-free experience.

Physical Evidence:

- The physical evidence of the event, such as the décor, signage, and activities, will be designed to showcase the richness and beauty of Māori culture and traditions. The Claudelands Event Centre has a strong reputation for hosting events that are amongst the best with world class facilities and award winning service.

Marketing and Promotion Plan

The target markets for the event include:

Primary audience

- Māori communities in Tainui region and surrounding areas.
- People interested in learning about Māori culture and traditions.
- Tourists and visitors to the area looking for unique cultural experiences.

Secondary audience

- Strategic partners, funders, sponsors, trade and exhibitors, media.

Required audience

- Tangata whenua, Kapa haka, speech competitors, schools, judges, VIPs and invited guests, broadcasters, MCs, workforce, voulnteers, contractors.

The marketing objectives for the event are:

- To create awareness about the Matariki ki Tainui event among the target markets.
- To increase the number of attendees to the event.
- To generate positive media coverage and social media engagement.
- To position Matariki ki Tainui as a must-attend event among the Māori cultural events in New Zealand.

Marketing strategies for the event could include:

- Social media advertising targeting people interested in Māori culture and traditions. Partnerships have already been established with platforms with a combined following of over 200,000 to promote the event. These include the Facebook and Instagram platforms of the following entities: Tainui Secondary School Kapa Haka, Tainui Waka Cultural Trust, Waikato-Tainui, Tainui Live, Kiingitanga and Te Matatini. There is a continual push to include even more platforms to amplify marketing messaging.
- Collaboration with local Māori community groups to spread the word about the event.
- Partnerships with tourism operators to include Matariki ki Tainui as part of their cultural tours.
- A press release and media outreach campaign to generate positive media coverage about the event. Multiple press releases highlighting special aspects of the event will be used to maximise positive media coverage.
- Tainui Live, our broadcast partner for the event, will be leveraged to maximise reach amongst the Māori communities.

Timeline:

- 6 months before the event: Develop marketing strategy and plan, establish partnerships with tourism operators, and engage with local Māori community groups.
- 2-3 months before the event: Launch social media advertising campaign, start media outreach campaign.
- 1-2 months before the event: Continue social media advertising campaign, increase media outreach activities, finalise partnerships with tourism operators.
- 1 month before the event: Ramp up social media advertising campaign, finalise media outreach activities.

The budget for the marketing and promotions plan includes:

- Social media advertising: $10,000
- Media outreach and press release distribution: $5,000
- Collaborations with local Māori community groups: $2,000
- Partnerships with tourism operators: $3,000
- Other promotional activities: $10,000

Total budget: $30,000

Note: The above budget is just an estimate and can be adjusted to reflect the opportunities that are presented as the time progresses.

Implementation Leads			
Task	Lead	Support	Partner (s)
Design	Toti West	Sean Hamana (Graphic Designer)	Tupuora
Marketing	Toti West	Frankie West	External providers / partners
Communications	Toti West	Frankie West	External providers / partners
Online / Digital / Linear	Toti West	Frankie West	Tainui Secondary School Kapa Haka, Tainui Waka Cultural Trust, Waikato-Tainui, Tainui Live, Kiingitanga and Te Matatini.
Media Management	Toti West	Tania Martin	Internal
Broadcasting	Toti West	Trina Koroheke	Tainui Live
Print media	Toti West	Frankie West	All print media
Strategic Partners	Toti West	TTA Executive	All Strategic Partners
On-site	Toti West	Faye Peke	Claudelands Events Centre / External Providers
Photography	Toti West	Erica Sinclair	External Provider

Matariki 2023 Sponsorship Benefits Tier Breakdown

	Naming Rights ($80,000+)	Tier 1 Sponsor ($40,000k - $79,999)	Tier 2 Sponsor ($20,000k - $39,999)	Tier 3 Sponsor ($10,000k - $19,999)	Tier 4 Sponsor ($0 - $9,999)
Festival Signage Rights	1. Recognition as Matariki Festival Sponsor in relevant marketing material leading up to the festival	1. Recognition as Matariki Festival Sponsor in relevant marketing material leading up to the festival	1. Recognition as Matariki Festival Sponsor in relevant marketing material leading up to the festival	1. Recognition as Matariki Festival Sponsor in relevant marketing material leading up to the festival	1. Recognition as Matariki Festival Sponsor in relevant marketing material leading up to the festival
	2. Four (4 x) allocated spaces for signage shall be placed strategically inside the venue. The maximum size for this signage is to be confirmed. Sponsor to provide and organise delivery to venue.	2. Four (4 x) allocated spaces for signage shall be placed strategically inside the venue. The maximum size for this signage is to be confirmed. Sponsor to provide and organise delivery to venue.	2. Two (2 x) allocated spaces for signage shall be placed strategically inside the venue. The maximum size for this signage is to be confirmed. Sponsor to provide and organise delivery to venue.	2. One (1 x) allocated spaces for signage shall be placed strategically inside the venue. The maximum size for this signage is to be confirmed. Sponsor to provide and organise delivery to venue.	
	3. Collaboration with TTA and mana whenua to decide the name of the festival				
The Official Live Broadcast via Tainui Live	1. Acknowledgement graphic on screen on the live broadcast during performance breaks	1. Acknowledgement graphic on screen on the live broadcast during performance breaks	1. Acknowledgement graphic on screen on the live broadcast during performance breaks	1. Acknowledgement graphic on screen on the live broadcast during performance breaks	
	2. Possible 45 second promotional advertisement (sting). Broadcast at least once in between performing groups during the official live broadcast. Sponsors to provide video content no longer than 45 seconds at least two weeks before festival date.	2. Possible 45 second promotional advertisement (sting). Broadcast at least once in between performing groups during the official live broadcast. Sponsors to provide video content no longer than 45 seconds at least two weeks before festival date.			
	3. Allocated space for signage placed for constant vision at the anchors desk of the official live broadcast.				
Web and Social Media Advertising	1. Promotion on Matariki Festival social media marketing platforms.	1. Promotion on Matariki Festival social media marketing platforms.	1. Promotion on Matariki Festival social media marketing platforms.	1. Promotion on Matariki Festival social media marketing platforms.	1. Promotion on Matariki Festival social media marketing platforms.
	2. Option to place promotional video on Matariki Festival social media marketing platforms.	2. Option to place promotional video on Matariki Festival social media marketing platforms.			

Main Stage and LED Screen Advertising	1. Opportunity to provide give-a-ways to festival audience	1. Opportunity to provide give-a-ways to festival audience	1. Opportunity to provide give-a-ways to festival audience	1. Opportunity to provide give-a-ways to festival audience	1. Opportunity to provide give-a-ways to festival audience
	2. Acknowledgement graphic on screen in the performance arena to be featured during performance breaks	2. Acknowledgement graphic on screen in the performance arena to be featured during performance breaks	2. Acknowledgement graphic on screen in the performance arena to be featured during performance breaks	2. Acknowledgement graphic on screen in the performance arena to be featured during performance breaks	2. Acknowledgement graphic on screen in the performance arena to be featured during performance breaks
	3. Main Stage: MC spoken recognition (4 x per festival day)	3. Main Stage: MC spoken recognition (4 x per festival day)	3. Main Stage: MC spoken recognition (4 x per festival day)	3. Main Stage: MC spoken recognition (4 x per festival day)	
	4. TVCs up to 45 seconds long to be played in the breaks in the Claudelands Arena	4. TVCs up to 45 seconds long to be played in the breaks in the Claudelands Arena	4. TVCs up to 45 seconds long to be played in the breaks in the Claudelands Arena		
	5. Invitation to the prizegiving to be the presenter of awards.				
Tickets	1. 20 complimentary passes	1. 20 complimentary passes	1. 10 complimentary passes	1. 5 complimentary passes	1. 5 complimentary passes
Trade, Exhibition Sites	1. Complimentary Premier Exhibitor Site of your choosing. The size of the site will be specified closer to the date of the Festival.	1. Complimentary Exhibitor Site. The size of the site will be specified closer to the date of the Festival.	1. Complimentary Exhibitor Site. The size of the site will be specified closer to the date of the Festival.	1. Complimentary Exhibitor Site. The size of the site will be specified closer to the date of the Festival.	1. Complimentary Exhibitor Site. The size of the site will be specified closer to the date of the Festival.
Production of Promotional Collateral	1. The production of any promotional collateral for the festival shall be at the sponsor's own cost. The deadline for all material be provided to Matariki Festival will be advised closer to the Festival date.	1. The production of any promotional collateral for the festival shall be at the sponsor's own cost. The deadline for all material be provided to Matariki Festival will be advised closer to the Festival date.	1. The production of any promotional collateral for the festival shall be at the sponsor's own cost. The deadline for all material be provided to Matariki Festival will be advised closer to the Festival date.	1. The production of any promotional collateral for the festival shall be at the sponsor's own cost. The deadline for all material be provided to Matariki Festival will be advised closer to the Festival date.	1. The production of any promotional collateral for the festival shall be at the sponsor's own cost. The deadline for all material be provided to Matariki Festival will be advised closer to the Festival date.
Specs and format details	1. The specs and format material guide will be advised closer to the Festival date.	1. The specs and format material guide will be advised closer to the Festival date.	1. The specs and format material guide will be advised closer to the Festival date.	1. The specs and format material guide will be advised closer to the Festival date.	1. The specs and format material guide will be advised closer to the Festival date.

MATARIKI KI TAINUI BUDGET

Expenses

ITEM	BUDGET	CATEGORISATION	NOTES
Matariki 2023			
Claudelands Venue Hire	$ 61,500	Venue	See H3 Quote
Marquees	$ 5,000	Venue	
Flag Pole	$ 600	Venue	
Photography	$ 8,000	Photography	4 photographers, $2000 per day.
Event Management Team	$ 30,000	Event Management	Includes festival director, adminsistrator and team leads
First Aid	$ 5,000	First Aid	
Ngāti Wairere Kaumātua	$ 500	Administration	
Marketing	$ 30,000	Marketing	
Graphic Design	$ 10,000	Marketing	
Arts Exhibition Equipment	$ 5,000	Production	
Catering (H3 provided)	$ 17,500	Catering	See notes below.
Hautapu			
Koha taputapu	$ 1,000	Hautapu Ceremony	
Koha kai	$ 1,000	Hautapu Ceremony	
Koha whakahaere	$ 1,000	Hautapu Ceremony	
Te ahi	$ 500	Hautapu Ceremony	
Matariki Breakfast			
Catering	$ 5,000	Catering	Budget is $50pp x 100 people
Entertainment	$ 1,000	Entertainment	Musical Entertainment
MC	$ 500	Personnel	
Kapa Haka			
Production (H3)	$ 40,000	Production	Stage, lighting, sound (see H3 quote)
MCs	$ 2,000	Personnel	$500pp x 4 people (half days work pp)
Judges taonga	$ 12,500	Personnel	$500pp x 25 people
Judges accommodation	$ 5,000	Acom & Travel	$200pp X 20 people
Judges meals (at acom)	$ 1,500	Acom & Travel	
Judges travel	$ 2,500	Acom & Travel	
Judges catering (Lunch)	H3 Quote	Catering	See H3 Quote
Judges catering (Interval)	H3 Quote	Catering	See H3 Quote
Judges catering (Snacks)	H3 Quote	Catering	See H3 Quote
Kaumātua/VIP Catering	H3 Quote	Catering	See H3 Quote
Kings Office Catering	H3 Quote	Catering	See H3 Quote
Volunteer kai	H3 Quote	Catering	See H3 Quote
Volunteer t-shirts	$ 2,400	Uniforms	
Koha	$ 1,000	Administration	
Administration	$ 2,000	Administration	
Printing	$ 1,000	Administration	

Matariki ki Tainui Budget

Stalls area			
Entertainment	$ 5,000	Entertainment	Musicians and inspirational speakers
Stalls Equipment	$ 1,000	Venue	
Manu Kōrero			
Staging	$ 10,000	Production	Above Productions preferred supplier
Production	$ 5,000	Production	Above Productions preferred supplier
MCs	$ 3,000	Personnel	$750pp x 4 people (full days work pp)
Judges taonga	$ 10,000	Personnel	$500pp x 20 people
Judges accommodation	$ 4,000	Acom & Travel	$200pp x 20 people
Judges meals (at acom)	$ 1,200	Acom & Travel	
Judges travel	$ 2,000	Acom & Travel	
Judges catering (Lunch)	H3 Quote	Catering	See H3 Quote
Judges catering (Interval)	H3 Quote	Catering	See H3 Quote
Judges catering (Snacks)	H3 Quote	Catering	See H3 Quote
Kaumātua/VIP Catering	H3 Quote	Catering	See H3 Quote
Kings Office Catering	H3 Quote	Catering	See H3 Quote
Volunteer kai	H3 Quote	Catering	See H3 Quote
Volunteer t-shirts	$ 1,200	Uniforms	
Koha	$ 1,000	Administration	
Administration	$ 2,000	Administration	
Printing	$ 1,000	Administration	
TOTALS	$ 299,400.00		

Matariki ki Tainui Budget

Income			
ITEM	AMOUNT		NOTES
Stalls	$ 1,000		
Tickets	$ 24,000		$8 profit pp x 3000 people
Kapa Registrations	$ 3,250		13 groups x $250
TTA Reserves	$ 10,000		
Total	**$ 38,250**		

BUDGETED EXPENDITURE - INCOME	
Funding required	$ 261,150

Categorisation Breakdown	
Venue Hire	$ 68,000
Stage, Sound, Lighting Production Costs	$ 60,000
Catering	$ 22,500
Photography	$ 8,000
Event Management Team	$ 30,000
First Aid	$ 5,000
Administration	$ 8,500
Marketing	$ 40,000
Hautapu Ceremony	$ 3,500
Personnel	$ 28,000
Entertainment	$ 6,000
Acom & Travel	$ 16,200.00
Uniform	$ 3,600.00
Total	**$ 299,300.00**

Hamilton City Council
Te kaunihera o Kirikiriroa

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Ako Ararau Māori Expo 2023		
EVENT DATE	11-12 July 2023		
APPLICANT	TupuOra Education and Development Limited		
EVENT LOCATION	Claudelands	**EVENT TYPE**	Exhibition / Cultural
EVENT OVERVIEW	• A two-day celebration of Māori language and culture • The Expo will feature renown Māori language and culture leaders, academics, educationalists, entrepreneurs, creators, teachers, professionals, advocates, learners and supporters • The expo will provide an opportunity for people to be inspired, to share and learn, to generate ideas, to build connections through Māori language and culture • The event is free and open for all people to attend and Kai, refreshments and waiata will nurture people throughout the day		
TARGET MARKET	• People who share a passion for te o Māori • Those seeking an authentic Māori experience		
EVENT OBJECTIVES	• Attendance of 900 participants (venue capacity), including attendees from each of the targeted stakeholder groups; • To secure keynote speakers who are leaders in the business of growing success through te reo Māori and Māori education; • To offer attendees an opportunity to immerse themselves in te ao Māori – in and amongst Māori education experts, artists, leaders, where all facets of culture at its finest will be on offer; • To offer attendees knowledge on initiatives, programmes, strategies and valuable insights, to growing success through te reo Māori and Māori education; • Attendees are empowered to network, and they take away meaningful connections from the event.		
ATTENDANCE	900 total ○ 500 from Hamilton ○ 400 from outside Hamilton	**BED NIGHTS**	750 bed nights
EXTERNAL FUNDING	The budget provided shows a target of $150k of external sponsorship, with $85K confirmed from Waikato Tainui, Te Puni Kookiri, Te Taura Whiri I Te Reo Maaori and Ministry of Social Development. TupuOra will fund the remaining costs from their own contribution.		
PREVIOUS COUNCIL SUPPORT	N/A		
PAST EVENT PERFORMANCE	TupuOra have multiple contracts with the Ministry of Education as well as several other Government agencies, public and private sector organisations, and other education sector institutions. They have experience with large scale events from 100 -1000 people.		

SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE**	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
	• Presentation slot on live expo stage	• Personalised recognition and acknowledgement in social media and website	• Exclusive branding opportunities in venue and on all relevant material • Council logo will be included in all aspects of marketing & promotional activity

Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES**	**RECOGNITION AND ACKNOWLEGDMENTS**
	• Complimentary dinner tickets for Council (number not confirmed) • Complimentary exhibition space • Reserved expo tickets for Council representatives	• Council being acknowledged in the news and press/media releases(s). • Council being given verbal acknowledgement during presentations(s)/public announcement(s).

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$50,000 for one year (2023)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	**Score (5)**
Fit to Hamilton City vision and profile	4
City exposure benefits	2
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	2
Number of anticipated participants	2
Utilisation of city assets	4
Total	**16 / 30**

MANAGEMENT COMMENT
DECLINE Not recommended. Organisation appears well funded with multiple external income options. MESF does not generally support expo events and although not policy driven, support of this event type may refer other similar events to this fund. Due to highly contestable funding availability, unable to support via the MESF.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0112023 From TupuOra Education and Development Ltd
Form Submitted 31 Mar 2023, 3:02pm NZDT

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0112023 From TupuOra Education and Development Ltd
Form Submitted 31 Mar 2023, 3:02pm NZDT

Ako Ararau, Māori Expo 2023

Start date of Event *
11/07/2023
Must be a date.

Finish date of Event *
12/07/2023
Must be a date.

Time of the Event *
8am to 4pm

Location or Venue *
Claudelands Event Centre

Is the Event *
☐ Annual ☐ Biennial (every two years) ☑ Neither

What type of Event are you seeking funding for? *
Community

If Other, please describe

Amount of Hamilton sponsorship sought *
$50,000.00

Are you wanting this sponsorship amount for: *
☑ One year ☐ Two Years (same amount each year) ☐ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *
TupuOra Education and Development Ltd
Please enter the registered (legal) name of your organisation.

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Please state the type of entity?
Company

If other, please state

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0112023 From TupuOra Education and Development Ltd
Form Submitted 31 Mar 2023, 3:02pm NZDT

Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	118-634-306 Please enter your GST number.
Contact Person for this Application *	Ms Huhana Rolleston Please enter the name of the primary contact person for this application.
Organisation postal address *	7 Darley St Maeroa Hamilton 3200 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 1032 9180 Please enter the contact phone number for the primary contact given above.
Contact email address *	huhana@tupuora.co.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr Kingi Kiriona
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	021 414 591
Event Organiser email address *	kingi@tupuora.co.nz
Please list prior event experience of both the organisation and event organiser *	TupuOra, as a core team of 20 managers and administrators (https://tupuora.co.nz/our-people/) have been able to stand up and operate large-scale operations with great success. TupuOra have multiple contracts with the Ministry of Education as well as several other Government agencies, public and private sector organisations, and other education sector institutions, all of which require TupuOra to have the necessary infrastructure, capacity and capability to (1) manage and coordinate large-scale projects. For example, TupuOra is the largest provider of Te Ahu o te Reo Māori, the Ministry of Educations largest investment in te reo Maori development targeted at the education workforce. TupuOra are delivering in four regions (Tainui, Te Tai Tokerau, Waiariki, and Taranaki / Whanganui / Manawatū) to an audience of 3150 annual participants. This initiative has included facilitating large scale events including symposiums, kura reo, education resource launches, and graduation ceremonies for audience sizes that range from

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100 to 1,000 people. This is on top of maintaining the day to day operations of TupuOra's multiple workstreams.

TupuOra has a team with the required expertise and experience to manage all key responsibilities of a large scale event including:

- Ideas/concept creation;
- Event planning, logistics, coordination;
- Sponsors/relationship engagement;
- Marketing and Promotions design and recruitment;
- Event content creation;
- Keynote speaking/facilitating/audience engagement;
- Customer service, hosting;
- Evaluation and reporting.

TupuOra as a team function with purpose and vision to create spaces that celebrate the power and beauty of te ao Māori. TupuOra has the attitude and drive to host an excellent annual event. This attitude and drive is combined with proven capacity and skill to lead the operations of an annual event from initial concept stage, event management on the day, to evaluation and close out reporting. TupuOra also has an in house marketing and promotion team that can produce marketing collateral and lead recruitment efforts for its events. In addition, TupuOra has extensive networks to draw on to source keynote speakers, content and other support as required. It is on this basis, that TupuOra are confident with the task of not only managing an annual event for Ako Ararau, but making it a unique and engaging experience for attendees.

Is there a contract in place with the event organiser or organisation team? *

☑ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *

☑ Yes
☐ No

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

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This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Ako Ararau, Māori Expo 2023 is a two-day celebration of well-being and success through the Māori language and culture. Day One will open with a Matariki panel discussion led by Paraone Gloyne and Dr Rangi Matamua. Followed by a line-up of inspirational whānau Māori who will share their story of intergenerational wellbeing and success through the Māori language and culture. Day Two is an interactive 'Māori Expo' where a range of Māori partners, leaders and businesses showcase their products and services through live demos, resources and networking. In addition, a diverse range of kaupapa Māori workshops will run simultaneously throughout the day, facilitated by top quality te ao Māori Pūkenga (tutors). Kai, refreshments and waiata will nurture people throughout the day.

The key driver for this event is the idea of manaaki tangata — looking after people. Two particular cohorts of people were initially considered in creating this event. Firstly, TupuOra graduates (over 3,000 students have completed TupuOra te reo and tikanga Māori courses over the year) — an event to celebrate their success and to sustain the momentum for their ongoing learning journey. Secondly, te ao Māori practitioners who work tirelessly across all sectors to service the high demand for te reo and tikanga Māori knowledge — a forum to bring these exponents together, to share and connect in an uplifting space. Although these cohorts formed the catalyst for this event, the invitation is extended to everyone who is passionate about te ao Māori as it will be a great opportunity to learn, be inspired by, and immersed in, Māori language and culture and to be exposed to the range of te reo and tikanga Māori learning of opportunities available across the motu. The Objectives of the event include:

• Attendance of 900 participants (venue capacity), including attendees from each of the targeted stakeholder groups;

• To secure keynote speakers who are leaders in the business of growing success through te reo Māori and Māori education;

• To offer attendees an opportunity to immerse themselves in te ao Māori – in and amongst Māori education experts, artists, leaders, where all facets of culture at its finest will be on offer;

• To offer attendees knowledge on initiatives, programmes, strategies and valuable insights, to growing success through te reo Māori and Māori education;

• Attendees are empowered to network, and they take away meaningful connections from the event;

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• Attendees are inspired to engage in service offerings that they discover at the event;

• To provide an opportunity for stakeholders to showcase their business through exhibits and live demos.

• To generate new leads and connections for ongoing relationships

No more than 500 words

Attach any other event outline documents here

Filename: Event Outline - Ako Ararau Māori Expo 2023 (28 March 2023).pdf
File size: 453.8 kB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: TupuOra - Ako Ararau Business Proposal - Hamilton City Council (31 March 2023).pdf
File size: 566.4 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Ako Ararau - Funding and Budget (31 March 2023).pdf
File size: 271.5 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

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Filename: Ako Ararau Promotions Plan (31 March 2023).pdf
File size: 127.0 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship benefits to HCC (31 March 2023).pdf
File size: 201.8 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *
☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	400	300		
Spectators				
Trade	100	100		

Entry Fees

Adult	Child	Older people	Other
0	0	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	50	3
Motels	600	1

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Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *
☐ Yes
☑ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
1-3 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Reserved Expo tickets for Hamilton City Council representatives

Idea 2
Complimentary dinner tickets to Tuesday 11 July, invitational dinner hosted by TupuOra

Idea 3
A complimentary exhibit space in the Live Expo

Idea 4
A presentation slot on the Live Expo stage

Idea 5
Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

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*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *	☑ Privacy Statement read
I confirm that I agree with the declaration statement above *	☑ Yes
Full Name of Organisation *	TupuOra Education and Development Ltd
Full Name of Authorised Signatory *	Te Waipounamu Teinakore
Position of Authorised Signatory *	Managing Director
Date of Declaration *	31/03/2023

Ako Ararau

MĀORI EXPO 2023

11 July – 12 July 2023

Claudelands Event Centre, Hamilton

HOSTED BY TUPUORA Education and Development Ltd

He ara rau mō te ako, he ara rau nā te ako
Pathways to learn, opportunities to succeed

AKO ARARAU — MĀORI EXPO[1]

11-12 July 2023

Claudelands Events Centre, Brooklyn Road, Hamilton

INTRODUCTION

TupuOra is a whānau business founded by Kingi Kiriona and Te Waipounamu Teinakore in 2016. The birth of their daughter, Hinetapere, was a key driver to establishing a whānau business – an opportunity to create a lifestyle centred around the raising of their pēpi. TupuOra was also set up with the whakaaro of providing a way in which the wider Kiriona and Teinakore whānau could thrive in doing what they love – everything Māori! The love and care for whānau and te ao Māori is the foundation upon which TupuOra is built. TupuOra has grown substantially over the years in response to the growing demand for te reo and tikanga Māori. With a strong TupuOra team of 20 full time kaimahi and in excess of 100 Contractors, TupuOra operate a number of programmes and services, all of which, contribute to the overall mission of growing the wellbeing and success of others through te reo and tikanga Māori.

The key driver for this event is the idea of manaaki tangata – looking after people. Two particular cohorts of people were initially considered in creating this event. Firstly, TupuOra graduates – an event to celebrate their success. Secondly, te ao Māori practitioners who work tirelessly across all sectors to service the high demand for te reo and tikanga Māori – a forum to bring these exponents together, to share and connect in an uplifting space. Although these cohorts formed the catalyst for this event, the invitation is extended to everyone who is passionate about te ao Māori.

The event coincides with Matariki, therefore, a good time to take stock, to celebrate success and find inspiration for the new year. This event seeks to nurture the mind, heart and soul with a feast of quality kai, kōrero and entertainment in an authentically Māori way. An opportunity to draw energy and inspiration to continue the work of reclaiming and strengthening te ao Māori.

EVENT THEME

The event theme is wellbeing and success through Māori language and culture. Inspirational whānau Māori will be invited to share their story of intergenerational wellbeing and success. Matariki will feature led by Dr. Rangi Matamua, and Paraone Gloyne.

VISION

The vision is for this event to be an authentic and dynamic experience where all facets of te ao Māori at its finest are on offer.

PURPOSE AND TARGET AUDIENCE

The purpose of this event is:

1. To bring together people who share a passion for te ao Māori; partners, leaders and experts in reclaiming and strengthening Māori language and culture; language learners, cultural connection cravers, and those seeking an authentic Māori experience.
2. To provide an opportunity for people to be inspired, to share and learn, to generate ideas, to build connections, and to celebrate through Māori language and culture.

[1] **"AKO ARARAU"** — *He ara rau mō te ako, he ara rau nā te ako / Pathways to learn, opportunities to succeed.* Ako Ararau is in reference to the many ways in which to learn and succeed. The name was inspired by the many ways or 'ara' that TupuOra has achieved success through Māori language and culture.

Event Programme Outline

DAY 1 – TUESDAY 11 JULY 2023

Time	Symposium
8am – 9.30am	TupuOra Opening Matariki Panel led by Paraone Gloyne and Dr Rangi Matamua
9.30am	'Kāhui Whetū' – whānau keynote presentation
10.30am	Morning Tea
11am	'Kāhui Whetū' – whānau keynote presentation
12pm	Lunch
1pm	'Kāhui Whetū' – whānau keynote presentation
2pm – 3pm	TupuOra Closing

Invitational Dinner

6pm – 10pm	Kai, Entertainment and Kōrero – ('Kāhui Whetū' - whānau keynote presentation)

Kāhui Whetū — whānau keynote presentations by:

- Te whānau Smith; Tā Hirini Moko Mead, Professor Linda Smith, Professor Graham Smith, Kaapua Smith
- Te whānau Ohia; Watson Ohia, Michelle Treadway-Ohia, Bentham Ohia, Kate Cherrington, Te Kōwhai Ohia
- Te whānau Sharples; Dr Pita Sharples and whānau
- Te whānau Webster; Kimiora Webster, Jaymus Webster, Talitha Webster, Te Kahuirangi Webster

DAY 2 – WEDNESDAY 12 JULY 2023

Time	Expo	Workshops
8am	TupuOra Opening Expo Site Live	
9am	Expo Site – live demos, pop up pitches, resources, networking	3x Interactive kaupapa Māori
10.30am	Morning Tea	
11am	Expo Site – live demos, pop up pitches, resources, networking	3x Interactive kaupapa Māori
12.30pm	Lunch	
1.30pm	Expo Site – live demos, pop up pitches, resources, networking	3x Interactive kaupapa Māori
3pm – 3.30pm	TupuOra Closing	

Mā te Ahu ka Rea
Realising Success Through Culture

tupuora.co.nz

Ako Ararau

MĀORI EXPO 2023

11 July – 12 July 2023

Claudelands Event Centre
Hamilton

BUSINESS PROPOSAL

HOSTED BY TUPUORA Education and Development Ltd

He ara rau mō te ako, he ara rau nā te ako
Pathways to learn, opportunities to succeed

Ako Ararau, Māori Expo 2023

TupuOra - Expo Organiser

TupuOra is a whānau business founded by Kingi Kiriona and Te Waipounamu Teinakore in 2016. The birth of their daughter, Hinetapere, was a key driver to establishing a whānau business – an opportunity to create a lifestyle centred around the raising of their pēpi. TupuOra was also set up with the whakaaro of providing a way in which the wider Kiriona and Teinakore whānau could thrive in doing what they love – kaupapa Māori! The love and care for whānau and te ao Māori is the foundation upon which TupuOra is built. TupuOra has grown substantially over the years in response to the growing demand for te reo and tikanga Māori services. With a strong team of 20 full time kaimahi and in excess of 100 Contractors, TupuOra operate a number of programmes and services, all of which, contribute to the overall mission of growing the wellbeing and success of others through te reo and tikanga Māori.

The TupuOra team under the leadership of Mana Whakahaere, Kingi Kiriona and Te Waipounamu Teinakore, are organising this event, alongside TupuOra partners.

TupuOra, as a core team of 20 managers and administrators, have been able to stand up and operate large-scale operations with great success. Such operations have included facilitating events including symposiums, kura reo, resource launches, and graduation ceremonies for audience sizes that range from 100 to 1,000 people. This is on top of maintaining the day-to-day operations of its multiple workstreams.

TupuOra has a team with the required expertise and experience to manage all key responsibilities of a large-scale event including:

- Ideas/concept creation;
- Event planning, logistics, coordination;
- Sponsors/relationship engagement;
- Marketing and Promotions design and recruitment;
- Event content creation;
- Keynote speaking/facilitating/audience engagement;
- Customer service, hosting;
- Evaluation and reporting.

TupuOra as a team function with purpose and vision to create spaces that celebrate the power and beauty of te ao Māori. TupuOra has the attitude and drive to host an excellent annual event. This attitude and drive is combined with proven capacity and skill to lead the operations of an annual event from initial concept stage, event management on the day, to evaluation and close out reporting. TupuOra also has an in-house marketing and promotion team that can produce marketing collateral and lead recruitment efforts for its events. In addition, TupuOra has extensive networks to draw on to source keynote speakers, content and other support as required. It is on this basis, that TupuOra are confident with the task of not only managing Ako Ararau but making it a unique and engaging experience for attendees.

Relationships are integral to the success of this event. TupuOra have built strong and enduring relationships with kura, whānau, iwi and communities across Aotearoa through its mahi which are being drawn upon in the planning and establishment of this event. The event programme draws in a number of leaders in te ao Māori to share their knowledge and experience with the audience. The detailed programme content is being developed collectively between TupuOra leaders and the keynote presenters and facilitators. In addition, the TupuOra team are engaging with a number of Māori organisations to plan how they will participate and engage in this kaupapa in a way that is aligned to the overall vision and objectives for Ako Ararau.

The Expo - Summary

Ako Ararau – Māori Expo is a two-day celebration of Māori language and culture for all who are passionate.

When: Tuesday 11 July and Wednesday 12 July 2023, 8am-4pm

Where: Claudelands Event Centre, Hamilton

The Expo will feature renown Māori language and culture leaders, academics, educationalists, entrepreneurs, creators, teachers, professionals, advocates, learners and supporters.

The theme of Ako Ararau is well-being and success through the Māori language and culture. Day One will open with a Matariki panel discussion led by Paraone Gloyne and Dr Rangi Matamua. Followed by a line-up of inspirational whānau Māori who will share their story of intergenerational wellbeing and success through the Māori language and culture including:

- Te whānau Smith; Professor Linda Smith, Professor Graham Smith, Kaapua Smith
- Te whānau Ohia; Watson Ohia, Michelle Treadway-Ohia, Bentham Ohia, Kate Cherrington, Te Kowhai Ohia
- Te whānau Webster; Kimiora Webster, Jaymus Webster, Talitha Webster
- Te whānau Sharples me te whānau o Hoani Waititi; Dr Pita Sharples and whānau

Day Two is an interactive 'Māori Expo' where a range of Māori partners, leaders and businesses showcase their kaupapa through live demos, resources and networking. In addition, a diverse range of kaupapa Māori workshops will run simultaneously throughout the day, facilitated by top quality te ao Māori Pūkenga. Kai, refreshments and waiata will nurture people throughout the day.

The event is free and open to all people who are passionate and interested in being immersed in a dynamic and authentic Māori experience.

The key objectives of the Expo are:

- Attendance of 900 participants, including attendees from each of the targeted stakeholder groups (refer Target Audience);
- To secure keynote speakers who are leaders in the business of growing success through te reo Māori and Māori education;
- To offer attendees an opportunity to immerse themselves in te ao Māori – to provide a first-hand authentic experience, in and amongst Māori education experts, artists, leaders, where all facets of culture at its finest will be on offer;
- To offer attendees knowledge on approaches, initiatives, programmes, strategies and valuable insights to growing whānau success through te reo Māori and Māori education;
- Attendees are empowered to network, and they take away meaningful connections from the event, which support them in their journey of te reo and tikanga Māori discovery or development;
- Attendees are inspired to engage in te reo and tikanga service offerings that they discover at the event;
- To provide an opportunity for stakeholders to showcase their businesses/kaupapa/products/services through exhibits, live demos and networking which in turn generates new leads, connections for ongoing relationships, enrolments in te reo and tikanga Māori kaupapa offered across the motu by the various providers in attendance.

Please refer to the **attachment "Other Event Information"** for more detailed information.

Target Audience

The target audience for the Expo are all people who share a passion for te ao Māori; leaders and experts in reclaiming and strengthening Māori language and culture; language learners, cultural connection cravers, and those seeking an authentic Māori experience, regardless of their background or level of familiarity with Te Reo and Tikanga Māori including:

- Te Reo Māori learners and educators – learners or teachers of te reo Māori across schools, universities, whare wānanga and other educational institutions such as Te Wānanga o Aotearoa, Te Whare Wānanga o Awanuiārangi, Te Whare Wānanga o Waikato and others;

- Te Reo Māori and Tikanga Māori advocates – individuals and groups who are actively involved in promoting Te Reo Māori and Tikanga Māori through various initiatives and campaigns;
- Te Reo Māori experts and linguists – those with expertise in Te Reo Māori and are involved in research and preservation of the language;
- Māori groups and organisations – who promote reo and tikanga through various events and initiatives;
- Government agencies such as Te Taura Whiri i te Reo Māori, Te Puni Kōkiri, Te Mātāwai, who are responsible for promoting and supporting Te Reo Māori revitilisation;
- Te Reo Māori media outlets such as Tainui FM, Whakaata Māori, Te Karere, Aukaha News.
- Te Reo Māori and Tikanga Māori learners – individuals interested in learning Te Reo Māori, whether as a second language learner or as a way to reconnect with their ahurea Māori;
- Te Reo Māori speakers – those who already speak Māori and who may be interested in further developing their skills or participating in reo Māori events and activities;
- Māori communities – those who have a strong cultural connection to Te Reo Māori and who may be interested in preserving and promoting te reo and tikanga Māori within their communities;
- General public – who may be interested in learning about Te Reo Māori and Tikanga Māori and interested in attending reo Māori events and activities;
- Government agencies – those responsible for supporting Te Reo and Tikanga Māori revitalisation and those who have partnered with TupuOra to receive te reo and tikanga Māori knowledge and services; and
- Education Sector – education workforce who are interested in integrating Te Reo and Tikanga Māori into their curriculum.

TupuOra has engaged external designers, marketers and videographers to assist with developing and executing a multi-channel promotional campaign that targets the various stakeholder groups outlined above. The objective of promotions being to generate awareness and interest amongst the target audience in order to attract 900 attendees to the Expo.

An event website is being developed and will be live in April 2023 which will house and promote all event information, including the event programme, whānau keynote profiles, workshop facilitator profiles, Expo provider profiles, sponsor profiles and promotional videos. Social media platforms such as Facebook, Instagram and Linkedin will drive traffic to the website. We have also partnered with Eventbrite for registration and marketing support. In addition, TupuOra are also currently engaged with brand strategists who are supporting with advice on marketing.

Expo Timeline

Dec-Jan	Feb	Mar - April	May - June	11-12 July
• Save the Date released on FB and Insta • Invites sent to keynotes, facilitators, providers, sponsors, iwi.	• Detailed Programme briefs developed • Speakers confirmed • Funding applications submitted. • Provider engagement at Māori events ie Te Matatini	• **3 April -** Ako Ararau Website live (final programme live) • **3 April** - 1st promo vid released on website and shared via social media FB, Insta and email marketing • Presenters accom/travel booked, resources confirmed • Engagement with venue Event Manager to coordinate Expo set up and logistics - audio, visual, catering, amenities, security, risk management plans.	• Ongoing regular Social Media Promotions - whānau keynote videos, Provider/Pūkenga profiles, Event posters • Email marketing • Engagement with target audience • Event pitches at TupuOra graduations, workshops, kura reo. • Radio/TV interviews • Registrations • Liaising with presenters, providers and sponsors.	• Event

Alignment to Council priorities

As described in this proposal, the vision, theme, purpose and objectives of Ako Ararau aligns well with Hamilton City Council's vision and strategies for preserving, revitalising and celebrating Māori heritage, identity and culture. In particular, we acknowledge the Council's He Pou Manawa Ora – Pillars of Wellbeing Strategy and we outline how Ako Ararau supports the four pillars of History, Unity, Restoration and Prosperity.

Hamilton City Council - He Pou Manawa Ora	**TupuOra – Ako Ararau**
History: Hamilton's unique Maaori history is shared, protected and celebrated.	TupuOra as a whānau of Tainui waka and Waikato Tainui as a key sponsor of Ako Ararau ensures that the event will have strong representation from local iwi who will share local dialect, history and culture. Ako Ararau promotes and preserves Māori language and culture, therefore history, by increasing access to education in te reo and tikanga Māori for learners of all capabilities. Ako Ararau, will provide an opportunity for attendees of Hamilton City and beyond to be inspired, to share and learn, to generate ideas, to build connections, and to celebrate Māori language and culture, which in turn contributes to: • An increased number of people taking action to begin or further their te reo Māori journey as an individual and as whānau; • Increased awareness of, and access to, te reo and tikanga Māori learning opportunities available across the motu; and • Strengthened reo and tikanga knowledge as a result of increased access to reo learning resources, teachings gained in Expo workshops, presentations, and exchanges of information with exhibitors.
Unity: Maaori representation in local decision-making continues to be supported.	By investing in the education of Māori learners, Ako Ararau helps create a more equitable and just society, where Māori have increased access to the knowledge, tools and resources that they need to succeed and to feel empowered to have a voice and ensure that it is heard and respected in local decision making processes. Ako Ararau represents the first of this kind of event in Aotearoa which has a particular focus on connecting many people to many opportunities that lead to wellbeing and success through te reo and tikanga Māori. It is a unique opportunity where te reo and tikanga exponents and practitioners are brought under the one umbrella to not only be reinvigorated in their own mahi and lives, but to be provided an opportunity to showcase and share their

	mahi with each other, and to also engage with a large number of their targeted audiences. It is also a unique opportunity for learners of te reo and tikanga Māori to come together and connect with likeminded individuals and share experiences, and to be exposed to some of the best teachers of te reo and tikanga Māori from across the motu, where access to resources, knowledge and learning opportunities will be on offer. The event is not sector specific, rather it transcends across sectors, across peoples, across reo capabilities and backgrounds, uniting them under a common objective of reclaiming and strengthening te reo Māori, tikanga Māori, te ao Māori, where everyone will stand to gain from the event regardless of their background or capability.
Prosperity: Maaori and people of all cultural backgrounds have equal access to the infrastructure, services and support they need to prosper	Ako Ararau increases access to educational opportunities for all people to benefit, regardless of capabilities or cultural backgrounds. A range of Māori service providers will be present to engage with the audience, with the objective that attendees will be inspired and supported to take up the opportunities on offer. The keynote presentations will also provide a valuable opportunity for attendees to hear stories of whānau achievement and resilience, reinforcing the importance of language and culture to achieving success and prosperity.
Restoration: Maaori continue to be the kaitiaki (guardians) of Hamilton's natural and physical environment.	Ako Ararau through the promotion of language and culture will contribute to an increased understanding and application of Māori values and practices in environmental management and protection efforts.

Funding and Sponsorship

The total event budget is $405,000.00 based on free entry for 900 people to the Expo, and an invitational dinner for 500 people, as summarised in the budget enclosed below.

As you will note in the budget summary below, the cost of venue hireage (Claudelands Event Centre) and the use of the venue catering are a high cost. Council's support with costs in this area would be of great assistance.

The $405,000.00 budget will largely be financed by TupuOra, however, TupuOra are seeking to raise $150,000.00 in external sponsorship. TupuOra have secured $85,000.00 in external sponsorship to date as follows:

- Waikato – Tainui - $50,000.00
- Te Puni Kōkiri - $20,000.00
- Te Taura Whiri i Te Reo Māori - $10,000.00
- Ministry of Social Development - $5,000.00

TupuOra are applying for $50,000.00 from the Hamilton City Council.

Budget

CATEGORY	UNIT	DETAILS	RATE	ESTIMATE
INCOME				
REGISTRATION FEE				
Attendee Ticket: Event — free	900	free	0	$
SPONSORSHIP				
Sponsorship — target $150k				$
OTHER INCOME				
TupuOra Contribution	1	allocation	250,000	$250,000.00
				$250,000.00
INCOME TOTAL				**$250,000.00**
EXPENSES				
VENUE				
Claudelands Event Centre				**$35,990.00**
EQUIPMENT				
Equipment				**$30,000.00**
CATERING				
Catering				**$144,000.00**
PRESENTERS				
Presenter Costs				**$26,440.00**
PROJECT TEAM				
Project Team Costs				**$13,500.00**
PROMOTIONS				
Promotions				**$30,000.00**
REGISTRATION				
Eventbrite Delegate Bags	900	allocation	50	**$45,000.00**
DINNER EVENT — 500pax				
Dinner Event				**$80,000.00**
EXPENSES TOTAL				**$404,930.00**

Value Exchange

In recognition of any financial support provided by Hamilton City Council, TupuOra are open to discussions around the detail of how Council may build upon their strategic objectives through this Expo.

The standard benefits for organisations who sponsor over $10,000.00 include, but are not limited to:

- Tickets reserved for the two-day Expo to allocate as you see fit;
- Complimentary tickets to the Expo Dinner to be held on the evening of Tuesday 11 July, 6pm-10pm
- An Exhibit Space available during the Expo to provide advice, products and services
- A presentation slot on the Expo Stage
- Branding on the Expo programme sponsors' page and PowerPoint presentations
- Reference in media articles and commentary about the Expo
- Links to your organisation's website on the event website
- Pamphlets and/or Expo giveaways included in the official delegate bags (at sponsors' own cost)
- Acknowledgement on all TupuOra social media accounts on Expo related posts.

However, we are open to further discussions on the details of any other benefits.

Risk Assessment

Risks	Low	Medium	High	Mitigation
Extreme weather event		X		Monitor Met Service reports in the lead up to the event. Be prepared to cancel event in the event of extreme weather. A communications plan is developed to manage an event cancellation situation.
Covid-19 or other health risk outbreak		X		Monitor MOH reports in the lead up to the event, including established direct access to latest information via Mana Whakahaere and Te Aka Whai Ora. Have a Covid contingency plan prepared that outlines decision making procedures in the lead up to an event in the situation that Covid cases or other illnesses are a risk, and which also sets out rules applicable to operating at the different risk levels.
No Sponsorship	X			A plan B is prepared to scale down event to enable event to continue within a reduced budget.
Lack of interest shown by target audience, low registrations	X			A crowd puller programme is finalised and promoted. Effective promotions plan guided by professional design and marketing advice to attract target audience numbers.
Health & Safety issues		X		• Ensure insurance in place • Health and safety policies in operation • Traffic management and security plan in operation • Health providers to be in attendance
Key personnel faling ill	X			Event management team and extra resource plan prepared, including ability to draw on networks to substitute key speakers should the need arise.

TupuOra is working in conjunction with the Expo venue Events Manager, to develop a detailed Risk and Management plan and prepare policies applicable to the preparation and management of the event.

Other Event Information

AKO ARARAU — MĀORI EXPO[1]
11-12 July 2023

Claudelands Events Centre, Brooklyn Road, Hamilton

BACKGROUND

The key driver for this event is the idea of manaaki tangata — looking after people. Two particular cohorts of people were initially considered in creating this event. Firstly, TupuOra graduates (over 3,000 students have completed TupuOra te reo and tikanga Māori courses over the year) — an event to celebrate their success and to sustain the momentum for their ongoing learning journey. Secondly, te ao Māori practitioners who work tirelessly across all sectors to service the high demand for te reo and tikanga Māori knowledge — a forum to bring these exponents together, to share and connect in an uplifting space. Although these cohorts formed the catalyst for this event, the invitation is extended to everyone who is passionate about te ao Māori as it will be a great opportunity to learn, be inspired by, and immersed in, Māori language and culture and to be exposed to the range of te reo and tikanga Māori learning of opportunities available across the motu.

The event coincides with Matariki, therefore, a good time to take stock, to celebrate success and find inspiration for the new year. This event seeks to nurture the mind, heart and soul with a feast of quality kai, kōrero and entertainment in an authentically Māori way. An opportunity to draw energy and inspiration to continue the work of reclaiming and strengthening te ao Māori.

EVENT THEME

The event theme is wellbeing and success through Māori language and culture. Inspirational whānau Māori will be invited to share their story of intergenerational wellbeing and success. Matariki will feature led by Dr. Rangi Matamua, and Paraone Gloyne.

VISION

The vision is for this event to be an authentic and dynamic experience where all facets of te ao Māori at its finest are on offer.

PURPOSE AND TARGET AUDIENCE

The purpose of this event is:

1. To bring together people who share a passion for te ao Māori; partners, leaders and experts in reclaiming and strengthening Māori language and culture; language learners, cultural connection cravers, and those seeking an authentic Māori experience.

2. To provide an opportunity for people to be inspired, to share and learn, to generate ideas, to build connections, and to celebrate through Māori language and culture.

[1] "**AKO ARARAU"** — *He ara rau mō te ako, he ara rau nā te ako / Pathways to learn, opportunities to succeed.* Ako Ararau is in reference to the many ways in which to learn and succeed. The name was inspired by the many ways or 'ara' that TupuOra has achieved success through Māori language and culture

Event Programme Outline

DAY 1 – TUESDAY 11 JULY 2023

Time	Symposium
8am – 9.30am	TupuOra Opening – led by Kingi Kiriona and Te Waipounamu Teinakore Matariki Panel led by Paraone Gloyne and Dr Rangi Matamua
9.30am	'Kāhui Whetū' – whānau keynote presentation
10.30am	Morning Tea
11am	'Kāhui Whetū' – whānau keynote presentation
12pm	Lunch
1pm	'Kāhui Whetū' – whānau keynote presentation
2pm – 3.30pm	TupuOra Closing
3.30pm	Afternoon Tea

Invitational Dinner

6pm – 10pm	Kai, Entertainment and Kōrero – ('Kāhui Whetū' - whānau keynote presentation)

Kāhui Whetū — whānau keynote presentations by:

- Te whānau Smith; Professor Linda Smith, Professor Graham Smith, Kaapua Smith
- Te whānau Ohia; Watson Ohia, Michelle Treadway-Ohia, Bentham Ohia, Kate Cherrington, Te Kowhai Ohia
- Te whānau Webster; Kimiora Webster, Jaymus Webster, Talitha Webster
- Te whānau Sharples me te whānau o Hoani Waititi; Dr Pita Sharples and whānau

DAY 2 – WEDNESDAY 12 JULY 2023

Time	Expo	Workshops
8am-8.30am	TupuOra Opening	
8.30am- 10.30am	Expo Site – live demos, pop up pitches, resources, networking	Kāhui Whetū session 1 3x Interactive kaupapa Māori
10.30am	Morning Tea	
11am	Expo Site – live demos, pop up pitches, resources, networking	Kāhui Whetū session 2 3x Interactive kaupapa Māori
12.30pm	Lunch	
1.30pm	Expo Site – live demos, pop up pitches, resources, networking	Kāhui Whetū session 3 3x Interactive kaupapa Māori
3pm	Afternoon Tea	
3.30pm – 4pm	TupuOra Closing	

Mā te Ahu ka Rea
Realising Success Through Culture

tupuora.co.nz

AKO ARARAU PROMOTIONS PLAN

OBJECTIVE: To generate awareness and interest amongst the target audience to attract a minimum of 900 attendees through a multi-channel promotional campaign.

TARGET AUDIENCE: All people who share a passion for te ao Māori; leaders and experts in reclaiming and strengthening Māori language and culture; language learners, cultural connection cravers, and those seeking an authentic Māori experience, regardless of their background or level of familiarity with Te Reo and Tikanga Māori including:

- Te Reo Māori learners and educators – learners or teachers of te reo Māori across schools, universities, whare wānanga and other educational institutions such as Te Wānanga o Aotearoa, Te Whare Wānanga o Awanuiārangi, Te Whare Wānanga o Waikato, Te Ahu o te Reo Māori providers and others;
- Te Reo Māori and Tikanga Māori advocates – individuals and groups who are actively involved in promoting Te Reo Māori and Tikanga Māori through various initiatives and campaigns;
- Te Reo Māori experts and linguists – those with expertise in Te Reo Māori and are involved in research and preservation of the language;
- Māori groups and organisations – who promote reo and tikanga through various events and initiatives;
- Government agencies such as Te Taura Whiri i te Reo Māori, Te Puni Kōkiri, Te Mātāwai, who are responsible for promoting and supporting Te Reo Māori revitilisation;
- Te Reo Māori media outlets such as Tainui FM, Whakaata Māori, Te Karere, Aukaha News.
- Te Reo Māori and Tikanga Māori learners – individuals interested in learning Te Reo Māori, whether as a second language learner or as a way to reconnect with their ahurea Māori;
- Te Reo Māori speakers – those who already speak Māori and who may be interested in further developing their skills or participating in reo Māori events and activities;

- Māori communities – those who have a strong cultural connection to Te Reo Māori and who may be interested in preserving and promoting te reo and tikanga Māori within their communities;
- General public – who may be interested in learning about Te Reo Māori and Tikanga Māori and interested in attending reo Māori events and activities;
- Government agencies – those responsible for supporting Te Reo and Tikanga Māori revitalisation and those who have partnered with TupuOra to receive te reo and tikanga Māori knowledge and services;
- Education Sector – education workforce who are interested in integrating Te Reo and Tikanga Māori into their curriculum.

KEY PERSONNEL: TupuOra has engaged external designers, marketers and videographers to assist with developing and executing a multi-channel promotional campaign that targets the various stakeholder groups outlined above. TupuOra are engaged with; Tainui Live to broadcast the event regularly via local and national radio outlets; media outlets to capture the event; Eventbrite for registration and marketing support; brand strategists, Oho, who are supporting with advice on marketing.

KEY PLATFORMS: An event website is being developed and will be live 3 April 2023 which will house and promote all event information, including the event programme, whānau keynote profiles, workshop facilitator profiles, Expo provider profiles, sponsor profiles and promotional videos. Social media platforms such as Facebook, Instagram and Linkedin will drive traffic to the website.

TIMELINE:

Dec-Jan	Feb	Mar - April	May - June	11-12 July
• Save the Date released on FB and Insta •Invites sent to keynotes, facilitators, providers, sponsors, iwi.	•Detailed Programme briefs developed •Speakers confirmed, accom/travel booked, resources confirmed • All funding apps complete. •Provider engagement at Māori events ie Te Matatini	•**1 April** - Ako Ararau Website live (final programme live) •**1 April** - 1st promo vid released on website and shared via social media FB, Insta and email marketing	•Ongoing regular Social Media Promotions - whānau keynote videos, Provider/Pūkenga profiles, Event posters •Email marketing •Engagement with target audience •Event pitches at TupuOra graduations, workshops, kura reo. •Radio/TV interviews	•Event

PROMOTIONAL MATERIAL:

- Online graphics – logos, posters, banners, graphics
- Hardcopy posters and pamphlets;
- Promotional videos of TupuOra, Keynote Presenters, Expo Providers and Workshops;
- Whānau profiles;
- Facilitator profiles;
- Provider profiles;
- Sponsor profiles;

MONITORING AND EVALUATION:

All online promotions and email marketing will be measured through Eventbrite tracking system and Website analytics. Marketing and promotions experts will advise on appropriate responses to analytics and registration data.

BUDGET: Refer Full Event Budget

Value Exchange

In recognition of any financial support provided by Hamilton City Council, TupuOra are open to discussions around the detail of how Council may build upon their strategic objectives through this Expo.

The benefits for organisations who sponsor over $50,000.00 include, but are not limited to:

- 10 tickets reserved for the two-day Expo to allocate as you see fit;
- 10 complimentary tickets to the Expo Dinner to be held on the evening of Tuesday 11 July, 6pm-10pm
- An Exhibit Space available during the Expo to provide advice, products and services
- A presentation slot on the Expo Stage
- Branding on the Expo programme sponsors' page and PowerPoint presentations
- Reference in media articles and commentary about the Expo
- Links to your organisation's website on the event website
- Pamphlets and/or Expo giveaways included in the official delegate bags (at sponsors' own cost)
- Acknowledgement on all TupuOra social media accounts on Expo related posts.

However, we are open to further discussions on the details of any other benefits.

Funding and Sponsorship

The total event budget is $405,000.00 based on free entry for 900 people to the Expo, and an invitational dinner for 500 people, as summarised in the budget enclosed below.

As you will note in the budget summary below, the cost of venue hireage (Claudelands Event Centre) and the use of the venue catering are a high cost. Council's support with costs in this area would be of great assistance.

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- Ministry of Social Development - $5,000.00

TupuOra are applying for $50,000.00 from the Hamilton City Council.

Budget

CATEGORY	UNIT	DETAILS	RATE	ESTIMATE
INCOME				
REGISTRATION FEE				
Attendee Ticket: Event — free	900	free	0	$
SPONSORSHIP				
Sponsorship — target $150k				$
OTHER INCOME				
TupuOra Contribution	1	allocation	250,000	$250,000.00
				$250,000.00
INCOME TOTAL				**$250,000.00**
EXPENSES				
VENUE				
Claudelands Event Centre				**$35,990.00**
EQUIPMENT				
Equipment				**$30,000.00**
CATERING				
Catering				**$144,000.00**
PRESENTERS				
Presenter Costs				**$26,440.00**
PROJECT TEAM				
Project Team Costs				**$13,500.00**
PROMOTIONS				
Promotions				**$30,000.00**
REGISTRATION				
Eventbrite Delegate Bags	900	allocation	50	**$45,000.00**
DINNER EVENT — 500pax				
Dinner Event				**$80,000.00**
EXPENSES TOTAL				**$404,930.00**

Hamilton City Council
Te kaunihera o Kirikiriroa

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Whānau Mārama: New Zealand International Film Festival 2023, 2024 and 2025		
EVENT DATE	9-29 August 2023		
APPLICANT	New Zealand Film Festival Trust		
EVENT LOCATION	Lido Cinema, Hamilton	**EVENT TYPE**	Arts
EVENT OVERVIEW	• Whānau Mārama: New Zealand International Film Festival provides a successful and popular showcase for the latest, best and most striking recent films from around the globe, across 17 cities and towns. • Many of these films would not otherwise be screened in Hamilton. • It includes an opening Night gala celebration presented with Hamilton Film Society.		
TARGET MARKET	• Across communities to appeal to multi-cultural and diverse populations in Hamilton – aim for 3,500 attendees as a rebuild from pandemic years		
EVENT OBJECTIVES	• Improvement of profile of NZIFF in Hamilton with more marketing and audience-focused activity • Ensure Hamilton receives a strong package of major films programmed for NZIFF 2023 • Work closely with communities on the ground to find new audiences • Seek opportunities for emerging Hamilton filmmakers to further engage with visiting filmmakers through masterclasses and workshops • Streamline opportunities for Hamilton residents to be involved with the festival as volunteers		
ATTENDANCE	3,540 total ○ 3420 from Hamilton ○ 120 from outside Hamilton	**BED NIGHTS**	872bed nights
EXTERNAL FUNDING	The budget provided shows funding from Ministry of Culture and Heritage and NZ Film Commission. There is also reference cities supporting their versions of the event – Wellington, Auckland, Christchurch, Dunedin, New Plymouth.		
PREVIOUS COUNCIL SUPPORT	N/A		
PAST EVENT PERFORMANCE	It has taken place in Hamilton for 44 years. In 2019 (the last year not affected by Covid), NZIFF in Hamilton had 7,695 admissions.		

	NATIONAL & LOCAL EXPOSURE	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	• Speaking opportunity for Hamilton City Council at the Hamilton Opening Night Gala	• Council being acknowledged online via social media and website	• Opportunity for Hamilton City Council banners or signage to be exhibited at the Lido Cinema • Council logo appearing on any document or advertisement relating

			to the event.
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES**		**RECOGNITION AND ACKNOWLEGDMENTS**
	• Tickets for promotional usage for Council the Opening Night Gala • Ticket for promotional usage for Council for films throughout the festival		• Council being given verbal acknowledgement during all presentations(s)/public announcement(s). • Council being acknowledged in the news and press/media releases(s).

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$10,000 for three years (2023, 2024 and 2025)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	**Score (5)**
Fit to Hamilton City vision and profile	3
City exposure benefits	1
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	1
Number of anticipated participants	1
Utilisation of city assets	3
Total	**10 / 30**

MANAGEMENT COMMENT
DECLINE Not recommended. Application does not appear to drive visitation or economic benefits. Event has been taking place for a number of years without city support and appears funded centrally. Due to highly contestable funding availability, unable to support via the MESF.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0122023 From New Zealand Film Festival Trust
Form Submitted 31 Mar 2023, 3:58pm NZDT

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
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Whānau Mārama: New Zealand International Film Festival 2023 (NZIFF 2023)

Start date of Event *
09/08/2023
Must be a date.

Finish date of Event *
29/08/2023
Must be a date.

Time of the Event *
NA

Location or Venue *
Lido Cinema Hamilton

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Arts

If Other, please describe

Amount of Hamilton sponsorship sought *
$10000

Are you wanting this sponsorship amount for: *
☐ One year ☐ Two Years (same amount each year) ☑ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *
New Zealand Film Festival Trust
Please enter the registered (legal) name of your organisation.

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Please state the type of entity?
Charitable Trust

If other, please state

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
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Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	069523269 Please enter your GST number.
Contact Person for this Application *	Mr Matt Bloomfield Please enter the name of the primary contact person for this application.
Organisation postal address *	2 Majoribanks St NZFFT, Level 2 Mount Victoria Wellington 6011 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	02040580116 Please enter the contact phone number for the primary contact given above.
Contact email address *	matt@nziff.co.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mrs Sally Woodfield
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	021 868 020
Event Organiser email address *	sally@nziff.co.nz
Please list prior event experience of both the organisation and event organiser *	NZIFF 2023 marks the 54th year of the festival, and the 44th year of the event in Hamilton. NZIFF has earned an international reputation for excellence in programming and delivery on an impressive scale. It is unique in the world as a film festival presented nationwide for 260,000 film fans across the country (pre-Covid numbers). Within the Hamilton community, NZIFF reaches across a wide range of networks established during the 44 year history in the city. NZIFF is managed and produced by the New Zealand Film Festival Trust and is identified as a major arts and culture organisation in New Zealand. It is partnered and supported by the New Zealand Film Commission, Creative New Zealand, major city councils and a family of sponsors and partners. NZFFT maintains a year-round staff of five, a

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number which jumps up to 250 during out busiest time of the year including volunteers.

The NZFFT Board chair is well-known New Zealand film producer Catherine Fitzgerald and the board also includes film producer Robin Laing, film director Tearepa Kahi, businessman Andrew Langridge, barrister James Every-Palmer and Federation of Film Societies (NZ) President Chris Hormann.

The NZFFT team is led by General Manager Sally Woodfield who has more than 20 years experience in the arts, culture and events sector and has been at NZFFT for six years.

The programming team is led by Head of Programming Michael McDonnell who has been at NZFFT for 22 years and is supported by Paris-based Senior Programmer Sandra Reid who has 29 years with NZFFT.

NZFFT's Head of Marketing and Communications, Safia van der Zwan is currently on maternity leave and Carol Reed (ex Meridian Energy) is covering the role from mid-March to September. Many of the 2022 contractors are returning for 2023 including in the pivotal roles of Film Logistics Manager and National Ticketing Manager. NZFFT is considered a highly-desirable place to work and we attract a high calibre of applications for all roles.

Is there a contract in place with the event organiser or organisation team? *
☑ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *
☑ Yes
☐ No

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *
Whānau Mārama: New Zealand International Film Festival provides a successful and popular showcase for the latest, best and most striking recent films from around the globe.

Programming policies ensure that Hamilton audiences are able to see films widely considered the world's best and sample the leading edge of current cinema. In addition to Premiere screenings, NZIFF incorporates filmmaker introductions and Q&A sessions and a competition programme for the best in New Zealand short films.

NZIFF's programming engages and strengthens many New Zealand communities. We work closely with ethnic and community interest groups to identify areas of particular pertinence to them. Peter Jackson, Jane Campion, Vincent Ward, Niki Caro, Gaylene Preston, Taika Waititi, and Florian Habicht premiered their first features at the New Zealand International Film Festival. NZIFF also offers opportunities for Hamilton filmmakers to view quality international documentaries, experimental films, animations, shorts and archival programmes which would never otherwise be publicly exhibited here.

Wherever possible NZIFF brings filmmakers and other guests to Hamilton to present their work and share their experience with local audiences and the local filmmaking community.

NZIFF 2023

NZIFF was seriously impacted by Covid-19 in 2020 and 2021, with lockdown restrictions causing the cancellation of the festival in Hamilton and a substantial reduction in box office income. As a result, in 2022, NZFFT presented a scaled-back festival within the resources available, while retaining a high calibre of programming and delivery. NZIFF 2022 was shorter in duration (13 days/14 nights instead of 20 days/21 nights) with fewer films. The result in 2022 was heartening with Hamilton exceeding targeted admission numbers.

2022 was Year 1 of a staged rebuild and regeneration of NZIFF and in December 2022 NZFFT was advised that it was successful in its application to the Manatū Taonga Ministry of Culture and Heritage Cultural Sector Regeneration Fund and was approved for a grant of $850,000 over 18 months (January 2023 to June 2024). This one-off grant provides much-needed financial security for NZFFT, however it is critical further funding is provided for the successful delivery of NZIFF 2023.

NZIFF 2023 is Year 2 of the staged rebuild and NZFFT continues its strong support of the cinema industry with a commitment to the in-cinema experience, and delivering the highest quality experience to audiences. NZIFF 2023 in Hamilton will feature:

- A return to the usual duration of 20 days/21 nights running from 9-29 August
- An increase in the number of films programmed for the festival
- Opening Night gala celebration at the Lido Cinema

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- Improvement of profile of NZIFF in Hamilton with more marketing and audience-focused activity
- Ensure Hamilton receives a strong package of major films programmed for NZIFF 2023
- Work closely with communities on the ground to find new audiences
- Seek opportunities for emerging Hamilton filmmakers to further engage with visiting filmmakers through masterclasses and workshops
- Streamline opportunities for Hamilton residents to be involved with the festival as volunteers

No more than 500 words

Attach any other event outline documents here

Filename: NZIFF Overview for Funding - HCC.pdf
File size: 173.8 kB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: NZFFT Business Plan 2023_Hamilton.pdf
File size: 213.0 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: NZFFT Budget 2023_Hamilton.pdf
File size: 36.0 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0122023 From New Zealand Film Festival Trust
Form Submitted 31 Mar 2023, 3:58pm NZDT

- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: NZIFF 2023 MARKETING AND PROMOTIONAL PLAN.pdf
File size: 129.2 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: NZIFF HCC Sponsorship Proposal 2023.pdf
File size: 2.9 MB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *
☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	10	10	0	
Spectators	3400	100	0	
Trade	10	10	0	

Entry Fees

Adult	Child	Older people	Other
18	11	12	15

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	6	12
Motels		
Camping ground		
Schools		
Home hosted	20	40

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
2 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Opportunity for Hamilton City Council banners or signage to be exhibited at the Lido Cinema

Idea 2
Speaking opportunity for Hamilton City Council at the Hamilton Opening Night Gala

Idea 3
Tickets for promotional usage for Hamilton City Council the Opening Night Gala

Idea 4
Ticket for promotional usage for Hamilton City Council for films throughout the festival

Idea 5
Hamilton City Council logo appearing on any document or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during all presentations(s)/publi c announcement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0122023 From New Zealand Film Festival Trust
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Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *	☑ Privacy Statement read
I confirm that I agree with the declaration statement above *	☑ Yes
Full Name of Organisation *	New Zealand Film Festival Trust
Full Name of Authorised Signatory *	Sally Woodfield
Position of Authorised Signatory *	General Manager
Date of Declaration *	31/03/2023

2023 Major Event Sponsorship Fund
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Whānau Mārama New Zealand International Film Festival

OVERVIEW FOR HAMILTON CITY COUNCIL

INTRODUCTION

The New Zealand Film Festival Trust runs the annual Whānau Mārama: New Zealand International Film Festival. The film festival has been presented in New Zealand for 54 years.

The festival usually takes place from July to September each year opening in Auckland, followed by Wellington, Christchurch and Dunedin, and rolling out across the country with editions in 13 regional centres. It has taken place in Hamilton for 44 years and is well recognised as a "cultural highlight of the winter". In 2019 (the last year not affected by Covid), NZIFF in Hamilton had 7,695 admissions.

NZFFT was seriously impacted by Covid-19 in 2020 and 2021 with lockdowns and capacity restrictions heavily affecting box office admissions and resulting in the cancellation of the festival in Hamilton. NZIFF 2022 was the first year of a staged rebuild following the Covid-impacted years, with a low-risk option delivered nationwide, with fewer screenings over a shorter time period, while we worked to rebuild capacity and capability. We focused particularly on the opportunity to engage further with communities outside the four major cities and continued to present our audiences with the diversity and quality of film experiences they expect from NZIFF.

Results from ticket sales for 2022 were positive and overall exceeded budget, as we built back to our pre-Covid levels of exhibition. In 2023, NZIFF seeks to further rebuild and develop the festival to meet industry and audience expectations of the annual nationwide film festival and to deliver to a broad audience with varying needs.

In 2023, Whānau Mārama: New Zealand International Film Festival will take place in 32 cinemas in 17 cities and towns from Whangarei to Gore from 19 July to 10 September.

OUR AUDIENCE

Each year we survey patrons through the NZIFF subscriber, social media and ticketing databases using Survey Monkey. The 2022 audience survey provides additional information about preferences and experiences of the film festival.

Overall Satisfaction with NZIFF 2022

Overall, event satisfaction with the film festival in 2022 was impacted by running over a shorter time period with many respondents wanting to see the festival returned to its full length.

88.5% of nationwide respondents were Satisfied or Very Satisfied with NZIFF 2022 –75% of Hamilton respondents were Satisfied or Very Satisfied with NZIFF 2022.

How likely is it that you would recommend the film festival to friends and family?

On a scale of 1 to 10, 88.2% of nationwide respondents, and 75% of Hamilton respondents, scored 8 or above.

How likely is it that you will attend NZIFF in 2023?

91.4% of nationwide respondents intend to attend NZIFF in 2023, whilst 100% of Hamilton respondents intend to attend the festival.

Hosting the film festival makes my city a more enjoyable place to live.

96.8% of nationwide respondents either agreed or strongly agreed with this statement, whilst 87.5% of Hamilton respondents either agreed or strongly agreed with this statement.

Patron feedback about NZIFF 2022

“I think culture in New Zealand is greatly enhanced by the NZIFF – we see films and thereby receive early alerts (e.g. on climate change and environmental developments) and learn of cultures and information we might never have come across. It is truly a highlight of the year.”

"I LOVE the FF! It's the one main thing I look forward to every year. It's the top highlight for all social or other outings each year! I always have interesting experiences and learn something. It's well organised and I've learnt that it's pretty consistent from year to year.

"Loved it. Fantastic experience and felt like the festival was buzzing, lots of full cinemas."

"Brilliant. Highlight of my year. This year the festival felt even more special."

"I think that the kaupapa of the Film Festival is great. It gives a platform for people to be able to share their mahi and stories to a wide audience. It felt really special to be able to attend an event in a beautiful theatre and this 100% added to our experience." “There is a chance to see films that you might otherwise not get a chance to see or even hear about.”

"I loved every minute of Whānau Mārama: New Zealand International Film Festival 2022."

"Always amazing. This is what our Whanau do. It has taught my daughters to dive into creative (sic) and let it wash over them. They have learned to look deeper than surface area."

“The recognition, in the opening before all films, of the tangata whenua, on whose land the festival was taking place ie the inclusivity: it reflects inclusivity across race, class, gender of the films I was most keen to see. Thank you.”

NZIFF 2022 IN HAMILTON

- 18 – 31 August at the Lido Cinema Hamilton
- 65 sessions
- 25 films, retaining diversity and quality and including two New Zealand films which had their world premiere seasons at NZIFF 2022 (*Punch* and *When the Cows Come Home*)
- 2 short film competition sections, *New Zealand’s Best* and *Ngā Whanaunga Māori Pasifika Shorts*
- 1 film with a Waikato-based resident as its main focus, Cambridge local Andrew Johnstone (*When the Cows Come Home*)

Guests and Q&As

In 2022, despite a reduced programme and a reduced number of films, NZIFF was still able to travel two New Zealand filmmakers to attend screenings of their films in Hamilton.

Costa Botes attended two screenings of his documentary, *When the Cows Come Home*, taking part in two Q&A sessions alongside the documentary subject, Andrew Johnstone. Welby Ings also attended two screenings of his feature film, *Punch*, also taking part in two Q&A sessions. All sessions took place at the Lido Cinema.

NZIFF 2023

NZIFF 2023 will see a return to the usual duration of the film festival in all centres and expanding to 17 towns and cities. In Hamilton, NZIFF 2023 will take place at the Lido Cinema from 9-29 August.

While the number of films presented in 2022 was much reduced, in 2023 the programme will increase, in line with the five-year plan set out for the staged rebuild of the festival. The diversity and scope of our curated programme is expected to reach a broad audience, with a variety of films offered for all ages from children to centenarians.

Our general programming policies ensure that Hamilton audiences are able to see the films widely considered the world’s best; and to sample the leading edge of current cinema. Many of these films would not otherwise be screened in Hamilton.

Supporting Diversity

By its very nature, the film festival is diverse – in 2022 films in the programme were from 22 countries (and in Hamilton from 13 countries) and provides a window into every corner of the world, showcasing a diverse range of stories and ideas. This outward-looking international programme continues to be a key focus for the festival and the festival is committed to reflecting and representing New Zealand's multi-cultural and diverse population.

Additionally, NZIFF plays a critical role in showcasing New Zealand and Pasifika filmmakers bringing their films to audiences and in 2023 this will include world premieres of New Zealand films. These films speak to real stories of New Zealanders and reflect today's society.

While 63.6% of Hamilton's population identify as European (Census 2018), our audience is highly interested in seeing films to experience other cultures. Showcasing stories on screen from a diverse range of cultures and communities provides opportunities to promote greater understanding and discussion about global topics and the cultures of the world and is particularly impactful for migrant communities who are able to see themselves and their experiences reflected in film.

In the NZIFF 2022 Audience Survey, 91.5% of respondents nationwide said it was important to them that NZIFF expanded their thinking and exposed them to new ideas and experiences; and 90.2% said it was important to them that NZIFF allowed them to experience different cultures and communities.

No other event in New Zealand regularly presents work of such diverse ethnicity as NZIFF.

In 2023, the NZIFF programme will include documentaries, feature films, retro films, New Zealand films, two competitive short film categories for New Zealand filmmakers (*New Zealand's Best* and *Ngā Whanaunga Māori Pasifika Shorts*), together with specific programming for young people and their families, LGBTQI+ films, animated shorts collections, and genre films in the Incredibly Strange collection.

Positive Community Benefits

NZIFF brings people together to share memorable experiences.

The experiences in 2020 and 2021 have left us in no doubt that NZIFF's audiences want to come together for the collective experience to watch films in cinemas. This shared experience provides opportunities for further discussion and greater understanding. The expertly curated programme provides opportunity for people of all ages, cultures, and beliefs to come together and participate within their local community.

In 2023 we seek to develop stronger connections with Hamilton communities to build further opportunities for diverse communities to connect and engage with NZIFF.

Audience Numbers

	Total Admits	Notes
2018	7435	
2019	7695	
2020	NA	Online viewing only for Hamilton audiences due to cinema not being available for any in-cinema screenings.
2021	NA	Hamilton leg cancelled due to ongoing lockdown
2022	2391	Shortened duration with fewer screenings

For 2023 we have estimated figures conservatively based on 2022 admit rates + 20% (factoring in the longer duration period) and have set our admits target at 3500 in this stage of our rebuild following the effect of the Covid-impacted years.

With support from Hamilton City Council, we believe we could exceed this as we work to better engage with the community and increase opportunities for people to experience NZIFF.

Funding Request:

The New Zealand Film Festival Trust seeks funding from Hamilton City Council of $10,000 to assist with staging NZIFF 2023 in Hamilton.

Whānau
Mārama
New Zealand
International
Film Festival

WHĀNAU MĀRAMA: NEW ZEALAND INTERNATIONAL FILM FESTIVAL (NZIFF) BUSINESS PLAN

NZ FILM FESTIVAL TRUST OJECTIVES

OUR PRIMARY PURPOSE
To develop, support, encourage and enhance knowledge, awareness and an understanding of international moving picture culture in New Zealand.

OUR DIRECTION/VISION
To foster interest in film and moving image and encourage a high standard of film and moving image creation and appreciation.

OUR DESIRED OUTCOMES

- Premium annual international film festival
- Long-term viability
- Rewarding and dynamic audience experience
- Beneficial relationships with stakeholders

OUTCOME 1: PREMIUM ANNUAL FILM FESTIVAL
By "premium" we mean:

- Curated programme
- Screens films audience members would not ordinarily see
- Influential and inspirational for local filmmakers
- Reflects what is going on in the world
- High standards of presentation
- Establishes our place in the festival circuit in New Zealand and the world

OUTCOME 2: LONG TERM VIABILITY
What we are seeking to achieve:

- Maintain financial viability and attract new funding to further develop the Festival
- Maintain and develop staff
- Respond to technological, industry and social change
- Attract an audience/maintain and develop existing audience
- Expand core audience
- Expand and develop public profile

OUTCOME 3: REWARDING AND DYNAMIC AUDIENCE EXPERIENCE

- What we are seeking to achieve:
- Curated programme
- Extend range and depth of films available to our audience members
- Reflects what is going on in the world
- High standards of presentation, including:
    - quality of projection
    - punctuality
    - good communication
    - professional delivery
- Value-added experiences such as Q&As, Skype sessions with overseas filmmakers, Live Cinema (Auckland only), guests, supplementary events, exhibitions
- Enhance the social experience.

OUTCOME 4: BENEFICIAL RELATIONSHIPS WITH STAKEHOLDERS

- Audience
- Staff
- Board
- Filmmakers
- Manatū Taonga Ministry of Culture and Heritage, NZ Film Commission and other funders
- Sponsors and partners
- Venues
- Distributors and sales agents
- Civic bodies and the wider community
- International cultural and diplomatic missions
- Media

HAMILTON BUSINESS PLAN 2022-2026

Rebuilding NZIFF in Hamilton
2022 saw a smaller festival presented in Hamilton following the impact of Covid-19 restrictions in 2020 and 2021. As part of the staged rebuild of the film festival nationwide, 2023 and 2024 will see a staged rebuild and regeneration of NZIFF in Hamilton with an increase in duration and screenings, increasing the number of films presented in the city.
2022: 14 days 2023: 21 days 2024 onwards: 28 days

Events in Hamilton
In 2023, NZIFF will open in Hamilton with a special gala night co-hosted and presented with Hamilton Film Society.
NZIFF will also work with filmmakers in the nationwide programme to include post-screening filmmaker Q&A events as part of the Hamilton programme. The delivery year to year as it is dependent on the films and filmmakers programmed for each festival.

Venue
NZIFF in Hamilton is at Lido Cinemas in the CBD and we are actively working with the venue to further develop the event's profile in the venue and in the city. This includes creation of a festival feel during the festival to better align with the festival's values and objectives.

Community Engagement
By its very nature, the film festival is diverse – in 2022 films in the programme were from 22 countries (and in Hamilton from 13 countries) and provides a window into every corner of the world, showcasing a diverse range of stories and ideas. This outward-looking international programme continues to be a key focus for the festival and the festival is committed to reflecting and representing New Zealand's multi-cultural and diverse population.
In 2023 NZIFF will work with community groups (interest, cultural and ethnic) to provide opportunities to engage in the festival through attendance at films which match their interest areas. This proactive community engagement provides opportunities to reduce barriers to attendance and support communities who would not normally engage with the film festival.

NZIFF in Schools (Education Programme) and Programming for Young People
In 2023 NZIFF is reinstating its education programme, now named NZIFF in Schools and delivering in Auckland, Wellington, Christchurch and Dunedin with a regional pilot in New Plymouth. In 2024 NZIFF intends expanding this programme to include Hamilton and provide screenings of a specially curated programme of short films from around the world specifically targeted at children aged 5-14 years (New Entrant to Year 10). Through our NZIFF for Schools programme, young Hamilton audiences can access, watch and respond to a compelling selection of features and shorts on diverse subjects in a variety of genres and styles.
NZIFF in Schools will sit alongside the Square Eyes collection of films which are specially curated by Square Eyes Film Foundation for young people to provide opportunities to engage with non-mainstream films from an early age to expand the intellectual and imaginative lives of participants – cultivating active, discerning viewing and informal education through discussion. School age NZIFF attendees are introduced to ideas, cultures and people, which promote an understanding of the complexity of social, cultural, and environmental realities faced by all young people.

PROJECT PLAN 2022-2026 (HAMILTON-SPECIFIC)

	2023	2024	2025	2026
Relevant Notes	Year 2 of Rebuild	Year 3 of Rebuild	Year 4 of Rebuild	Year 5 of Rebuild 15 years of NZ's Best and Ngā Whanaunga
Admits	3500 (+20% on 2022)	4200 (+20% of 2023)	5040 (+20% of 2024)	6048 (+20% of 2025)
Duration & Dates	Return to 21 days/nights at Lido Cinemas, Hamilton	Returns to 28 days/nights at Lido Cinemas, Hamilton	28 days/nights at Lido Cinemas, Hamilton	28 days/nights at Lido Cinemas, Hamilton
Programming	Increase number of films Ensure ongoing commitment to attracting more diverse audiences for film festival programme.	10% more films on 2023 Build on 2023 deliveries Develop additional awards: first filmmaker, overall prize for all short films (was planned for 2022 but didn't happen)	20% more films on 2024 Develop new award for documentary	Explore capacity for increasing number of films depending on supply and demand/growth of venues
Special Events A number of special events are under consideration to enhance the festival programmes including VR experience, avant-garde cinema mini programme, secret Midnight screenings, site-specific films. No timings have been set for these activities.	Announcement of Arts Laureate and review of future of award (final year)	Consider special collaborations with other arts practitioners, particularly musicians, to expand the delivery of the festival including associated events (e.g music/visual arts) Further develop special events to enable people to	Further develop special events programme and delivery of commissioned events.	Further develop special events programme and delivery of commissioned events.

		gather and interact and expand the idea of culture.		
Schools & Education		Launch NZIFF For Schools in Hamilton	Continue to build on schools programme	Continue to build on schools programme
Accessibility Note: Schools programme is also part of accessibility	Look at options for accessible ticket pricing for identified groups who would not normally attend NZIFF and build on past experience with For My Father's Kingdom, Muru and A Boy Called Piano. Provide better information about accessibility at all venues on NZIFF website and at venues. Enter into strategic partnership with Aro Vision to provide online options to past NZIFF films for our audience.	Build on 2023 delivery and look to increase options depending on level of engagement. Engage closely with specific communities to further develop access options for them to see a diverse range of films.	Build on 2024 delivery and look to increase options depending on level of engagement.	Build on 2025 delivery and look to increase options depending on level of engagement.
Filmmaker Engagement	Seek opportunities for filmmakers to visit Hamilton as part of NZIFF 2023	Build on 2023 filmmaker engagement	Build on 2024 filmmaker engagement	Build on 2025 filmmaker engagement
Mātauranga Māori Engaging authentically with mana whenua across	Identify key people to consult with to develop strategy. Including external and internal knowledge	Māori internship programme continues		

the rohe to develop Te Ao Māori strategy to integrate thoroughly with the Trust's Vision and strategy	base. From this work find the pou of the strategy and how to support it. Reintroduce professional development programmes for staff and board commitment to te reo Māori and tikanga. Staff on journey to improving and/or learning te reo Māori and tikanga. All staff to have te reo Māori 'titles' for roles. Continue and develop bespoke arrangements around the presentation of Māori films. Liaise appropriately with iwi and mana whenua,in all aspects of mounting a film festival in any area Highlight and celebrate te reo Māori films as available and develop appropriate activity around Matariki and Te Wiki o te reo Māori especially to support and	Review of governance structure to ensure the centrality of Te Tiriti o Waitangi Ongoing authentic engagement with mana whenua and iwi Te reo Māori is normalised within communications both internally and externally. Increase awareness of the diversity of world cinema with Māori audiences		

	enhance what the Māori film festivals offer.			
Partnerships (Funding/Sponsorship)	Increase funding and sponsorship income through specially targeted sponsorship and partnership opportunities, more film alignment options and seeking additional local government support. Investigate multi-year funding options with local government agencies. Develop and implement patrons and donations programme.	Build sponsorship and funding portfolios. Build patrons/donations	Continue to build sponsorship and funding portfolios and ensure strong relationships with partners. Build patrons/donations	Continue to build sponsorship and funding portfolios and ensure strong relationships with partners. Build patrons/donations
Venue Relationships	Proactively work with Lido Cinemas to create a 'festival vibe' during NZIFF 2023	Continue building on 2023 activity	Continue building on 2024 activity	Continue building on 2025 activity
Associated Activities	Fantastic 7 selection (Marché du Film) MIFF Critics Camp	Fantastic 7 selection (Marché du Film) MIFF Critics Camp	Fantastic 7 selection (Marché du Film) MIFF Critics Camp Investigate options to remount New Zealand Film Awards	Fantastic 7 selection (Marché du Film) MIFF Critics Camp
Organisational/HR/ Gover nance	Staffing structure to match needs of delivery	Ongoing policy review	Annually review staffing levels – did they meet the	Annually review staffing levels – did they meet the

	Review key policies to ensure fit for purpose Code of Conduct to be implemented New financial systems implemented including Purchase Order and clear delegated authorities Develop professional development plans for all permanent staff Recruitment of new board members	Annually review staffing levels – did they meet the needs for delivery of the festival	needs for delivery of the festival	needs for delivery of the festival
Strategic Alliances	Develop closer relationship with Melbourne International Film Festival (MIFF) with a view to collaborating on special events and in other areas which are mutually beneficial.	Seek like-minded events and organisations to work with	Build on relationships and review where other strategic alliances can be mutually beneficial. Explore options for additional event/s in build-up to NZIFF 2024 – similar to World Cinema Showcase	Build on relationships and review where other strategic alliances can be mutually beneficial.

Whānau
Mārama
New Zealand
International
Film Festival

MARKETING AND PROMOTIONAL PLAN - HAMILTON

OUR PRIMARY PURPOSE
To develop, support, encourage and enhance knowledge, awareness and an understanding of international moving picture culture in Hamilton.

OUR DIRECTION/VISION
To foster interest in film and moving image and encourage a high standard of film and moving image creation and appreciation.

OUR DESIRED OUTCOMES
1. Premium annual international film festival
2. Long-term viability
3. Rewarding and dynamic audience experience
4. Beneficial relationships with stakeholders

MARKETING OBJECTIVES
To exceed 3500 attendance to NZIFF 2023 in Hamilton
To foster creative connections between filmmakers and Hamilton audiences
To reach a wider and more diverse audience in Hamilton

COMMUNICATIONS OBJECTIVES
To generate awareness of NZIFF within Hamilton and the Waikato
To celebrate the in-cinema collective experience at the Lido Cinema, Hamilton
To educate Hamilton audiences about the film programmes + ancillary events
To position NZIFF as the premier film festival in New Zealand.

MARKETING AND COMMUNICATIONS TEAM
We employ a Head of Marketing and Communications year-round to oversee strategy and manage our communications team which comprises:

- National Publicist – working with national media and publications
- Online Content Coordinator – overseeing our website
- Social Media Coordinator – overseeing our social media strategy and campaign rollout
- Audience Development Manager – working with community and corporate groups to
- develop NZIFF

MARKETING STRATEGIES

- Promote the full NZIFF programme to film fans in NZ, and particularly in Hamilton.
- To re-engage past loyal audiences whose film festival attending patterns were interrupted by Covid-19
- To engage with new audiences to encourage them to attend NZIFF 2023
- Promote key films to local audiences through nationwide and regional publicity
- Promote key films to niche/community audiences through targeted outreach

- Generate visibility for the event through traditional and new marketing channels and including radio, print, online, outdoor and venue marketing
- Deliver a social media strategy that targets online audiences
- Work with aligned organisations, including Hamilton Film Society to create money-can't-buy experiences around film screenings.

COMMUNICATION STRATEGIES

- Maximise all available publicity opportunities to extend marketing budget
- Prepare messages that educate our audience about how to access the programme, the venues, and get the most out of the festival

MARKETING ACTIVITY

The core marketing activity for NZIFF 2023 is centred around July/August with the programme expected to be announced and tickets on sale in mid-July. Marketing and communications activity includes:

- Fortnightly EDMs from April moving to weekly from mid-May through to greater frequency during the festival dates
- Engagement with community and groups (May-August)
- Full programme announced and on website (mid-July)
- Programme catalogue distributed (from mid-July)
- Tickets on sale (mid-July)
- Poster displays (mid-July onwards)
- Venue displays (mid-July onwards)
- Radio campaign (mid-July onwards)
- Social media paid campaigns (mid-July onwards)
- Print advertising in Waikato Times (mid-July onwards)



The Civic, Auckland

Whānau Mārama New Zealand International Film Festival

Presenting audiences nationwide with the latest and best in national and international movie-making, the perennially popular Whānau Mārama: New Zealand International Film Festival is a major highlight of the cultural calendar.


Opening Night, Embassy Theatre, Wellington

"I enjoyed all the films I watched so I am grateful to NZIFF for curating a wide selection of films to satisfy all tastes. I am looking forward to 2023." - Hamilton-based patron, NZIFF 2022 Audience Survey

ABOUT NZIFF

ATTENDANCES (NATIONAL)

2022: ***82,651
2021: **56,988
2020: *94,914
2019: 264,322
2018: 263,017
2017: 250,076
2016: 248,108
2015: 253,714
2014: 227,352
2013: 217,591
2012: 222,018
2011: 215,074
2010: 226,869
2009: 231,872
2008: 225,627
2007: 213,000
2006: 248,000
2005: 246,756
2004: 264,264
2003: 217,718
2002: 224,567

YEARS IMPACTED BY COVID-19:
***One-off smaller scale festival, post-Covid rebuild
**Hamilton & Auckland cancellation and capacity restrictions nationwide
*Limited in-cinema screenings

The annual Whānau Mārama: New Zealand International Film Festival (NZIFF) in 2022 celebrated its 54th year and is one of the country's leading cultural events of winter with a pre-Covid average of more than 250,000 national admissions annually. Eagerly anticipated each year, we are proud to have some of the highest per-capita film festival attendances in the world.

In 2022, having weathered two Covid-19 affected years, we exhibited a more focused version of the festival. Shorter in duration in the main centres and some regional centres, with fewer venues and fewer films, we maintained a commitment to retain the high quality of programming and calibre of titles which are at the heart of the film festival.

NZIFF 2022 took place in 15 cities across the motu, delivering 67 feature films and four short film programmes, presented across 21 cinemas and venues from 28 July – 31 August.

Our wide-ranging audience recognises NZIFF as New Zealand's premiere showcase for the newest, best, and most exciting features and documentaries from around the globe. An international reputation and a vast network of contacts established during our 54-year history ensure a gratifying success rate in obtaining key films.

The wide variety of films on offer means that NZIFF audiences range in age from two to 97 with the majority in the 18 – 55 range and a strong 18 – 35 audience in Auckland, Wellington, and Christchurch.

NZIFF provides leading New Zealand filmmakers with a high profile, internationally recognised premiere venue. Sir Peter Jackson, Dame Jane Campion, Vincent Ward, Niki Caro, Brad McGann, Dame Gaylene Preston, Taika Waititi, Sima Urale and Florian Habicht all premiered their first features at the NZIFF.

In 2023, Whānau Mārama: New Zealand International Film Festival will take place in 32 cinemas in 17 cities and towns from Whangarei to Gore from 19 July to 3 September. NZIFF is operated by a Wellington-based Charitable Trust, established in 1996 by the New Zealand Federation of Film Societies Inc.



ASB Waterfront Theatre, , Auckland


The Embassy, Wellington


The Civic, Auckland



The Isaac Theatre Royal, Christchurch

A NATIONAL EVENT

PATRON FEEDBACK

"I think that the kaupapa of the Film Festival is great. It gives a platform for people to be able to share their mahi and stories to a wide audience. It felt really special to be able to attend an event in a beautiful theatre and this 100% added to our experience."

"I loved every minute of Whānau Marama: New Zealand International Film Festival 2022."

"Always amazing. This is what our Whanau do. It has taught my daughters to dive into creative (sic) and let it wash over them. They have learned to look deeper than surface area."

"I think culture in New Zealand is greatly enhanced by the NZIFF – we see films and thereby receive early alerts (e.g. on climate change and environmental developments) and learn of cultures and information we might never have come across. It is truly a highlight of the year."

"The recognition, in the opening before all films, of the Tangata whenua, on whose land the festival was taking place ie the inclusivity: it reflects inclusivity across race, class, gender of the films I was most keen to see. Thank you."

DATES & EXPECTED AUDIENCE NUMBERS

- Auckland, 19 Jul - 6 Aug 75,000
- Wellington, 27 Jul - 13 Aug 52,500
- Christchurch, 10 - 27 Aug 13,500
- Dunedin, 3 - 20 Aug 11,000
- Whangarei, 17 - 27 Aug 2,500
- Matakana, 10 - 27 Aug 2,500
- Hamilton, 9 - 29 Aug 3,500
- Tauranga, 10 - 27 Aug 2,000
- Gisborne, 24 Aug - 3 Sep 2,500
- Napier, 10 - 27 Aug 2,000
- Havelock North 17 Aug to 3 Sep 1,000
- New Plymouth, 17 Aug to 3 Sep 1,500
- Palmerston North, 17 Aug - 3 Sep 2,000
- Masterton, Dates 16 - 30 Aug 1,000
- Nelson, 23 Aug - 10 Sep 4,000
- Timaru, 28 Aug - 3 Sep 500
- Gore, 28 Aug to 3 Sep 1,000

PUNCHING ABOVE OUR WEIGHT

- On a per capita basis the New Zealand attendance is exceptional by international standards. Some examples of major overseas festivals are shown in the chart below. Note: all figures from 2019, i.e pre-Covid

FESTIVAL	AREA POPULATION	ATTENDANCES	ADMITS PER 1000 POPULATION
WELLINGTON	496,000	80,508	162.23
DUNEDIN	126,520	16,751	132.39
AUCKLAND	1,534,700	112,085	79.03
KARLOVY VARY (PRAGUE)	2.200,000	140,067	63.66
TORONTO	6,417,516	383,970	59.83
VANCOUVER	2,463,431	133,000	53.98
EDINBURGH	1,339,380	66,500	49.64
SYDNEY	5,131,326	188,000	36.63
SEATTLE	3,798,902	138,000	36.33
MELBOURNE	4,850,740	173,000	35.66

"I really enjoyed the event for *When the Cows Come Home* with the director and subject for Q and A organised with the local film society. That made it special. The Lido in Hamilton is a good venue too."

– Hamilton-based patron, NZIFF 2022 Audience Survey









NZIFF PAST RESULTS

2022 PATRON FEEDBACK

"Brilliant. Highlight of my year. This year the festival felt even more special."

"I LOVE the FF! It's the one main thing I look forward to every year. It's the top highlight for all social or other outings each year! I always have interesting experiences and learn something. It's well organised and I've learnt that it's pretty consistent from year to year.

"Loved it. Fantastic experience and felt like the festival was buzzing, lots of full cinemas."

"There was such a buzz at every screening! I was especially fortunate to be at the premiere of Muru, a powerful and moving experience."

"Always a joy to participate in such a wonderfully curated program. It feels like a jewel in Wellington's film crown!"

"The NZIFF is my ray of sunshine when it comes to Wellington during what is always a dreary cold, wet and windy winter."

WEBSITE STATISTICS

NZIFF.CO.NZ 12 months stats

Page requests 1.7 million

Sessions 381,756
Users 254,000
Subscribers 38,000

Attendance rates at NZIFF have been down over the past three years as the effect of Covid-19 has been felt across the events industry. Whilst 2022 saw us present a festival smaller in duration and scale, the admission rates were back on the rise from 2021, and put the festival in good stead to return to the admit rates of pre-Covid times in the coming years.

2022 RESULTS

- 82,651 admits
- 15 centres
- 28 screens
- 987 screenings

In addition to our national marketing spend & media partnerships, we have a media coverage value est. from Meltwater of $2 million+

NZIFF 2022 MEDIA COVERAGE

- **30+ print outlets** at a national & regional level, including NZ Listener, Metro, NZ Herald, North & South
- **12+ radio stations/podcasts,** broadcast at both a national & regional level, including RNZ, Newstalk ZB, The Breeze, NZ Herald's The Front Page, Viva Talks, Wellington Access
- **20+ national & international digital outlets**, including Variety, Screen Daily, Concrete Playground, Flicks.co.nz, herald.co.nz, stuff.co.nz, The Spinoff
- **15+ nationally broadcast TV segments** across TVNZ's Breakfast, 1 News 6pm, 1 News Tonight, Te Karere, Seven Sharp, Newshub's 6pm news, Newshub's late news and The AM Show

SOCIAL MEDIA

TWITTER.COM/NZFF 18,500 followers

FACEBOOK.COM/NZFILMFESTIVAL 29,214 likes

INSTAGRAM.COM/NZIFF 6,958 followers

SPONSORS & SUPPORTERS INCLUDE

"An indie Festival that loves film more than hype."
– Joe Morgenstern,
Wall St Journal









SPONSORSHIP OPPORTUNITIES

Previous and continuing sponsors have engaged with NZIFF in different ways.

Your contribution might be made up of a combination of a cash contribution, product, services and agreed marketing and advertising activities carried out by your business in relation to NZIFF.

PRINCIPAL SPONSOR

- An exciting opportunity exists for a principal national sponsor for 2023.

STRAND SPONSOR

- Sponsor a strand (section) of the programme across all or specified centres. (Resene has sponsored the Aotearoa strand since 2014).

  Available national strands are:
- Widescreen: Our selection of the latest and best feature films from around the globe.
- Framing Reality (Documentary): NZIFF is renowned for its selection of local and international documentaries.
- Beats: Every year our programme celebrates music and dance centered features and documentaries.
- Portraits: Biographical features and documentaries are a popular regular feature.
- Square Eyes: Features and hand-picked programmes for all ages.
- Incredibly Strange: Films selected to burrow into your mind, haunt your waking moments and ward off any chance of a peaceful night's sleep.
- Specific strands are developed in response to the programme every year.

  Note: Strand names are subject to change.

REGIONAL SPONSORS

- If you are interested in targeting a particular city or region, support at a local level is very important to us, and helps give each NZIFF centre a distinct regional difference. We can design a package for your location.

SPECIFIC OPPORTUNITIES

- We are currently seeking a high-end dessert sponsor to join our family of sponsors.

SPECIAL EVENT SPONSOR

- Host status of a special Gala or event screening with invited guests.

FILM SPONSOR

- Sponsor a particular film in the programme. This can be on a national basis or specified centre(s). Only one sponsorship available per film in 2023 due to one national programme catalogue.

BESPOKE

- Tell us your needs and we will work with you. Whether it's VIP hosting or onsite activation, we can tailor a package.



A Boy Called Piano Q&A


Cliff Curtis and Tipene Ohlson, Muru


Angeline Loo, Kāinga

"Every year Aucklanders get the chance to see the world through other sets of eyes... It widens our horizons.
It opens our minds...
The organisers and helpers of this year's festival deserve a big thanks for putting on another great event.
An important part of multiculturalism is understanding and appreciating other cultures. The film festival is playing an important part in that process."
– NZ Herald

NZIFF AUDIENCE CONSUMER PROFILING

Consumer profiling by Gemba of the NZIFF audience demographic has identified that Young Educated Females and Achieving Affluents are highly represented in our audience.

Young Educated Females are 20-34 years old, have a tertiary qualification or are pursuing further education, and love social events.

Achieving Affluents have an average age of 37, are starting their families, earning a high household income and working in a professional or managerial role.

ACHIEVING AFFLUENTS

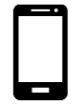


- 255% more likely to intend to sell their home in the next 12 months
- 188% more likely to have used a ride share service in the last month
- 184% more likely to have travelled by air in the last month
- 176% more likely to intend to renovate their home in the next 12 months
- 121% more likely to have rented a car in the last 12 months
- 110% more likely to have more than $10,000 saved in bank/building society/credit union
- 107% more likely to intend to buy a brand new car in the next two years
- 89% more likely to intend to buy a smartphone, tablet or computer in the next 12 months
- 73% more likely to intend to buy a new TV or large kitchen appliance in the next 12 months
- 64% more likely to have drunk wine in the last seven days
- 57% more likely to have drunk beer in the last seven days



YOUNG EDUCATED FEMALES

- 174% more likely to have used a ride share service in the last month
- 94% more likely to have purchased a health or beauty produduct in the last month
- 78% more likely to intend to buy a smartphone, tablet or computer in the next 12 months
- 76% more likely to intend to buy a brand new car in the next two years
- 66% more likely to have travelled by air in the last month
- 38% more likely to have drunk spirits in the last seven days
- 33% more likely to have eaten confectionary in the last seven days



OVERALL NZIFF INTERESTED DEMOGRAPHIC

- 48% more likely to have used a ride share service in the last month
- 43% more likely to enrol in tertiary qualification in the next two years
- 40% more likely to intend to buy a brand new car in the next two years
- 34% more likely to have travelled by air in the last month
- 23% more likely to intend to buy a new TV or large kitchen appliance in the next 12 months



* More likely, compared with the total population

"Movie lovers of Aotearoa, the film watching version of Christmas is almost upon us - the Whānau Mārama: New Zealand International Film Festival, that is."
Sarah Ward,
Concrete Playground



NZIFF audience

CONTACT DETAILS

TO DISCUSS YOUR SPONSORSHIP WITH NZIFF
PLEASE CONTACT

Sally Woodfield
General Manager
sally@nziff.co.nz
M: 021 868 020

Matt Bloomfield
Production and Events Coordinator
matt@nziff.co.nz
M: 0204 058 0116

Heather Cornish
Sponsorship and Partnerships Coordinator
heather@nziff.co.nz

Whānau Mārama New Zealand International Film Festival

NEW ZEALAND FILM FESTIVAL TRUST BUDGET: HAMILTON 2023		
EXPENDITURE	**DETAILS**	**2023 COST**
PROGRAMMING		
Film Hire	Share of income to film distributors, sales agents and filmmakers	$ 11,200
Guests, events and hospitality		$ 1,000
Subtotal		**$ 12,200**
PRODUCTION		
Film Logistics	Freight and film handling. Share of national cost	$ 1,550
Classification	Share of national cost	$ 1,000
Venue Hire and set-up costs	Lido Cinemas share of box office income	$ 13,500
Opening night costs	catering, corkage and staffing	$ 1,000
Subtotal		**$ 17,050**
PROMOTION		
Printed programme	Programme catalogue - print and distribution	$ 5,000
Branding	Includes tee shirts, updating brand imagery	$ 2,000
Posters and other printing		$ 1,000
Website	Share of design, development and maintenance	$ 800
Advertising	Print, radio and online	$ 5,000
Outdoor advertising	Banners and venue signage	$ 2,000
Subtotal		**$ 15,800**
OTHER		
Staffing	Share of national staffing	$ 39,000
Overheads	Share of national overhead costs: APRA, international film festival costs, administration and operational costs	$ 15,000
Subtotal		**$ 54,000**
EXPENSES		**$ 99,050**
Contingency on expenses (3.5%)		$ 3,467
TOTAL EXPENSES		**$ 102,517**
INCOME		
Ticket sales		$ 44,800
Funding, sponsorship, advertising and other income	Funding includes $10,000 from HCC. 2023 includes share of national one-off Regeneration funding from Ministry of Culture and Heritage and NZFC	$ 39,000
TOTAL INCOME		**$ 83,800**
SURPLUS/DEFICIT FOR CORE ACTIVITIES		**$ (18,717)**

Hamilton City Council
Te kaunihera o Kirikiriroa

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Orchids & More		
EVENT DATE	29 September – 1 October 2023		
APPLICANT	Orchid Council of NZ		
EVENT LOCATION	Mystery Creek Events Centre	**EVENT TYPE**	Exhibition / Show
EVENT OVERVIEW	• National rare and exotic plants show and 10th NZ Orchid Expo • Consumer interest show and exhibition with entry by ticket purchase • Only held every three-four years and in a different region		
TARGET MARKET	• Members of Orchid clubs and societies around NZ • Plant lovers especially indoor plants and orchids • Golden triangle residents – general interest event		
EVENT OBJECTIVES	• To support, encourage and upskill growers/gardeners of all sorts and at all stages • To expose people of all ages to a hobby that offers many benefits to mental and physical wellbeing • To support plant vendors, many of them owner-operated businesses, including from Hamilton and the wider Waikato • To create an interesting, vibrant, and unique event for the residents of Hamilton. It is noted that although the event takes place in Waipa District, some of these visitors will visit, spend or stay in Hamilton.		
ATTENDANCE	6,000 total ○ 3,500 from Hamilton ○ 2,500 from outside Hamilton	**BED NIGHTS**	1,207 bed-nights
EXTERNAL FUNDING	Budget shows sponsorship (donations, services and prize-giving) from associated societies, corporates and Pub Charity Limited. No other council support noted.		
PREVIOUS COUNCIL SUPPORT	N/A		
PAST EVENT PERFORMANCE	Unknown. Application states the organisers held the first expo in 1980. Registered incorporated society and registered charity.		

SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE**	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
	• Strong local and regional promotional & marketing plan	• Council logo and sponsorship role displayed prominently on event websites and social media notifications	• Council logo and sponsorship role displayed prominently in all event collateral including event programme, verbal and written event communications and venue signage • Complimentary sales

			stand for promotion of HCC attractions
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES**		**RECOGNITION AND ACKNOWLEGDMENTS**
	• VIP Invitation to show opening (6) • Mayor invited to open Show • 20 comp tickets to show • 4 comp tickets to expo dinner		• Verbal recognition of Council's sponsorship at any relevant opportunities

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$10,000 for one year (2023 event)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	**Score (5)**
Fit to Hamilton City vision and profile	4
City exposure benefits	1
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	2
Number of anticipated participants	1
Utilisation of city assets	0
Total	**9 / 30**

MANAGEMENT COMMENT

DECLINE

- EVENT DOES NOT REQUIRE COUNCIL'S SUPPORT TO TAKE PLACE AND APPEARS WILL ACHIEVE ITS OBJECTIVES WITHOUT COUNCIL'S SUPPORT.
- NOT RECOMMENDED FOR FUNDING DUE TO CONTESTABLE FUND AND OTHER EVENTS TAKING PRIORITY FOR FUNDING IN 2023/24.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0012023 From Orchid Council of NZ
Form Submitted 23 Mar 2023, 3:17pm NZDT

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

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2023 Major Event Sponsorship Application Form
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Form Submitted 23 Mar 2023, 3:17pm NZDT

Orchids & More

Start date of Event *
29/09/2023
Must be a date.

Finish date of Event *
01/10/2023
Must be a date.

Time of the Event *
10am-4pm

Location or Venue *
Mystery Creek Events Centre

Is the Event *
☐ Annual ☐ Biennial (every two years) ☑ Neither

What type of Event are you seeking funding for? *
Other

If Other, please describe
Orchids & More includes the 10th National Orchid Expo

Amount of Hamilton sponsorship sought *
$10,000

Are you wanting this sponsorship amount for: *
☑ One year ☐ Two Years (same amount each year) ☐ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *
Orchid Council of NZ
Please enter the registered (legal) name of your organisation.

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Please state the type of entity?
Charitable Trust

If other, please state

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Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	23-074-773 Please enter your GST number.
Contact Person for this Application *	Ms Sandra Simpson-Frentz Please enter the name of the primary contact person for this application.
Organisation postal address *	PO Box 669 7th Avenue Tauranga 3144 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 7384 9414 Please enter the contact phone number for the primary contact given above.
Contact email address *	orchids23more@gmail.com Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr Keith Smart
Event Organiser Address (if different from above)	343 Ngahape Rd Ngahape Te Awamutu 3873 New Zealand
Event Organiser mobile phone number *	027 537 0850
Event Organiser email address *	keithwsmart@gmail.com
Please list prior event experience of both the organisation and event organiser *	The organising team pulls together a wealth of experience: 1 Keith Smart, chairman: Treasurer Waikato Orchid Society; Life Member Waikato OS; member Orchid Council of NZ executive; accredited orchid judge; Show secretary Waikato Poultry & Pigeon Club. Keith was involved with the organisation of the 2000 and 2005 National Orchid Expos held in Hamilton. He is a dairy farmer. 2 Graham Jackson: Orchid Council of NZ acting treasurer; president Manawatū Orchid Society; accredited orchid judge. Graham was on the organising committee and show marshal for the 2019 National Orchid Expo held in Palmerston North. He is a retired accountant. 3 Conrad Coenen: President Tauranga Orchid Society and leads the society's annual show (1,000 visitors in 2 days in 2022); accredited orchid judge; trained in horticulture. Conrad, previously a polytechnic tutor in horticulture, is a self-employed landscape gardener.

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4 Glenys MacRae: Orchid Council of NZ president; member Waitakere Orchid Club; accredited orchid judge. Glenys was on the organising committee and a show marshal for the 2016 National Orchid Expo in Auckland. Before her recent retirement, Glenys was a Quality Assurance Manager in the stockfeed industry.

5 Toby Marris: Co-organiser of the Prismataca Pride Plant Fair (Auckland); past president of Waitakere Orchid Club; member Orchid Council of NZ executive. In his professional life Toby works in IT.

6 Penny Moore: Member Orchid Council NZ executive; past secretary Canterbury Orchid Society; accredited orchid judge. Penny is an administrator at the School of Product Design at Canterbury University.

7 Bill Pepperell: Chair of the organising committee for the Waikato Orchid Society 60th jubilee (2021); past president Waikato Orchid Society; trained in horticulture. He is an industrial relations manager for a large, national company.

8 Sandra Simpson: Member Orchid Council of NZ executive; past secretary Tauranga Orchid Society; literary programmer for Tauranga Arts Festival for 20 years; publicist for the festival for 6 years; freelance journalist and editor.

Is there a contract in place with the event organiser or organisation team? *

☐ Yes
☑ No

Does your organisation hold intellectual property rights to the event? *

☑ Yes
☐ No

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

A National Orchid Expo is held in a different region of the country on a three- to four-year cycle, depending on the availability of a venue and the capability of an orchid society to organise the event. This year the committee is made up of a group of individuals, primarily

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from the Waikato and Tauranga Orchid societies, who are committed to the principle of an Expo. A National Orchid Expo is one way in which the OCNZ can meet its objectives, which include promoting and encouraging the study, cultivation and conservation of orchids; giving information and education about orchid culture; and advancing the development of orchid growing as a recreational activity for young and old. The first Expo was held in 1980.

The objectives of Orchids & More as a stand-alone event, while under the umbrella of OCNZ, are primarily two-fold – to support, encourage and upskill growers/gardeners of all sorts and at all stages, and to expose people to a hobby that offers many benefits to mental and physical wellbeing.

Two less visible objectives are to support plant vendors, many owner-operated businesses, including from Hamilton and the wider Waikato; and to create an interesting, vibrant and unique event for the residents of Hamilton City.

Orchids & More brings together:

1: Displays of massed flowering plants – individual plants and the displays themselves will be judged using the Orchid Council of NZ-accredited system and prizes awarded. Orchid clubs, societies and individuals from around New Zealand participate in creating these displays. The Expo includes an educational programme of speakers, including 2 speakers from overseas, for registrants. These are not benched displays, such as at a rose show, but artistic displays that include fun props and multi-levels to show off to their best advantage the potted plants in full bloom.

2: Other 'rare and exotic plants' on display and for sale. Visitors will also have the chance to see and hear free floor talks and demonstrations throughout the weekend on everything from floral art and indoor-plant care to planning and planting an herbaceous border.

All those who visit will have the opportunity to access 'rare' plants of all types, growing gear, and be able to talk to the growers themselves.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets

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- Organisational structure

Attach your Business Plan for the Event here *

Filename: Orchids & More-Business Plan.docx
File size: 165.4 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: Orchids & More-Budget.docx
File size: 167.4 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Orchids & More-Marketing Plan.docx
File size: 146.4 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Orchids & More-Sponsorship Proposal.docx
File size: 136.3 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants				
Spectators	3,500	2,500		
Trade	40	60	2	

Entry Fees

Adult	Child	Older people	Other
$10	free	$10	

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	70	4
Motels	140	4
Camping ground	50	6
Schools		0
Home hosted	60	5

Will all accommodation be located in Hamilton? If not, where? *
☐ Yes
☐ No
☑ Other: Most will be in Hamilton; some will be in Waipa district

What is the anticipated average stay in Hamilton for participants?
4 nights

Benefits to Hamilton City Council

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Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Hamilton City Council logo displayed prominently in the programme and on venue signage, plus, if you wish, your own signage displayed prominently in the venue foyer.

Idea 2
Hamilton City Council offered a free trade stand (valued at $500) or display table to promote the city's gardens and attractions It almost goes without saying that most people attending the event and staying at least overnight will visit Hamilton Gardens. We are happy to put such a display/table in the foyer so every visitor sees it.

Idea 3
Hamilton City Council mentioned as a major sponsor in our mainstream media and social media campaigns, which will be heavily focused on the 'golden triangle' of Waikato-BOP-Auc kland.

Idea 4
Hamilton City Council logo prominently displayed on two websites – Orchids & More and the Orchid Council of NZ.

Idea 5
Hamilton City Council logo used on all communications with orchid societies and clubs around New Zealand.

Idea 6
Hamilton City Council given verbal acknowledgement during presentations and public announcements.

Idea 7
Insertion of promotional material about Hamilton City (what to do, where to eat, etc) in registrant folders and for judges.

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.

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5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *	☑ Privacy Statement read
I confirm that I agree with the declaration statement above *	☑ Yes
Full Name of Organisation *	Orchid Council of New Zealand
Full Name of Authorised Signatory *	Sandra Simpson
Position of Authorised Signatory *	committee member, Orchids & More; OCNZ executive member
Date of Declaration *	23/03/2023

Orchids & More – Rare & Exotic Plants

Incorporating the 10th NZ Orchid Expo 2023

Budget



Budget 2023
Prepared by: Glenys MacRae
Date: 21/03/2023

a. Orchids & More Show Budget

Orchid& More Expo 2023									
Total Budget	**Unit**	**Quantity**	**Price**	**2023**	**2019**		**Budget Totals 2023**		
				Budget	**Budget**		**GST Inc**	**GST**	**GST Excl**
Income									
Programme & Proceeds									
Sub-total				0	0				
Advertising/Publicity/Registrations									
Registrations	attendee	90	160	14400	10800		14400	2160	12240
Registrations - Free	attendee	6	160	960	540		960	144	816
Sub-total				15360	11340		15360	2304	13056
Show Marshal									
Door Takings	day ticket	5000	10	50000	21600		50000	6522	43478
Commercial Stands	vendor	460	450	20700	10925		20700	2700	18000
Raffles				0	2000				
Sub-total				70700	34525		70700	9222	61478
Hospitality									
Saturday Evening Dinner	attendee	100	70	7000	5000		7000	913	6087
Saturday Evening Free	attendee	6	70	420	270		420	63	357
Posies				0	750				
Sub-total				7420	6020		7420	976	6444
Judging									
Sub-total				0	0				
Finances									
Sponsorship - Donations				5000	5000		5000	653	4348
Sponsorship - Services				3000	5000		3000	391	2609
Sponsorship - Prizegiving				3250	3850		3250	424	2826
Interest				0	0				

Sundry Income				0	100				
Sub-total				11250	13950		11250	1468	9783
Total Income				104730	65835		104730	13962	90769
Expenditure									
Programme & Proceedings									
Demonstrations				200	0		200	26	174
Local Speakers				200			200	26	174
Registration		6	160	960	180		960	144	816
Dinner		6	70	420	90		420	63	357
Incidentals - Travel Exp		5	100	500	200		500	65	435
Overseas Speakers:									
Airfares		1	7000	7000	3000		7000	913	6087
Accommodation	4 x 4 nights	4	165	660	2240		660	86	574
Registration		1	90	90	360		90	12	78
Breakfasts	4 x 4 nights			0	240				
Dinner		2	50	100	180		100	13	87
Incidentals				0	200				
Sub-total			7305	7850	6220		7850	1024	6826
Advertising/Publicity/Registrations									
Newsletters				0	250				
Magazine-Orchids				750	750		750	98	652
Magazine-Others				2679.50	2500		2679.50	401.93	2277.57
Posters & Brochures				1000	1000		1000	130	870
Social Media				1500	7500		1500	196	1304
Newspapers				8000	1500		8000	1043	6957
Registration Booklets				400	500		400	52	348
Registrants Handbook				100	1008		100	13	87

Branded Event Bags, etc				2000	1260		2000	261	1739
Other Expenses				300	0		300	39	261
Sub-total				16729.50	16268		16729.50	2233.93	14495.57
Show Marshal									
Mystery Creek Hamilton				17069.45	15119		17069.45	2226.45	14843
Table and Chairs				3500	0		3500	457	3043
Partitions and Setup	25	241	25	3500	6025		3500	457	3043
Bin Hire Cleaning				310	100		310	40	270
Catering Show Office				150	195		150	20	130
Cleaning				500	900		500	65	435
Fire Safety				0	0				
Equipment Hire				200	2000		200	26	174
Electricity				300	400		300	39	261
Raffle Costs				150	1000		150	20	130
Security inc				2576	0		2576	336	2240
Volunteer Coats				0	105				
General Expenses				500	500		500	65	435
Sub-total				28755.45	26344		28755.45	3751.45	25004
Hospitality									
Saturday evening dinner		120	70	5500	4770		5500	717	4783
Thursday Opening/Preview		125	20	3000	2000		3000	391	2609
Posies				0	200				
Sub-total				8500	6970		8500	1109	7391
Judging									
Show Schedule				100	600		100	13	87
Computer & Printing				2000	1700		2000	261	1739
Judges Expenses				400	400		400	52	348
Sub-total				2500	2700		2500	326	2174

Finances									
Saturday dinner - free	6								
Bank Fees/Eftpos	Aegis			1150	150		1150	150	1000
Photocopying				100	150		100	13	87
Stationery				150	50		150	20	130
Postage				375	200		375	49	326
Committee Travel Costs				2000	900		2000	261	1739
Prizegiving				3250	3850		3250	424	2826
Certificates & Rosettes				150	150		150	20	130
Website Expenses				100	90		100	13	87
General Expenses				700	1250		700	91	609
Sub-total				7975	6790		7975	1041	6934
Expenditure				72309.50	65762				
Contingency				7000.00					
Total Expenditure				**79309.95**	65762				
Profit/Loss				**25420.05**	**73**				

b. Orchids & More Account Cash Flow Aug 2022 - 21 March 2023

	Date	In	Out	Balance	Comment
Aug	1/08/2022			0.00	
	24/08/2022	100.00	0.00	100.00	Trophy Sponsorship Weedon
	30/08/2022	200.00	0.00	300.00	Trophy Sponsorship BOP OS
	31/08/2022			**300.00**	**Balance**
Sept	1/09/2022	1000.00	0.00	1300.00	Transfer from OCNZ Main Account
	2/09/2022	0.00	486.45	813.55	Donella Jones Design Expo logo
	2/09/2022	200.00	0.00	1013.55	Trophy Sponsorship Bioleaf
	13/09/2022	100.00	0.00	1113.55	Trophy Sponsorship Sth Akl OS
	19/09/2022	100.00	0.00	1213.55	Trophy Sponsorship Whangrei OS
	19/09/2022	100.00	0.00	1313.55	Trophy Sponsorship Bay of Islands OS
	19/09/2022	100.00	0.00	1413.55	Trophy Sponsorship Wairoa OS
	21/09/2022	200.00	0.00	1613.55	Trophy Sponsorship Taranaki OS
	21/09/2022	100.00	0.00	1713.55	Trophy Sponsorship M Lomas
	28/09/2022	100.00	0.00	1813.55	Trophy Sponsorship Wellington OS
	29/09/2022	100.00	0.00	1913.55	Trophy Sponsorship P Fisher
	30/09/2022	100.00	0.00	2013.55	Trophy Sponsorship Nelson OS
	30/09/2022			**2013.55**	**Balance**
Oct	5/10/2022	200.00	0.00	2213.55	Trophy Sponsorship Howick OS
	10/10/2022	100.00	0.00	2313.55	Trophy Sponsorship Wanganui OS
	12/10/2022	100.00	0.00	2413.55	Trophy Sponsorship Hibiscus Coast OS
	21/10/2022	200.00	0.00	2613.55	Trophy Sponsorship Hawkes Bay OS
	31/10/2022			**2613.55**	**Balance**
Nov	22/11/2022	100.00	0.00	2713.55	Trophy Sponsorship Odont. Alliance
	22/11/2022	250.00	0.00	2963.55	Trophy Sponsorship Tauranga OS
	25/11/2022	200.00	0.00	3163.55	Trophy Sponsorship Waitakere OC
	30/11/2022			**3163.55**	**Balance**
Dec	1/12/2022	100.00	0.00	3263.55	Trophy Sponsorship Manawatu OS
	2/12/2022	0.00	109.25	3154.30	Donella Jones Design Expo logo
	2/12/2022	500.00	0.00	3654.30	Trophy Sponsorship Waikato OS
	14/12/2022	460.00	0.00	4114.30	Commercial Stand fee AA Construction
	15/12/2022	100.00	0.00	4214.30	Trophy Sponsorship CSA NZ
	31/12/2022			**4214.30**	**Balance**
Q1 Jan - March 2023					
Jan	20/01/2023	2875.00	0.00	7089.30	Horticentre Funding
	20/01/2023	460.00	0.00	7549.30	Commercial Stand fee Leroy Orchids
	20/01/2023	460.00	0.00	8009.30	Commercial Stand fee Philip Zhou
	20/01/2023	460.00	0.00	8469.30	Commercial Stand fee Orchid Supplies NZ
	23/01/2023	460.00	0.00	8929.30	Commercial Stand fee Bartz
	26/01/2023	460.00	0.00	9389.30	Commercial Stand fee Garden Plants
	31/01/2023			**9389.30**	**Balance**
Feb	28/02/2023	28.86	0.00	9418.16	Gross interest
	28/02/2023			**9418.16**	**Balance**
Mar	20/03/2023	1845.00	0.00	11263.16	Daltons sponsorship and Commercial stand fee
				11263.16	**Current Balance + $5000 = 16263.16**

Note: $5000.00 grant from Pub Charity deposited in OCNZ Main Account 2/3/23
express purpose to part-pay Mystery Creek Hire Fee by 31/5/23

c. Orchids & More Account Estimated Cash Flow Q2, Q3, Q4 2023

Q2 April - June 2023		In	Out	Balance	Comment
		16263.16			Q1 Balance
		11960.00			Commercial Stand hire fees
		7200.00			Registrations
			7000.00		Advertising
			5000.00		Part-Payment Mystery Creek
			500.00		Registration Handbooks
			100.00		Show Schedule
Subtotal		**35423.16**	**12600.00**		
Balance				**22823.16**	
Q3 July - Sept 2023					
		22823.16			Q2 Balance
		5980.00			Commercial Stand hire fees
		7200.00			Registrations
		40000.00			Door Takings
			7000.00		Airfares
			400.00		Locals Speakers/Demonstrations
			12069.45		Mystery Creek Venue Hire balance
			7000.00		Advertising
			3250.00		Prizegiving, Prize Money
			2000.00		Branded Event Bags, etc
			300.00		Other Expenses
			300.00		Rosettes and Certificates
Sub total		**76003.16**	**32319.45**		
Balance				**43683.71**	
Q4 Oct - Dec 2023					
		43683.71			Q3 balance
		10000.00			Door Takings
			7510.00		Partition/table/chair/rubbish bin hire
			500.00		Cleaning
			300.00		Electricity
			2576.00		Security
			7000.00		Saturday Evening Dinner
			660.00		Overseas Speaker Accommodation
			100.00		Incidentals Travel Expenses
			2400.00		Judging and Computer Expenses
			3150.00		Catering Prizegiving/ Show Office
			1125.00		General Expenses/Stationery, etc
			1150.00		Aegis Security (cash, eftpos)
			2000.00		Committee Travel Costs
Subtotal		**53683.71**	**28471.00**		
Balance				**25212.71**	

d. Summary of Sponsors and Funders to 21 March 2023

Sponsor/Funding Organisation	Value $	In Kind $
Trophy Sponsorship from affiliated Orchid Societies	3250.00	
Vendor Sponsorship	4500.00	
Horticentre	2875.00	
Pub Charity Ltd	5000.00	
Yates		Selection of free gardening product. Value $110.00
Total	**15625.00**	**110.00**

Orchids & More – Rare & Exotic Plants

Incorporating the 10th NZ Orchid Expo 2023

Business Plan



Business Plan 2023
Prepared by: Sandra Simpson and Glenys MacRae
Date: 21/03/2023

1. Business Overview

Introductory Information

Foundation Details

Structure: Incorporated Society and a Registered Charity
Date of Incorporation: June 27, 1979
Incorporated Society Number: 215230
Date Registered as a Charity: June 18, 2010
Registered Charity Number: CC44443

Contact Details Orchid Council of NZ
Contact Name: Glenys MacRae, President
Phone: 09 835 1216
Mobile: 0274 774 077
Email: macraeg@gmail.com
Address: 13 Espalier Drive, Henderson, Akl 0612
Website: www.orchidcouncil.org.nz

Orchids & More
Sandra Simpson
07 577 6676
027 384 9414
orchids23more@gmail.com
82 Grace Road, Tauranga 3112

Social Media Details

Orchids and More website	www.orchidsandmore2023.wordpress.com
Orchids and More Facebook	Facebook page
Instagram	@orchids23more

Executive Summary

The Orchid Council of New Zealand (OCNZ) is a federation of independent, autonomous, orchid societies throughout New Zealand. It is a registered incorporated society, and it is also a registered charity. The principal objectives of OCNZ include:

- Promoting and encouraging the study, cultivation and conservation of orchids
- Giving information and education about orchid culture
- Advancing the development of orchid growing as a recreational activity for young and old
- Maintaining procedures and standards for judging and awarding superior forms of orchid species and hybrids, and superior culture of orchid plants
- Promoting national and international orchid conferences and exhibitions
- Promoting the conservation of New Zealand native orchids
- Acting as a Heritage Protection Authority in respect of the Iwitahi Native Orchid Reserve.

A National Orchid Expo is held in a different region of the country on a three- to four-year cycle depending on the availability of a venue and the capability of an orchid society to organise the event. This year the committee comprises a group of individuals primarily from the Waikato and Tauranga societies who are committed to the principle of an Expo. A national orchid expo is one way in which OCNZ can meet its objectives. Although the event is underwritten by OCNZ, the aim is that the Expo will be self-funding and at the least break even.

The objectives of Orchids & More, as a stand-alone event, are primarily two-fold:
1: To support, encourage and upskill growers/gardeners of all sorts and at all stages

2: To expose people of all ages to a hobby that offers many benefits to mental and physical wellbeing.

Two less visible objectives are to support plant vendors, many of them owner-operated businesses, including from Hamilton and the wider Waikato; and to create an interesting, vibrant and unique event for the residents of Hamilton City.

Orchids & More brings together:

1: Displays of massed flowering plants – individual plants and the displays themselves will be judged using the Orchid Council of NZ-accredited system and prizes awarded. Orchid clubs, societies and individuals from around New Zealand participate in creating these displays. The Expo includes an educational programme of speakers, including 2 speakers from overseas, for registrants. These are not benched displays, such as at a rose show, but artistic displays that include fun props and multi-levels to show off to their best advantage the potted plants in full bloom. This exciting display of orchids hasn't happened for 4 years – and won't happen for another 3 or 4 years.

2: Other 'rare and exotic plants' on display and for sale. Visitors will also have the chance to see and hear free floor talks and demonstrations throughout the weekend on everything from floral art and indoor-plant care to planning and planting an herbaceous border.

All those who visit will have the opportunity to access 'rare' plants of all types, growing gear, and be able to talk to the growers themselves.

Organisation Structure – Orchids & More

Keith Smart – Chair, Organising Committee
Keith is a life member and treasurer of the Waikato Orchid Society. He sits on the executive committee of the Orchid Council of New Zealand (OCNZ) and is an accredited orchid judge. Keith was involved in running the 2000 and 2005 National Orchid Expos held at Claudelands, Hamilton and is co-manager of Iwitahi Native Orchid Reserve. A dairy farmer, Keith is also the show secretary of the Waikato Poultry & Pigeon Club.

Sandra Simpson – Publicity/Advertising
Freelance journalist and editor Sandra is a former secretary of the Tauranga Orchid Society and sits on the OCNZ executive. At the end of 2021 she retired after 20 years as literary programmer for the Tauranga Arts Festival, and also as fulltime festival publicist, a role she had filled for 6 years. In 2023 she will provide publicist support to the festival. Sandra also manages the Orchids & More, Tauranga Orchid Society and OCNZ websites.

Bill Pepperell – Marketing Traders/Sponsorship
Chairman of the organising committee for Waikato Orchid Society's 60th jubilee (2021), Bill is a past president of the Waikato society. He is an industrial relations manager for a large, national company, which requires leadership and organisational skills, as well as close understanding of policies, procedures, systems and equity.

Conrad Coenen – Marketing Traders/Societies
Conrad is president of the Tauranga Orchid Society and leads the organisation of their annual show (approximately 1,000 visitors over 2 days in 2022). He has been living and working with plants since a teen. Formerly a horticultural tutor at a polytechnic, Conrad is now a self-employed landscape gardener, and also an OCNZ-accredited orchid judge.

Glenys MacRae – President, Orchid Council of New Zealand
Glenys is a long-standing member of the Waitakere Orchid Club, and an accredited orchid judge. She was show marshal for the 2016 National Orchid Expo held at Auckland's ASB Showgrounds. She assists with funding applications, and has an advisory role. Before retirement in 2022, Glenys was a Quality Assurance Manager in the stockfeed industry.

Graham Jackson – Acting Treasurer, Orchid Council of New Zealand
President of the Manawatū Orchid Society, Graham is an accredited orchid judge and was show marshal and on the organising committee for the 2019 National Orchid Expo held in Palmerston North. Graham was an accountant in his professional life.

Toby Marris: A co-organiser of the annual Prismatica Pride Plant Fair in Auckland, Toby is a past president of the Waitakere Orchid Club. He works in the highly skilled IT field and will, among other things, direct our social media campaign.

Penny Moore: A past secretary of the Canterbury Orchid Society, Penny is an administrator at the School of Product Design at Canterbury University.

2. Event Goals/Objectives/Milestones

Goal	Action Required	Deadline	Responsible	Completed
Early 2022, secure a venue	Visit suitable venues in the Waikato area	July 2022	Expo Chair	July 2022
Market Event	Promote event to traders, orchid societies and other plant groups to generate interest in the event	Nov 2022	Bill/Conrad	30/11/22
Social Media	Set up website, facebook and instagram	October 2022	Sandra	31/10/22
Plant Registration	Ask Martin Bonham to manage plant registration and judging results/prize cards for the orchid show component of the event.	Nov 2022	Keith S	30/11/22
Budget	List known and estimated costs, set vendor fee.	Dec 2022	Committee	31/1/23
Trophy Sponsorship	Approach orchid societies for sponsorship	Dec 2022	Sandra	31/12/22
Funding	Approach Daltons, Tui, Yates for sponsorship	Dec 2022	Bill/Sandra	31/12/22 Yates: Selection of free product
	Approach funding organisations for grants e.g. Horticentre, Pub Charity, HCC	Aug 2023	Sandra/Glenys	WIP To date $7500.00 funding secured.
	Gold/Silver/Bronze Sponsors	Aug 2023	Bill/Sandra	Uptake as 21/3/23: 2 silver; 2 bronze

Goal	Action Required	Deadline	Responsible	Completed
Call for Volunteers	Advertise in OCNZ Newsletter and Orchids & More social media for show volunteers	Feb 2023	Sandra	WIP – to date 10 volunteers
Cash Management	Explore best option for money handling, eftpos, cash out during the show.	Feb 2023	Sandra	28/2/23 Aegis Private Security Confirmed
Show Schedule	Liaise with COA and Martin Bonham Show schedule reviewed and updated Feb 2023. Martin needs a copy 3 months before event.	March 2023	Sandra/Glenys	WIP
Speakers	Approach overseas and local speakers for: Seminar series Public talks	March 2023	Sandra	15/3/23 WIP
Society Displays	Invite orchid societies and other plant groups to put on displays	Aug 2023	Sandra/Conrad	WIP
Dinner Venue	Secure a dinner venue for Saturday 1st Oct	March 2023	Keith S	WIP
Event Catering	Prizegiving and food during the event, liaise with Mystery Creek	April 2023	Keith S	WIP
Set Registration Price	Need a registration price to complete registration details.	March 2023	Committee	15/3/23
Advertising/Publicity	1: Book advertising for magazines, e.g., Listener, Kiwi Gardener, NZ Gardener 2: Circulate a letter to Garden Clubs in Waikato and BOP area 3: Monthly/weekly social media posts through to event 4: Regular e-newsletters	March 2023 April 2023 Oct 2023 Sept 2023	Sandra Sandra Sandra/Toby Sandra	WIP WIP WIP WIP

Goal	Action Required	Deadline	Responsible	Completed
Advertising/Publicity	Editorial in national magazines/radio; local newspapers/magazines/radio	Sept 2023	Sandra	WIP
Open Registrations	April 2023	Sept 2023	Penny	WIP
Prize Cards	Agree on format of cards and supply to Martin Bonham Need to purchase stock of card	May 2023	Glenys	WIP
Plant Registration Cards, Plant Sales Tickets	Need to organise these	May 2023	Glenys	WIP
Registrant Packs	Agree on format and organise contents, deliver to Mystery Creek	Sept 2023	Penny	WIP
Event Security, H&S, Cleaning, Rubbish, Partitions, Tables, Chairs	Liaise with Mystery Creek	Sept 2023	Keith S	To be discussed
Pack in and Pack Out	Who will be in charge of this	Sept 2023	Conrad	To be discussed
Mark out display and vendor areas		Sept 2023	Conrad	To be discussed
Volunteer Management	TBA	Sept 2023	TBA	To be discussed
Free Public Talks	Schedule to be managed	End Aug 2023	Keith F	Finalised
Seminar Series & registrant lounge	TBA	Sept 2023	TBA	To be discussed
Combined Clubs Sales Table	TBA			To be discussed

Current Position

Including sponsorship, funding, participants (traders and Societies), speakers

	As at 15/3/23	Still to secure
Vendors	28 spaces booked	12 spaces to sell
Displays	20	
Speakers	Seminar 9 speakers Free Talks 6 speakers	None 2-3
Sponsorship: **Trophy** **Vendor**	Trophy $3250.00 Vendor $4500.00	Fully subscribed
Funding	Horticentre $2500.00 Pub Charity Ltd $5000.00	Approach HCC for $10K

Expected Attendance Numbers

Vendors: 90 (2-3 people/stand)
No. of registrants: 120
Public through the door: 5000

3. Budget

Orchid& More Expo 2023									
Total Budget	**Unit**	**Quantity**	**Price**	**2023**	**2019**		**Budget Totals 2023**		
				Budget	**Budget**		**GST Inc**	**GST**	**GST Excl**
Income									
Programme & Proceeds									
Sub-total				0	0				
Advertising/Publicity/Registrations									
Registrations	attendee	90	160	14400	10800		14400	2160	12240
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Judging									
Sub-total				0	0				
Finances									
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Sponsorship - Services				3000	5000		3000	391	2609
Sponsorship - Prizegiving				3250	3850		3250	424	2826

Interest				0	0				
Sundry Income				0	100				
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Programme & Proceedings									
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Overseas Speakers:									
Airfares		1	7000	7000	3000		7000	913	6087
Accommodation	4 x 4 nights	4	165	660	2240		660	86	574
Registration		1	90	90	360		90	12	78
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Incidentals				0	200				
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Registrants Handbook				100	1008		100	13	87
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Other Expenses				300	0		300	39	261
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Bin Hire Cleaning				310	100		310	40	270
Catering Show Office				150	195		150	20	130
Cleaning				500	900		500	65	435
Fire Safety				0	0				
Equipment Hire				200	2000		200	26	174
Electricity				300	400		300	39	261
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Sub-total				28755.45	26344		28755.45	3751.45	25004
Hospitality									
Saturday Evening Dinner		120	70	5500	4770		5500	717	4783
Thursday Opening/Preview		125	20	3000	2000		3000	391	2609
Posies				0	200				
Sub-total				8500	6970		8500	1109	7391
Judging									
Show Schedule				100	600		100	13	87
Computer & Printing				2000	1700		2000	261	1739
Judges' Expenses				400	400		400	52	348
Sub-total				2500	2700		2500	326	2174

Finances									
Saturday Dinner – free tickets	6								
Bank Fees/Eftpos	Aegis			1150	150		1150	150	1000
Photocopying				100	150		100	13	87
Stationery				150	50		150	20	130
Postage				375	200		375	49	326
Committee Travel Costs				2000	900		2000	261	1739
Prizegiving				3250	3850		3250	424	2826
Certificates & Rosettes				150	150		150	20	130
Website Expenses				100	90		100	13	87
General Expenses				700	1250		700	91	609
Sub-total				7975	6790		7975	1041	6934
Expenditure				72309.50	65762				
Contingency				7000.00					
Total Expenditure				**79309.95**	65762				
Profit/Loss				**25420.05**	**73**				

4. Marketing Strategy

Method	Objectives	Key Message	When	Where
Advertising	Promote Orchids & More as a destination event	Colourful, interesting, unique	June-Sept: Booked	NZ Gardener; Kiwi Gardener; NZ Listener; Orchids Yearbook
Media Coverage	To raise awareness of Orchids & More: What's On listings, national & local Editorial, national & local (community newspapers widely read)	When, where, what, entry cost	July-Sept Aug-Sept July-Sept	 Kia Ora (Air NZ); AA Directions; North & South; Canvas (NZ Herald); community papers in Waikato / BOP; Eventfinda, etc Editorial: Radio NZ; UNO; community papers in Waikato/BOP
Social Media	Regular posts, including links to newsletters; share posts to relevant groups; some posts boosted Profile Funders & Sponsors	When, where, what, entry cost	Until Oct	FB & Instagram
Website	Regular newsletters & other material, more frequent nearer the event Profile Funders & Sponsors		Until Oct	Own website
Flyer/posters	To raise awareness of Orchids & More	When, where, what entry cost	June-Sept	Sent to all orchid societies for distribution
Letters	To raise awareness of Orchids & More	When, where, what entry cost	April-Sept	Sent to garden clubs, etc in Waikato-BOP

5. Risk Management

Risk	Impact High/med/low	How Managed
Pandemic	High	Notify all interested parties the event has been cancelled.
Natural disaster	High	Notify all interested parties the event has been cancelled.
Fire, venue destroyed	High	Notify all interested parties the event has been cancelled.
Loss of a major sponsor	Medium	Look for a replacement, contingency built into budget.
Loss of a speaker	Low	Replacements ready to go at short notice.

Orchids & More – Rare & Exotic Plants

Incorporating the 10th NZ Orchid Expo 2023

Marketing & Promotion Plan



Marketing Plan 2023
Prepared by: Sandra Simpson
Date: 20/03/2023

1. Target Markets

We already know that members of orchid clubs and societies from around New Zealand are travelling to Waikato for this event, which includes the 10th National Orchid Expo, booking accommodation and transport.

The 'golden triangle' of Waikato-Bay of Plenty and Auckland will be the major focus for our marketing and publicity campaign for other visitors. Our target demographic is anyone who loves plants and/or viewing an exciting display of orchids that hasn't happened for 4 years – and won't happen for another 3 or 4 years. These are not benched displays, such as at a rose show, but artistic displays that include fun props and multi-levels to show off to their best advantage the potted plants in full bloom.

The event will be marketed as a destination event, which will benefit Hamilton, and there will be an especial push towards lovers of indoor plants, now a major subset of the gardening public. It's to our advantage that the Mystery Creek Events Centre has such a high national and local profile.

Our regular newsletters, which are available on our website for anyone to read, are keeping intending visitors informed of what to expect from the event.

At a granular level, we will send letters (email/post) to garden clubs, special interest plant clubs, etc, in Waikato-BOP advising members of the event with a view to encouraging bus groups or car-pool groups to visit.

2. Marketing Objectives

Simply, to put Orchids & More in front of as many eyes and ears as possible. Our logo will aid brand recognition but we also need to clearly convey an awareness of what the event is about.

We will make as much use as possible of free outlets, particularly for editorial. This would include sending media releases to community newspapers in Waikato and Bay of Plenty, regional newspapers and regional radio stations; as well as using What's On listings in national, regional and local publications.

3. Marketing Strategy (Budget on P5)

Method	Objectives	Key Message	When	Where
Advertising	Promote Orchids & More as a destination event	Colourful, interesting, unique	June-Sept: Booked	NZ Gardener; Kiwi Gardener; NZ Listener; Orchids Yearbook
Media Coverage	To raise awareness of Orchids & More: What's On listings, national & local Editorial, national & local (community newspapers widely read)	When, where, what, entry cost	July-Sept Aug-Sept July-Sept	 Kia Ora (Air NZ); AA Directions; North & South; Canvas (NZ Herald); community papers in Waikato / BOP; Eventfinda, etc Editorial: Radio NZ; UNO; community papers in Waikato/BOP
Social Media	Regular posts, including links to newsletters; share posts to relevant groups; some posts boosted Profile Funders & Sponsors	When, where, what, entry cost	Until Oct	FB & Instagram
Website	Regular newsletters & other material, more frequent nearer the event Profile Funders & Sponsors		Until Oct	Own website
Flyer/posters	To raise awareness of Orchids & More	When, where, what entry cost	June-Sept	Sent to all orchid societies for distribution
Letters	To raise awareness of Orchids & More	When, where, what entry cost	April-Sept	Sent to garden clubs, etc in Waikato-BOP

4. Responsibility for Marketing & Promotion

Sandra Simpson is a highly experienced freelance journalist and editor who has worked for newspapers and magazines both in New Zealand and overseas. She has written for a wide range of magazines and newspapers and has established contacts throughout the media industry. She is also an experienced newsletter writer with some diverse clients.

As well, Sandra spent 20 years with the Tauranga Arts Festival working as a literary programmer, and for her final 6 years there also working as the festival publicist. She retired from both those roles in 2021, but in 2023 is returning with a short-term contract as publicist support.

Her role as literary programmer was not only to devise a 3-day programme but also to deliver it. This meant extensive interaction with speakers (authors and others), publishers, tech staff on site, the festival bookseller, volunteers, and the Festival Director. Duties could range from meeting guests at the airport to sweeping floors in the venue; from chairing interview and panel sessions to helping an author locate a meal to meet their dietary requirements.

She also looks after and maintains websites for Orchids & More, the Orchid Council of New Zealand, Tauranga Orchid Society and Haiku NewZ, which appears on the New Zealand Poetry Society website.

Although Sandra started the social media presence for Orchids & More, she is (happily) handing this role on to committee member Toby Marris, who works professionally in IT and is vastly more experienced in social media.

5. Marketing & Promotions Plan Budget

Advertising/Publicity/Registrations			2023	2019		Budget Totals 2023 GST Inc	GST	GST Excl
Newsletters			0	250				
Magazine-Orchids			750	750		750	98	652
Magazine-Others			2679.50	2500		2679.50	401.93	2277.57
Posters & Brochures			1000	1000		1000	130	870
Social Media			1500	7500		1500	196	1304
Newspapers			8000	1500		8000	1043	6957
Registration booklets			400	500		400	52	348
Registrants Handbook			100	1008		100	13	87
Branded Event Bags, etc			2000	1260		2000	261	1739
Other expenses			300	0		300	39	261
Total			16729.50	16268		16729.50	2233.93	14495.57

Orchids & More – Rare & Exotic Plants

Incorporating the 10th NZ Orchid Expo 2023
Sponsorship Proposal Package



Sponsorship Proposal Package 2023
Prepared by: Sandra Simpson
Date: 21/03/2023

Orchids & More incorporates the 10th National Orchid Expo and so will expose the Hamilton City Council brand to people from around the country, as well as inter-regional visitors from the 'golden triangle' of Auckland-Waikato-Bay of Plenty. We already know that many orchid visitors are intending to stay in Hamilton, and we are planning to promote Orchids & More to the general public as a destination event. Hamilton Gardens, for instance, will no doubt be popular with our out-of-town visitors. Your funding contribution to this event is important to us and we are happy to recognise that contribution in a variety of ways that we hope will be helpful to us both.

If our funding application is successful for the amount requested, we can offer:

- A prime spot for a complimentary sales stand (worth at least $500 for the standard size) which could be used to promote the attractions of Hamilton City
- Your logo displayed prominently in the programme and on venue signage, plus your own signage displayed prominently in the venue foyer
- Your logo to be incorporated into ours and used on any of our material still to be printed
- Your logo to be incorporated into ours and used as headers on our website and social media
- Your logo displayed on two websites – Orchids & More and the Orchid Council of NZ
- Logo used on all communications with orchid societies and clubs around New Zealand
- Hamilton City Council included in our sponsor profiles on our website and social media
- Your name on all advertising material yet to be printed
- Mayor Paula Southgate invited to officially open the show on September 28
- VIP invitation for a party of 6 to the show opening
- 20 free tickets to visit Orchids & More
- 4 free tickets to the Expo dinner
- Insertion of promotional and visitor material in registrant folders and for judges.

If the funding granted is less than $10,000, some of the above would change, for instance, the offer may then include, depending on the size of the grant:

- A prime spot for a complimentary sales stand (worth at least $500 for the standard size) which could be used to promote the attractions of Hamilton City
- Your logo displayed prominently in the programme and on venue signage, plus your own signage displayed prominently in the venue foyer
- Your logo displayed on two websites – Orchids & More and the Orchid Council of NZ
- Logo used on all communications with orchid societies and clubs around New Zealand
- Hamilton City Council included in our sponsor profiles on our website and social media
- VIP invitation for a party of 4 to the show opening on September 28
- 10 free tickets to visit Orchids & More
- 2 free tickets to the Expo dinner
- Insertion of promotional and visitor material in registrant folders and for judges.

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Ford National Hockey Championship 2023		
EVENT DATE	10-17 September 2023		
APPLICANT	Waikato Hockey Association		
EVENT LOCATION	Gallagher Hockey Centre & St Pauls Collegiate	**EVENT TYPE**	Sports
EVENT OVERVIEW	• The Ford National Hockey Championship (NHC) is a tournament that NA based associations bring their top players together to compete for the NHC trophy. • This is a competition is for elite hockey players, including current and former Black Sticks, Men and Women. • It's an annual national level event. This is the first time that Waikato Hockey Association (WHA) will be hosting the premier event. • The NHC tournament runs for 7 days, during which WHA hosts Hockey NZ and other delegates from around the country.		
TARGET MARKET	• Families and young adults (players and spectators)		
EVENT OBJECTIVES	• To provide an enjoyable and safe environment for players, spectators, event organisers and stake holders to watch and play hockey over the week. • Showcase Hamilton's offerings, not only by providing excellent hockey facilities, this includes showing off Hamilton - putting Hamilton on the map by showing off the local Gardens, Zoo, and hospitality offerings.		
ATTENDANCE	2,832 total ○ 1,292 from Hamilton ○ 1,540 from outside Hamilton	**BED NIGHTS**	6,000 bed nights
EXTERNAL FUNDING	The budget provided shows income from …. The event has a corporate naming rights partnership in place.		
PREVIOUS COUNCIL SUPPORT	N/A		
PAST EVENT PERFORMANCE	The event organiser has many other major and national tournament experience including National Masters and National U18 tournaments.		

	NATIONAL & LOCAL EXPOSURE	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	• Host city / partner of premier national hockey event • Opportunity to profile Hamilton in all national marketing	• Personalized recognition and acknowledgement in social media	• Exclusive branding opportunities in venue and on all relevant material • Council logo will be included in ALL aspects of marketing & promotional activity

	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEGDMENTS
Sponsorship Benefits Available to Council		• Recognition as event partner • Council being acknowledged in the news and press/media releases(s). • Council being given verbal acknowledgement during presentations(s)/public announcement(s).

MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	$20,000 for one year (2023)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		**Score (5)**
Fit to Hamilton City vision and profile		4
City exposure benefits		3
Generation of overnight visitation to city		4
Generation of incremental income to city businesses		3
Number of anticipated participants		3
Utilisation of city assets		4
	Total	**21 / 30**

MANAGEMENT COMMENT
APPROVE $10,000 for one year (2023) Recommended – the event has national significance with good number of attendees and associated benefits. A good fit to the fund and approach to encourage national level competitive sporting events to Hamilton venues. Good number of attendees and length of stay in city.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0102023 From Waikato Hockey Association
Form Submitted 3 Apr 2023, 1:45pm NZST

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0102023 From Waikato Hockey Association
Form Submitted 3 Apr 2023, 1:45pm NZST

Ford NHC NZ Hockey National Championship

Start date of Event *
10/09/2023
Must be a date.

Finish date of Event *
17/09/2023
Must be a date.

Time of the Event *
8am

Location or Venue *
Gallagher Hockey Centre

Is the Event *
☐ Annual ☐ Biennial (every two years) ☑ Neither

What type of Event are you seeking funding for? *
Sport

If Other, please describe

Amount of Hamilton sponsorship sought *
$20000

Are you wanting this sponsorship amount for: *
☑ One year ☐ Two Years (same amount each year) ☐ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *
Waikato Hockey Association
Please enter the registered (legal) name of your organisation.

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Please state the type of entity?
Incorporated Society

If other, please state

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0102023 From Waikato Hockey Association
Form Submitted 3 Apr 2023, 1:45pm NZST

Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	050832147 Please enter your GST number.
Contact Person for this Application *	Mr Hemi Webber Please enter the name of the primary contact person for this application.
Organisation postal address *	173 Lake Cresent Frankton Hamilton Hamilton 3204 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 7444 4416 Please enter the contact phone number for the primary contact given above.
Contact email address *	ceo@waikatohockey.org.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr Hemi Webber
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	0274 444 416
Event Organiser email address *	ceo@waikatohockey.org.nz
Please list prior event experience of both the organisation and event organiser *	New Zealand Hockey Maori Tornament Heritage Hockey Tornament Secondary National tournament NZ hockey premier league tournament National Masters Tournament National U18 Tournament
Is there a contract in place with the event organiser or organisation team? *	☐ Yes ☑ No
Does your organisation hold intellectual property rights to the event? *	☐ Yes ☑ No

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0102023 From Waikato Hockey Association
Form Submitted 3 Apr 2023, 1:45pm NZST

If not, who?	Hockey New Zealand

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *	The National Hockey Championship (NHC) has been a huge party of the NZ Hockey scene for years. This is the first time that Waikato Hockey Association (WHA) will be hosting this prestige event. The NHC is a tournament that Associations bring their top players together to compete for the the NHC trophy. The competition is for elite hockey players, including current and former Black Sticks, Men and Women. The NHC tournament runs for 7 days, during which WHA hosts Hockey NZ and other delegates from around the country. No more than 500 words
Attach any other event outline documents here	Filename: Ford National Hockey Championship Proposal 2023.pdf File size: 2.4 MB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: NHC Plan 2023.pdf
File size: 186.3 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0102023 From Waikato Hockey Association
Form Submitted 3 Apr 2023, 1:45pm NZST

Attach your Current Event Budget here *

Filename: NHC Budget 2023.xlsx
File size: 34.1 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: NHC Plan 2023.pdf
File size: 186.3 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: NHC Plan 2023.pdf
File size: 186.3 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	72	540	0	
Spectators	1200	1000	0	
Trade	20		0	

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0102023 From Waikato Hockey Association
Form Submitted 3 Apr 2023, 1:45pm NZST

Entry Fees

Adult	Child	Older people	Other
0	0	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	100	8
Motels	600	8
Camping ground	0	0
Schools	0	0
Home hosted	50	8

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
8 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Banners displayed at Gallagher Hockey Centre throughout the event.

Idea 2
Banners may be displayed throughout the year as well.

Idea 3

Idea 4

Idea 5
Hamilton City Council logo appearing on any document, uniform or advertisement relating to

the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *	☑ Privacy Statement read
I confirm that I agree with the declaration statement above *	☑ Yes

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0102023 From Waikato Hockey Association
Form Submitted 3 Apr 2023, 1:45pm NZST

Full Name of Organisation *	Waikato Hockey Association
Full Name of Authorised Signatory *	Craig Webber
Position of Authorised Signatory *	CEO
Date of Declaration *	03/04/2023


Ford National Hockey Championship
WAIKATO HOCKEY ASSOCIATION
SEPTEMBER 2023
WHA


Welcome
Waikato Hockey is excited to present this proposal to Hockey New Zealand to host the Ford National Hockey Championship in 2023.
Waikato Hockey has successfully hosted many tournaments over the years including Masters and u18s, however have never hosted the National Hockey Championship.
We would be grateful for the opportunity to showcase our Association proudly to other Associations and hockey communities. Our staff are committed to delivering a memorable and unique tournament experience.
THE LION FOUNDATION
Here for good
Proudly supporting Hockey in Otago
WHA

Facilities

Waikato Hockey has two water turfs at Innes Common along with a practice turf.

Use of St Pauls Collegiate water turf for overflow games is available.

Both venues offer:

Café facilities

Changing rooms and showers

Practice turf

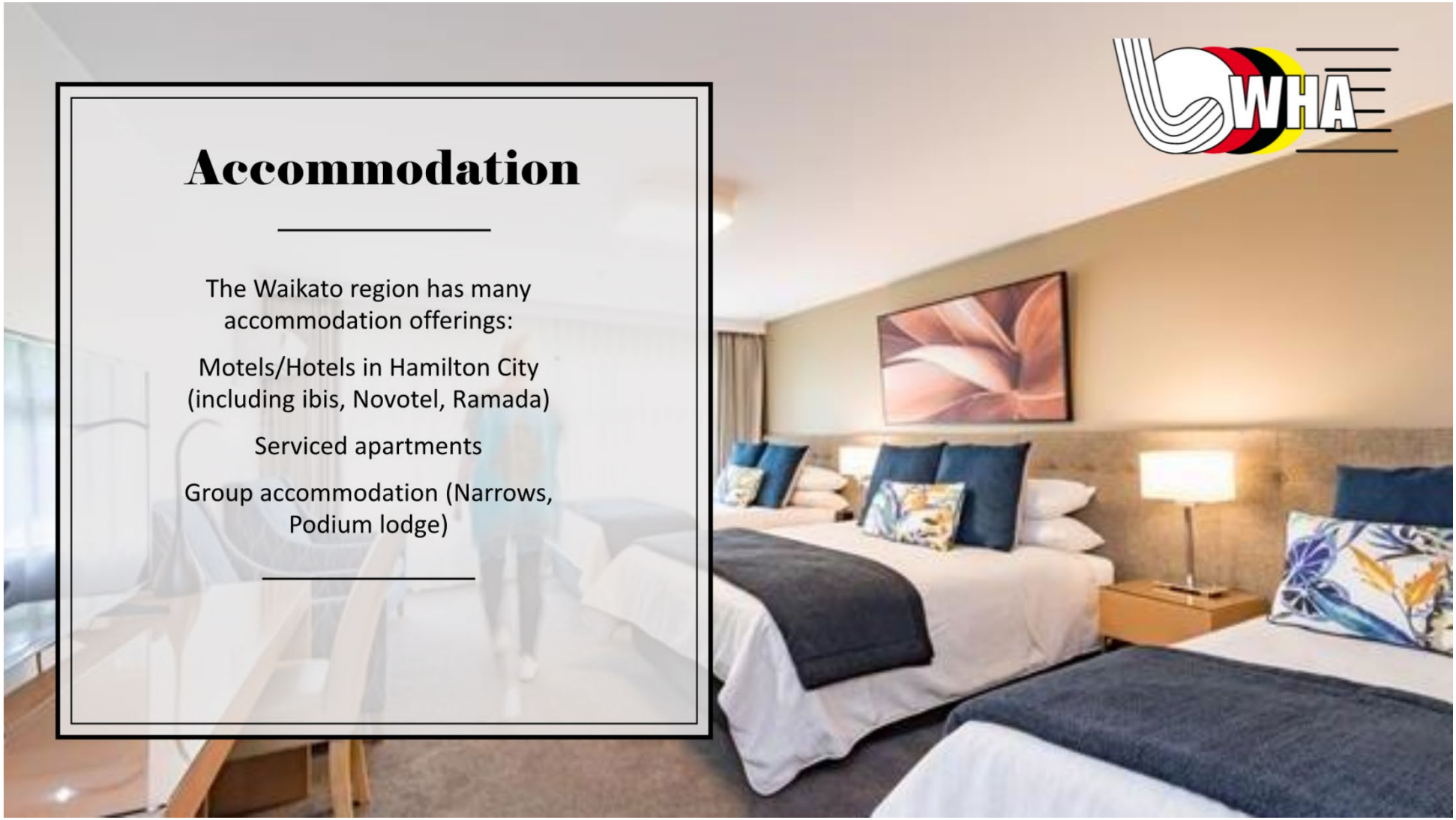
Ample parking

Umpire rooms

Pavilion areas




Hamilton City Council
Waikato Hockey is in discussion with Hamilton City Council on how they can help support and deliver the National Hockey Championship in 2023.
Hamilton City Council
Te kaunihera o Kirikiriroa
WHA


Accommodation
The Waikato region has many accommodation offerings:
Motels/Hotels in Hamilton City (including ibis, Novotel, Ramada)
Serviced apartments
Group accommodation (Narrows, Podium lodge)


Tournament Events
Golf day mid tournament
Finals afternoon/evening on the balcony
Exclusive corporate area throughout the event at WHA
Food trucks throughout the event
Supervised kids play area (bouncy castle etc)
WHA


Team Entertainment
Several options within the city and plenty more nearby.
Adventures or relaxing – something for everyone!
Mini Golf, escape rooms, laser tag, vast restaurant options, Skycity, bowling, mountain biking tracks, bush adventures, Hobbiton, Hamilton Gardens

Waikato

Being centrally located, the Waikato is an easy to get to venue for many Associations.

The airport is a short drive to Hamilton City and surrounding areas.




Thank you
Hemi Webber
027 444 4416
ceo@waikatohockey.org.nz
www. waikatohockey.org.nz
WHA

Waikato Hockey Association

Event: National Hockey Championship (NHC) 2023
Date: 10 – 16 September 2023

Waikato Hockey Association have successfully been appointed hosts of the 2023 NHC by Hockey NZ.

WHA will strive to:

- Host a successful tournament at Gallagher Hockey Centre and at St Pauls.
- Provide a family friendly event.
- Deliver a high output tournament for all stakeholders.

The main objectives for WHA during this event are to:

- To provide an enjoyable and safe environment for players, spectators, event organisers and stake holders to watch and play hockey over the week.
- Showcase Hamilton's offerings, not only by providing excellent hockey facilities, this includes showing off our beautiful city and surrounding areas. Putting Hamilton on the map by showing off the local Gardens, Zoo, Restaurants, Entertainment offerings and more.

Organisational structure

- Hockey NZ – overriding organisers.
- Waikato Hockey Association – tournament hosts

Marketing and Promotion

- Target markets
    - Families and young adults. This comprises of players and spectators within the tournament.
- Marketing objectives
    - To promote Hamilton as City of the Future.
    - Encourage tournament spectators and players to venture beyond the tournament and see our beautiful City.

PR Activity

- Every team manager is given information about the city pre-tournament, containing promotional material from surrounding businesses.

- Liaising with Hockey NZ on a National rollout of promoting the event. Contacting local news agencies prior to the event.

Sponsorship Proposal Package

- Hamilton City would benefit from being a part of this event by being promoted as partnering with WHA in delivering the National Tournament.
- Banners can be placed within the facilities to promote the partnership and support from HCC.
- Logos included on all relevant material distributed for tournament.



National Hockey Championship 2023

Budget for hosting - EXC GST

INCOME	**$**	
Hamilton City Council Sponsorship (unconfirmed)	$ 20,000	
Contribution from WHA	$ 84,580	
TOTAL INCOME	**$ 104,580**	
EXPENDITURE	**$**	
TV Towers	$ 19,500	
Marquees	$ 28,000	
Fencing	$ 5,700	
Toilets and Portaloos	$ 4,400	
Catering (7 days)	$ 5,300	
Childrens Area (manned, hire equipment)	$ 9,000	
Turf costs (St Pauls/GHC)	$ 11,500	
Staff Costs (hosting)	$ 8,400	
Tables, chair hire	$ 490	
Power, Gas, Lights (turf)	$ 320	
Security - Parking	$ 5,500	
Cleaning	$ 1,470	
Golf day (HNZ sponsors tournament)	$ 5,000	
TOTAL EXPENSES	**$104,580**	**Total incl GST**
EVENT BUDGET SURPLUS /(DEFECIT)	**$0**	

$120,267

Hamilton City Council
Te kaunihera o Kirikiriroa

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Boon Street Art Festival 2023		
EVENT DATE	24-26 November 2023		
APPLICANT	Hamilton Arts Trust		
EVENT LOCATION	Hamilton CBD	**EVENT TYPE**	Arts
EVENT OVERVIEW	• Boon is Hamilton's annual street art festival "Bringing the streets of Hamilton alive with art" • Hamilton Arts Trust is committed to producing Hamilton's eighth Street Art Festival. • The 2023 festival event is proposed to be the biggest one yet, with a special focus on a public programme to compliment the mural painting including street performers, musicians and dancers.		
TARGET MARKET	• Out of town residents likely to come for the weekend from Waikato Region, Tauranga & Auckland. In particular – youth, art lovers plus Hamilton residents.		
EVENT OBJECTIVES	• Bringing the streets of Hamilton alive with art		
ATTENDANCE	12,044 total ○ 10,035 from Hamilton ○ 2, 009 from outside Hamilton	**BED NIGHTS**	100 bed-nights
EXTERNAL FUNDING	The budget provided shows external funding from a number of other partners including Trust Waikato, WEL Energy Trust and Thermal Explorer Event fund (MBIE). They also have corporate sponsorships in place (BECA, Paua Architects, Chow Hill) and some in-kind sponsors (value $21k).		
PREVIOUS COUNCIL SUPPORT	In 2019 (for 2020, 2021 and 2022 events), the management recommendation was the funding request be declined due to it not being a fit for the criteria. However, the Committee resolved to support the event for $25k per annum. In 2022, a three-year funding application for 2022, 2023 and 2024 events for $100,000 per annum was declined and not overturned by the Committee, hence the final year's event (2022) taking place with Council's support of $25k.		
PAST EVENT PERFORMANCE	The delivery against the major event sponsorship fund criteria is limited but it noted that the event has resulted in a number of uplifting (and often legacy) artworks across the city. The event has taken place since 2015, with seven events and 70+ murals now in place across the city.		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE**	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
		• Council logo and sponsorship role displayed prominently on event websites, video and social media notifications • Provision of content for Council use	• Council logo and sponsorship role displayed prominently in all event collateral including map, fliers and posters

	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEGDMENTS
Sponsorship Benefits Available to Council	• VIP access to Council and clients at launch party	• Verbal recognition of Council's sponsorship at any relevant opportunities including pre, during and post event and at launch event with banner placement • Customised coffee table book

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$50,000 for one year (2023)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	**Score (5)**
Fit to Hamilton City vision and profile	4
City exposure benefits	1
Generation of overnight visitation to city	0
Generation of incremental income to city businesses	1
Number of anticipated participants	0
Utilisation of city assets	4
Total	**10 / 30**

MANAGEMENT COMMENT

DECLINE

Not recommended. Application lacks strong links to the overall fund assessment criteria to warrant funding. Due to highly contestable funding availability, unable to support via the MES.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0062023 From Hamilton Arts Trust

Form Submitted 22 Mar 2023, 6:53pm NZDT

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0062023 From Hamilton Arts Trust
Form Submitted 22 Mar 2023, 6:53pm NZDT

Boon Street Art Festival 2023

Start date of Event *
24/11/2023
Must be a date.

Finish date of Event *
26/11/2023
Must be a date.

Time of the Event *
Various

Location or Venue *
Hamilton Central

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Arts

If Other, please describe

Amount of Hamilton sponsorship sought *
$50000

Are you wanting this sponsorship amount for: *
☑ One year ☐ Two Years (same amount each year) ☐ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *
Hamilton Arts Trust
Please enter the registered (legal) name of your organisation.

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Please state the type of entity?
Charitable Trust

If other, please state

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0062023 From Hamilton Arts Trust
Form Submitted 22 Mar 2023, 6:53pm NZDT

Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	CC49718 Please enter your GST number.
Contact Person for this Application *	Ms Grace Homan Please enter the name of the primary contact person for this application.
Organisation postal address *	PO BOX 12360 Chartwell Hamilton 3248 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 8403 9487 Please enter the contact phone number for the primary contact given above.
Contact email address *	graceliznewman@gmail.com Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr Paul Bradley
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	0274 278 927
Event Organiser email address *	hello@paulyb.co.nz
Please list prior event experience of both the organisation and event organiser *	Paul Bradley, and the Hamilton Arts Trust have been putting on amazing events together since 2015. This will be the 8th 'Boon Street Art Festival' that they have put on. In addition the Hamilton Arts Trust has run 3 successful 'Boon After Dark' events since 2019.
Is there a contract in place with the event organiser or organisation team? *	☐ Yes ☑ No
Does your organisation hold intellectual property rights to the event? *	☑ Yes ☐ No
If not, who?	

2023 Major Event Sponsorship Fund
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Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Boon Street Art Festival has been running since 2015 and provides Hamilton with a fun outdoor street festival during the summer months. This festival draws people into the city from Hamilton and around New Zealand. The murals become an ongoing legacy for the city, building pride in who we are and how we express ourselves as a city.

2023's Boon Street Art Festival is planned to be our biggest yet, with a special focus on developing a pumping public programme to compliment the mural painting. From stilt walkers to street performers, bands and dancers, this year we aim to really bring the 'Festival' component alive!
No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: BUSINESS PLAN HCC MEF 2023.pdf
File size: 584.9 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: SSAF2023 BUDGET.pdf

2023 Major Event Sponsorship Fund
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File size: 195.7 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Marketing Plan HCC MEF 2023.pdf
File size: 69.4 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Proposal HCC MEF 2023.pdf
File size: 705.5 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	20	5		
Spectators	10000	2000		
Trade	15	4		

Entry Fees

2023 Major Event Sponsorship Fund
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Adult	Child	Older people	Other
0	0	0	0

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Air BnB	10	10
Motels		
Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
A week

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Hamilton City Council being acknowledged in the news and press/media releases(s)

Idea 2
Hamilton City Council being given verbal acknowledgement during presentations(s)/public announcement(s)

Idea 3
Physical presence at Festival or tailored experience.

Idea 4
VIP access to counsellors and staff for launch party.

Idea 5

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Customised coffee table book - outcome of the festival.

Idea 6
Logos on printed media, digital assets, and produced videos

Idea 7

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *	☑ Privacy Statement read
I confirm that I agree with the declaration statement above *	☑ Yes
Full Name of Organisation *	Hamilton Arts Trust

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
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Form Submitted 22 Mar 2023, 6:53pm NZDT

Full Name of Authorised Signatory *	Grace Elizabeth Homan
Position of Authorised Signatory *	Administrator
Date of Declaration *	22/03/2023

BOON

BUSINESS PLAN



Organisational structure

Hamilton Arts Trust | Governance

Our Purpose: Bringing the streets of Hamilton alive with art
Our Vision: Art everywhere, everyday

Hamilton Arts Trust is a charitable trust with charitable status and was previously registered as **Draw Inc Charitable Trust** until 2019. Between 2018 and 2019 the board went through some drastic changes and a new name to stand behind was deemed necessary.

Hamilton Arts Trust AKA HAT is the governing body for the Boon Street Art Festival.
Its board members include;

Iain White (Chair)
Nancy Caiger (Treasurer)
Charlotte Chuen
Bernd Neumann
Hollie Tawhiao

Boon Operational Committee | Management

Our team includes
Paul Bradley (Festival Director)
Craig McClure (Technical Manager)
Sasha McLaren (Business Development Manager)
Bianca Angel (Marketing)
Grace Newman (Administrator)

As well as several volunteers.

Boon in a nutshell:

In 2014 we realised that other major centres in New Zealand had a thriving street art scene, but Hamilton did not. We then set about to create our Street Art festival, with the intention of exposing Hamilton to great art, but with a wider purpose of impacting our citizens with access to art everyday. We know art is good for us and art in the public space is the best place for it. We are passionate about the city we live in and the power of the arts for our well being.

Leading international expert,Environmental Planning – University of Waikato, NZ, Professor Iain White, presented to the Property Council on how to attract people to a city. One key factor identified by him was Amenity.

“AMENITY: cluster in amenity-rich places (place, arts, culture)–Invest in cultural capital to create cluster effect: Foster arts and creativity, theatre, events, activation, etc. Helps drive more jobs in music,arts, writing, design, media, and entertainment.–More quality of design, quality of life, quality of place focus–Amplify authentic Community-led Place Messaging. Eg LoveTheTron +positive press about amenity/arts/culture/design”

The lasting impact of the Boon festival goes a long way to fulfil this amenity criteria.We see the value in art, as Dr Jeremy Mayall described in his recent presentation to the Community Trusts on The Importance of Art:

“The arts are a vital aspect of the lives of individuals and their communities.Arts and culture can illuminate our inner lives and enrich our emotional world.The arts help us to define and express ourselves, as well as engage with each other in our communities. They are powerful levers for promoting positive change”.

The Boon Street Art Festival is a relatively small festival, which has a huge impact on our city, the way it perceives itself, and the way others perceive it.

SWOT

Strengths	**Weaknesses**
Great reputation Clear goals and strategy Strong team Networks and Contacts Smooth operations Great media presence	Volunteer burnout Artist burnout Funding
Opportunities	**Threats**
New funding partnerships Bring high quality international artists to Hamilton New marketing opportunities – eg the map is developed into a comprehensive tourist experience Integration with Hamilton App New recruit/new energy to the organising team	Funding availability Artist availability Wall availability Weather plan Covid-19

Project Plan - Boon Street Art Festival (public programme?)

Finance January to September Approach and set agreements with all Sponsors and apply for funding.	**Sponsors** - Resene - Total Access - LAMB Creative - Mr Pickles - Wonderhorse - Creative Waikato - ACLX - HCBA - Becca - Chow Hill - Rabo bank - Paua **Funders** - HCC major event grant - Trust Waikato - WEL Energy Trust - Creative New Zealand - Grassroots Trust - Creative Community Scheme - Thermal Explorer - Lion Foundation - Mazda Foundation **New opportunities** - Once walls are identified – approach wall owners and surrounding businesses for financial support

Locate and secure walls May - July **Secure artists** May - July	Site visit and determine locations. Approach wall owners Shortlist and contact artists
Work plan for each wall: July - October	Artist design Paint needs Health and safety plan Liaise Owner/tenants/neighbours Sire prep required Access equipment needed
Accommodation for Artists October	Book Novotel and Ventura
Travel for Artists October	Air New Zealand, shuttles, petrol allowance
Launch event October - November	Invitations – graphic design, printing Invite list collated Catering DJ/entertainment Sound equipment
Volunteer management July - November	Enlist Volunteers Collate volunteers assign roles

	H&S briefing and site visits
Marketing (separate plan)	
Post event November - December	Funding Reporting Tagbusters – graffiti guard Sponsorship thank yous Debrief

Marketing Plan

TARGET MARKET

All potential audiences for the events – Hamilton residents and out of town residents likely to come for the weekend – Waikato Region, Tauranga, Auckland.

In particular – Art lovers. Hamilton residents. Youth.

MARKETING STRATEGY

Maintain significant social media presence in the lead up to and during the event.

Ensure local and national media coverage in lead up to event and following

Continue to keep the Boon presence alive during festivals with strategic social media updates. Including teaser videos each day showing highlights of the day before.

Social media – Facebook, Instagram

In lead up – bio artists (10+ posts)
Promote launch event
Promote festival event

During event – maintain constant updates of walls in progress

- Share all media coverage
- Highlight videos of festival
- Works in progress photos released each day
- Sponsor recognition thorough signage onsite and media posts

Media releases – leading up to and during the event

- Release of list of artists, profiles
- Importance of event for City
- RNZ interview
- Stuff Article - reaches Herald also

Merchandise – t-shirts

Flyer and poster – hard copies of maps included

Online maps linked to as many tourism outlets and online sites as possible including Hamilton & Waikato Tourism

Free FM and National Radio interviews

CREDENTIALS

For previous festivals the Boon team has developed:

- A facebook page following of 4100 with high engagement. (Please visit and read the comments!)
- A website – boonarts.co.nz – which includes details of all of the previous art.
- An Instagram page with 3000 followers
- Also a facebook event page will be developed for the event itself, previous events have generated over 1,200 interested parties, 60+ shares, and the launch event generated 200+ interested parties, with 20+ shares.
- Merchandise – t-shirt
- Flyer design and print
- Poster design and print
- Media releases
- Listed on relevant events listing

The team has the credentials to continue to market the event. Please see attached some of the print media coverage.

Waikato Herald 2022 -

https://www.nzherald.co.nz/waikato-news/news/boon-street-art-festival-to-help-revitalise-dinsdale-with-love-and-colour/DIXHTXQNFDGLXLMDHYX2B67JRY/

Stuff 2022 -
https://www.stuff.co.nz/waikato-times/news/130385138/suburb-to-get-spruceup-as-street-art-festival-returns-to-hamilton

Stuff 2021 -
https://www.stuff.co.nz/waikato-times/news/127095935/artists-pool-resources-to-give-new-life-to-liverpool-st-for-boon-hamilton-street-art-festival

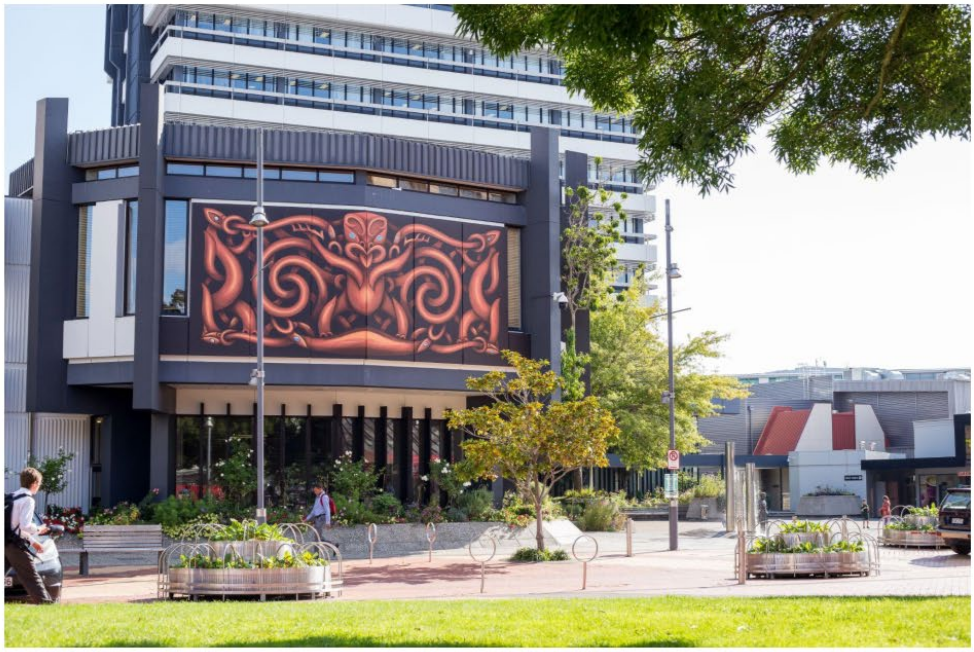
Stuff 2020 -
https://www.stuff.co.nz/entertainment/arts/120094170/boon-street-art-festival-enhances-hamiltons-arts-credentials-one-wall-at-a-time

Stuff 2020
https://events.stuff.co.nz/2020/boon-after-dark-2020/hamilton

RNZ 2019 -
https://www.rnz.co.nz/national/programmes/standing-room-only/audio/2018686947/street-art-in-hamilton

Scoop 2021 -
https://www.scoop.co.nz/stories/CU2109/S00199/boon-after-dark-2021.htm

Boon



Sponsorship Proposal

Thank you for the opportunity to apply to Hamilton City Council's Major Event Sponsorship. We so appreciate this mutually beneficial partnership. The following gives some background to the festival, as well as where we see opportunities for collaboration.

Our vision

Art everywhere, everyday

Our purpose

Bringing the streets of Hamilton alive with art

Background

Boon first took place in November 2015 and has continued on as one of Hamilton Cities most anticipated art events. We began Boon as a response to some of the issues facing our CBD and because we love street art. Street art has the power to transform public space. We want people to fall in love with Hamilton, to come to the city because it's a creative and exciting place to be. We set out to build local pride, increase the numbers of visitors to our city, and make our public spaces busier and safer. With seven festivals and 70+ murals under our belts, we feel we are well on our way.

Our Governance Team

Iain White (Chair)

Nancy Caiger (Treasurer)

Charlotte Chuen

Bernd Neumann

Hollie Tawhiao

Our Operational team

Paul Bradley (Festival Director)

Craig McClure (Technical Manager)

Sasha McLaren (Business Development Manager)

Bianca Angel (Marketing)

Grace Newman (Administrator)

As well as several volunteers.

The Opportunity

Boon has a great profile as a festival bringing positive change to Hamilton City. We know from our events and online engagement that we have broad appeal across ages and cultures. We are known as a group who just get on with making good things happen. The response from the last seven festivals is that people absolutely love what we are doing for Hamilton and are excited by the change. We're also loving some of the response we didn't anticipate – school trips and projects, a high school fashion show based on the artworks, new street events aligning with the Boon time table and mini documentaries by some Wintec students.

We currently operate with community funding, sponsorship and in-kind support from local businesses.

For the sustainability of Boon and for future growth, we would welcome a sponsorship arrangement. Many of the things we would like to do to support the festival and development of street art in Hamilton would also bring benefits to our sponsors. We've outlined some of these below.

Launch event

The Boon Festival will include a launch event to launch the festival. As one of our PLATINUM sponsors, you will be among our distinguished guests at this event. We will recognise you verbally and visually through banners or similar. You may invite staff and clients to this event – we can discuss how many people you would like to bring.

Website

Boon has an updated website, showcasing Hamilton street art with maps and images of each artwork, artist profiles for all artists to date as well as information about the wall they painted, and our videos. As a PLATINUM sponsor, your logo would have special prominence on the site.

Flyers/maps

For the last 4 festivals, we have produced a flyer to advertise the upcoming event with a map of sites on the back. We give out thousands of these leading up to and during the festival, and they become the guide that people take with them as they visit the sites where artists are painting. They have also served as a useful map over the following year to help people find Hamilton street art. The fliers always feature the sponsor's logos with the PLATINUM sponsor's logo more prominent than the GOLD or SILVER. (BRONZE not on maps)

Video

Video has become the most important media for online use, particularly on social media. Boon is perfect for video storytelling and we want to make the most of this. The video we produced in 2018 had 6,200+ views, in 2019 our audience reach grew to 32,000+ views. We expect the number of views we receive for future videos to climb even higher than our existing video. With your brand as one of our sponsors we would conclude the video by having your logo appear at the end, on a screen for PLATINUM sponsors only, before showing the GOLD and SILVER logos.

Posters

We always produce posters leading up to each event as advertising. This is a way of announcing dates and artists. This is also a great way to recognise sponsors with posters distributed throughout the Hamilton CBD, Hamilton East, and Frankton. Again, the major sponsor's logo would be given special prominence.

Social Media

We have around 4000+ followers on Facebook and 3000+ followers on Instagram. These numbers are growing steadily, and our engagement is very high. We have recently appointed a new social media manager to help us grow the number of followers we have. Given the enthusiasm for Boon, we see the potential for these numbers to grow dramatically. We would use social media to grow the profile of the festival, share images and video, and to make special mention of you as a PLATINUM sponsor.

News Media

Boon has attracted coverage on Radio New Zealand, The Herald, The Waikato Times, The Waikato Independant, and stuff.co.nz. While news media don't usually share sponsor information in their articles, we would make a point of mentioning our PLATINUM sponsors in live interviews, and media coverage does draw people to our social media as well as bringing people to our website.

Looking forward

For future events, we'd like to invest in bringing more international artists to Hamilton. This will further raise the profile of Hamilton, and start to secure our place as a street art destination. We will stay committed to providing opportunities for local artists too.
We are also working towards some significantly bigger projects. In 2018 will saw a wall painted that is he largest mural in the country, with an amazing public profile. We have also been able to influence the inclusion of Toi Māori in Garden Place and the transformation of the city library. In the future we are interested in taking on more projects like the Anglesea/Wintec wall, and the south facing wall of the Farmers building. The transformational potential is huge, as is the exposure for Boon and our sponsors.

We are also starting to move into different neighbourhoods. For the 2017 event we painted 2 walls in Hamilton East, in 2018 we painted a number of walls in Frankton and in 2022 we brought the beautification to Dinsdale. We are looking to include areas such as Claudelands in future projects.

Financial Investment
We would like to offer a PLATINUM sponsor position to
Hamilton City for the **2023 festival** for **$50,000.**
This will give you exposure as outlined above and align your brand with a significant Hamilton event with an excellent and positive public profile.

Summary of Sponsorship Opportunity:

- Physical presence at Festival or tailored experience
- Prominent logo on year round map
- A prominent logo on mural sites
- A prominent logo on all printed materials including fliers and posters
- Acknowledgement in all media releases
- Prominent logo on printed and digital map
- Prominent logo on our website
- Prominent logo on video
- Personalised recognition and acknowledgment on social media
- Verbal acknowledgment and banner placement at festival launch and exhibition event.
- VIP access to you and clients for launch party
- Customised coffee table book - outcome of the festival
- Value $50,000

We would be happy to explore tailoring sponsorship to suit your needs. We'd be happy to talk more about
this opportunity for collaboration and we welcome any ideas from you for discussion.

Best regards,

Grace Homan
hamiltonartstrust@gmail.com
028 403 9487
www.boonarts.co.nz

Boon Street Art & Performance Festival Budget 2023			
EXPENDITURE [GST EXCLUSIVE]			
		Budget	**Budget**
		CASH	**IN-KIND**
Street Art Component			
Artist Fees		$20,000.00	$0.00
Travel and Accomodation		$8,000.00	$0.00
Personel		$25,000.00	$0.00
Hospitality-launch, artists& volunteer care		$5,000.00	$2,000.00
Marketing and promotion		$19,395.00	$2,000.00
Paint & equipment		$23,880.00	$17,815.88
			$0.00
Total		**$101,275.00**	**$21,815.88**
Outdoor stage peformance component			
Performers , MC and workshops		$16,900.00	
Travel and Accomodation and Hospitality		$4,000.00	
Personel		$15,000.00	
Stage, ;lighting, sound equipment		$21,725.00	
Security, waste Management, Portaloos		$3,300.00	
Contingencies		$5,000.00	
Total		**$65,925.00**	**$0.00**
TOTAL BUDGETTED EXPENDITURE		**$167,200.00**	**$21,815.88**
GRANTS AND FUNDING			
Trust Waikato		$25,000.00	
Wel Energy Trust		$14,400.00	
Thermal Explorer		$25,000.00	
Creative Community Scheme		$5,000.00	
Hamilton City Council MEF		$50,000.00	
Lion Foundation		$5,000.00	
Harcourts Foundation		$5,000.00	
Madza Foundation		$5,000.00	
Total Funding		**$134,400.00**	**$0.00**
CORPORATE SPONSORS			
Paua Architects		$5,000.00	
Beca		$7,500.00	
Chow Hill		$5,000.00	
Rabo Bank		$5,000.00	
HCBA		$1,000.00	
CBD Events		$3,500.00	
other sponsor		$5,800.00	
Total sponsorship		**$32,800.00**	**$0.00**
Total		**$167,200.00**	**$21,815.88**
Surplus/deficit		**$0.00**	**$0.00**

Hamilton City Council
Te kaunihera o Kirikiriroa

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Round the Bridges 2023, 2024 and 2025		
EVENT DATE	12 November 2023 and other dates TBA		
APPLICANT	Hamilton Harrier Club Inc and Classic Events		
EVENT LOCATION	Garden Place, Civic Square, CBD, Hamilton Gardens, Waikato River paths	**EVENT TYPE**	Sports
EVENT OVERVIEW	Round the Bridges is one of NZ's oldest annually contested outdoor running and walking events and attracts participants of all ages for a 1km, 2km, 6km or 12km run and walk throughout the Hamilton CBD. The organisers have a goal to grow overall participation to 7,000.		
TARGET MARKET	Local community, runners and walkers, families and corporate groups		
EVENT OBJECTIVES	• To continue to remove the financial barrier to entry • To provide an overall fantastic experience • Pride in having this event in Hamilton City		
ATTENDANCE	10,266 total ○ 8,243 from Hamilton ○ 2,023 from outside Hamilton	**BED NIGHTS**	Not provided
EXTERNAL FUNDING	This event is supported by other external funding and sponsorship sources.		
PREVIOUS COUNCIL SUPPORT	The event has been supported by event sponsorship funding from 2012-2019 for $5k per year. In 2009 the event attracted $15,000 support but was declined in 2010 and 2011 due to the competitive nature of the fund. The event was awarded $10,000 per annum for its 2021, 2022 and 2023 events.		
PAST EVENT PERFORMANCE	The event was established in 1945. The 2022 was at capacity with 6300 event participants. 24.4% of attendees were from outside Hamilton (roughly 1,500 persons) . The event is delivered and run by Classic Events, led by Michele Connell and Jenni Mulhmann, with over 29 years' experience combined of running Round the Bridges.		

SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE**	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
	• Recognition for Hamilton as home of the ionic Round the Bridges • Naming rights of the premier 12 km race to include coverage/profile in all media pertaining to this event, including branding on all promotional material "Hamilton City Council 12km" • Complimentary site for Council marquee in Garden Place • Ability for Council representative to open race	• Social media promotional opportunities • Council support will be included in ALL aspects of marketing & promotional activity including in radio ads & social media posts	• Placement of logo across all relevant digital event materials, including website, registration platform, e-ticket confirmation and event certificate

	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEGDMENTS
Sponsorship Benefits Available to Council	• 25 complimentary passes into 12km race to be used for staff or promotion	• Verbal recognition on event day.

MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	$25,000 for three years (2024, 2025 and 2026)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		**Score (5)**
Fit to Hamilton City vision and profile		4
City exposure benefits		4
Generation of overnight visitation to city		3
Generation of incremental income to city businesses		3
Number of anticipated participants		3
Utilisation of city assets		5
	Total	**22 / 30**

MANAGEMENT COMMENT
APPROVE $17,000 per year for three years (2023, 2024 and 2025) Recommended. Well attended/established event with strong corporate support plus an ongoing focus to attract greater audiences to the event and potential for more visitation. Low investment for good returns across the range of criteria. Demonstrates city infrastructure capability.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0082023 From Hamilton Harrier Club
Form Submitted 4 Apr 2023, 1:44pm NZST

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
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Form Submitted 4 Apr 2023, 1:44pm NZST

Round the Bridges

Start date of Event *
12/11/2023
Must be a date.

Finish date of Event *
12/11/2023
Must be a date.

Time of the Event *
from 8.00am

Location or Venue *
Garden Place, Victoria St and on the river paths

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Community

If Other, please describe

Amount of Hamilton sponsorship sought *
$25,000

Are you wanting this sponsorship amount for: *
☐ One year ☐ Two Years (same amount each year) ☑ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *
Hamilton Harrier Club
Please enter the registered (legal) name of your organisation.

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Please state the type of entity?
Incorporated Society

If other, please state

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Form Submitted 4 Apr 2023, 1:44pm NZST

Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	17-981-484 Please enter your GST number.
Contact Person for this Application *	Mrs Jenni Muhlmann Please enter the name of the primary contact person for this application.
Organisation postal address *	10 Bisley Rd Enderley Hamilton 3214 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 7292 4220 Please enter the contact phone number for the primary contact given above.
Contact email address *	jenni@classicevents.co.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mrs Michele Connell
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	021 608 883
Event Organiser email address *	michele@classicevents.co.nz
Please list prior event experience of both the organisation and event organiser *	Classic Events ltd is an experienced event company in Hamilton. We currently run many of the Waikato's most loved events, such as Balloons over Waikato, which Michele Connell has run for nearly 20 years. Classic Events also runs 2 Motorhome Caravan & Leisure Shows, one in Hamilton and the other in Christchurch. Round the Bridges has been run by this event company for coming up to 7 years.
Is there a contract in place with the event organiser or organisation team? *	☑ Yes ☐ No
Does your organisation hold intellectual property rights to the event? *	☐ Yes ☑ No

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If not, who?	Hamilton Harrier Club Inc

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Round the Bridges is an annual event run on the 3rd Sunday of November.

After a tough year in 2021, which involved the postponement of the November event into February, eventuating into the difficult but unavoidable decision to cancel, it was fantastic to finally run an event in in November 2022!

Every year our community comes out in their thousands to support Round the Bridges, through rain and shine; and is the Classic Events teams absolute pleasure to deliver one of the Waikato's most loved large events.

The 2022 event was a sell out! Which in a mass-participat ion terms means ... we exceeded the number of bibs and medals with people who had registered. With a maximum number of 6300 bibs allocated to athletes, our participants were all ages, with all abilities and came from all sectors of the region.

Round the Bridges was originally established in 1945 by the Hamilton Harriers Club, with the intention to create an event that promotes enjoyment, participation, competition, and excellence in the sport of road and cross country running. And that ethos remains today ... whether you are a competitive runner in the Hamilton City Council 12km or walk around the course with friends in the CBD Events 6km, Lugtons Round the Bridges has evolved and grown, now firmly stamping its place as this communities longest running most loved mass participation event.

Round the Bridges goal, continues to remain accessible to EVERYONE... irrelevant of age, ability or socio-economic background. We provide a tiered pricing registration system, offer age and CSC price reductions and super affordable childrens pricing.

We offer a range of event categories, something for everyone:

1 & 2km Kids Challenge - designed for 7 - 13 year old

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6km & 12km distances - these categories are open for all, and can be walked, jogged or run. We provide prizes for the top athletes, and medals for everyone.

Corporate Team Challenge - This is open for any group to enter a team, it could be a family or workplace and the fastest in the 12km distance wins prizes.

We pride ourselves on being a vehicle for good health and great well being to our community, and to encourage pride in our beautiful city, as we run the course along our main street, river paths, gardens and across 2 bridges.

Please see document attached for evidence of how this event demonstrates pride in the city!
No more than 500 words

Attach any other event outline documents here

Filename: RTB Promoting Pride for Hamilton 2023-2025.pdf
File size: 949.6 kB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: RTB Strategic Plan 2023-2025.pdf
File size: 1.7 MB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: 2023 Round the Bridges BUDGET.pdf
File size: 103.4 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline

- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: RTB Marketing and Promotional Plan.pdf
File size: 124.3 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: RTB Sponsorship Proposal Package.pdf
File size: 324.6 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *
☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	6243	1523		
Spectators	2000	500		
Trade				

Entry Fees

Adult	Child	Older people	Other
From $25	From $8	From $12	

Accommodation

Anticipated number of beds needed

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Source	Number of beds	Number of nights
Hotels		
Motels		
Camping ground		
Schools		
Home hosted		

Will all accommodation be located in Hamilton? If not, where? *
☐ Yes
☐ No
☑ Other: Unsure however with 24.4% of our participants from out of Hamilton, we would assume they stay family/friends or in Hotels

What is the anticipated average stay in Hamilton for participants?
3 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Recognition of the 12km race sponsor to include coverage/profile in all media pertaining to this event, including branding on all promotional material for this race

Idea 2
Complimentary Corporate site for a HAMILTON CITY COUNCIL tent in the higher profile positioning of Garden Place

Idea 3
25 complimentary entries into 12km race, to be used for staff and/or promotion

Idea 4
Placement of the HAMILTON CITY COUNCIL logo across all relevant digital event materials pertaining to the race, including the website, registration platform, e-ticket confirmation and downloadable certificate

Idea 5
Recognition as Hamilton being the home of the iconic Round the Bridges to include, permission for the use of Round the Bridges event name, logo and imagery in any promotional material when required to market the city

Idea 6

2023 Major Event Sponsorship Fund
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The use of our event imagery incorporating HAMILTON CITY COUNCIL spaces during one of this regions most loved and successful events, such as Garden Place, the Hamilton Gardens, Fairfield Bridges etc

Idea 7
• Acknowledgement of sponsorship via event day announcements
• On-site/on course signage – created by RTB and provided by HCC
• HAMILTON CITY COUNCIL representative to hand over the winner Trophy at prizegiving (This is usually Mayor Paula Southgate)
• HAMILTON CITY COUNCIL Social media promotional opportunities pertaining to race

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

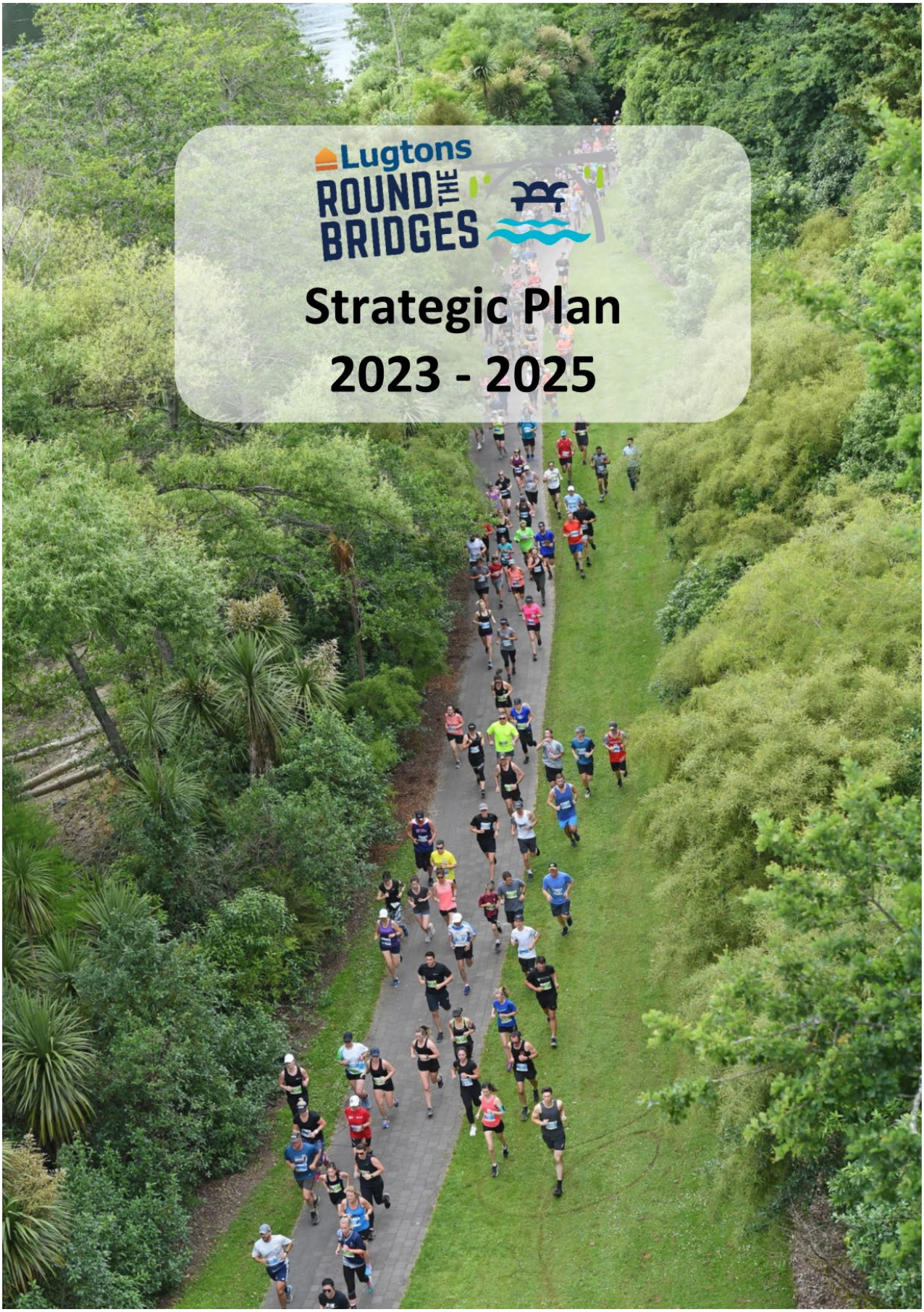
The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *

☑ Privacy Statement read

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
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Form Submitted 4 Apr 2023, 1:44pm NZST

I confirm that I agree with the declaration statement above *	☑ Yes
Full Name of Organisation *	Hamilton Harrier Club inc
Full Name of Authorised Signatory *	Lucy Kibblewhite
Position of Authorised Signatory *	Hamilton Harriers Club President
Date of Declaration *	04/04/2023


Lugtons
ROUND THE BRIDGES
Strategic Plan
2023 - 2025

Established in 1945 by the Hamilton Harriers Club, Round the Bridges started out as a road race designed to showcase some of New Zealand's top athletes. Nowadays the event welcomes people of all shapes and sizes, from primary school students right through to running legends and aims to continue to offer a fantastic day out which the whole family can enjoy

Event Goals:

- To retain the event's iconic status in the City of Hamilton
- To ensure the event remains fiscally sound and sustainable
- To enhance the attractiveness to sponsors, to build exposure and participation
- To encourage participation from the business community to build culture and enjoyment by entering as a team
- Through funding support, keep price to enter low as possible so is affordable for people from all socio-economic backgrounds to participate
- To secure long term funding
- To grow school support and encourage children to participate
- To grow the overall participation number to 7000
- To display excellence in event and business management

Key Strategies:

Our Key Strategic Planning addresses 2 main areas:

Sponsors

To focus on providing sponsors with a high level of satisfaction through being involved with an Iconic Event that gives them significant exposure.

Participants

To provide an enjoyable experience from registration to race, involving all ages and fitness levels and providing a safe race to challenge all abilities.

Target Market

- To continue to remove the financial barrier to entry
- To provide an overall fantastic experience
- Pride in having this event in Hamilton City

This is a confidential document and is the sole property of Round the Bridges. It may not be photocopied, distributed or disseminated to any party without the express permission.

Marketing and Promotional Plan

A comprehensive marketing plan is created to promote this event using several different marketing components booked from July to November annually.

SOCIAL MEDIA

This platform, utilising both Facebook and Instagram are the most cost effective and interactive way in which we market to our audience. We have 6968 engaged followers on FB, and a growing Instagram fanbase. We will activate our Social Media campaign from 1st July, to promote the first stage of our registrations – Super Saver. This will be promoted using paid campaigns, page posts and boosted posts.

The aim this year is to target to a wider regional area to encourage out of towners to come and enjoy the event. We will base our campaign around the ENGAGE, INTERACT and EDUCATE mechanics, across our 4-tiered registration time frames, Super Saver, Early Bird, Online Entry and late entries.

RADIO & PRINT

Round the Bridges enjoys a partnership with NZME, encompassing radio and print. Our promotional partner is the HITS. We have a comprehensive $30,000 radio campaign with radio commercials booked from July – November on Hits, ZM, Newstalk ZB, Coast and Hauraki. We have a further allocation of budget for promotional activity which includes, on air activity with booked promo trailers, Facebook promotions, on air competitions and community activations.

We also have a further print component in Te Awamutu Courier and Waikato Herald, to encourage registration over each of our tiered registration time frame period.

EMAIL DIRECT MARKETING - EDMS

We have a strong and engaged database which grows each year from past competitors. Our targeted newsletters commence from July with monthly frequency, moving to weekly leading up to the event in November.

ONLINE – GOOGLE DISPLAY ADVERTISING

As entry to this event is online, we run an online campaign across the Google Display Network, targeting various websites and pages, that our participants are visiting. Our cost per click campaign in 2022 had outstanding results with 1,697,599 total impressions and 5,304 total clicks, smashing the average CTR by 3 times. These multi sized animated online ads are booked to work in with our tiered entry structure closing dates, from July to November.

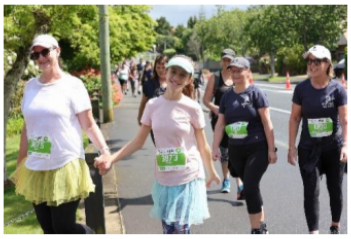
OUTDOOR ADVERTISING

An event in the mighty Waikato is not an event if you do not use the fantastic pole banners along Wairere Drive. These are booked from 2nd October – 13th November. We also plan on utilising the static Billboard Space on the Lugtons building on Victoria Street, from mid-July – November. If required we will also look at Digital billboard advertising, based on need.

Round the Bridges Promotes Pride for Hamilton!

Round the Bridges in an iconic event that spills over with pride for our city … with the longevity it has, and continued year on year growth, even surviving through tough covid times, this fun run encompasses our city streets, river, bridges, and gardens. Our community is completely engaged in Round the Bridges, it is a highlight in the annual calendar for a huge cross section of our community, which is shown by the continued increase in participation numbers each year.

This event is a mass participation fun run and walk which is accessible to all ages, abilities, and socio-economic backgrounds. We want our community to live a balanced, active, and healthy lifestyle and assist in this by providing an exceptional event experience which ALL people feel compelled, welcomed, and enjoy participating in. This event is a now considered a not be missed event for our community.





We want to ensure our entire community can be a part of this event. We are committed to keeping entry fees as low as possible, with subsidised entry for many sectors of the community. Participants use this event as a catalyst for an ongoing improved approach to personal health and well-being. For others it is a goal to work toward. The pride in themselves in finishing this race is obvious!





We celebrate our great city during this event. We embrace the Waikato River path, we fly through the stunning Hamilton Gardens, saunter along our city streets, and cross our iconic bridges twice, starting and finishing in our CBD, based in Garden Place. Round the Bridges offers a picturesque running course and provides something uniquely Hamilton that we can all be proud of.




Pride in your workplace and feeling a part of a team is great for your mental health and wellbeing. Our team numbers keep growing, both corporate, family, school, and sports teams. There is no better or more effective team building exercise then inviting groups of people to join and enjoy either the fun run or walk, or by training to be competitive, promoting healthy living and getting active.







Our community comes out in their thousands to enjoy this event …. Auckland has one, so does Wellington and Queenstown … but so do we …and its EPIC!









Round the Bridges is an iconic event for our city and region, it is one of the only running races that keep on increasing in numbers, yet continues to keep registration costs low, and embraces our community bringing us together and welcoming everyone to join in the fun!

Sponsorship Proposal Package

Round the Bridges has 2 core races, the 12km and 6km.
We would like to offer HAMILTON CITY COUNCIL naming rights of the premier race – the 12km race.

HAMILTON CITY COUNCIL will be affiliated with everything pertaining to the race and offers greatly increased profile; with the race referred to as the Hamilton City Council 12km.

Benefits Include:

- Recognition of the 12km race sponsor to include coverage/profile in all media pertaining to this event, including branding on all promotional material for this race
- Complimentary Corporate site for a HAMILTON CITY COUNCIL tent in the higher profile positioning of Garden Place
- 25 complimentary entries into 12km race, to be used for staff and/or promotion
- Placement of the HAMILTON CITY COUNCIL logo across all relevant digital event materials pertaining to the race, including the website, registration platform, e-ticket confirmation and downloadable certificate
- Recognition as Hamilton being the home of the iconic Round the Bridges
- Permission for the use of Round the Bridges event name, logo and imagery in any promotional material when required to market the city
- HAMILTON CITY COUNCIL representative to hand over the winner Trophy at prizegiving (This is usually Mayor Paula Southgate)
- HAMILTON CITY COUNCIL Social media promotional opportunities pertaining to race
- The use of our event imagery incorporating HAMILTON CITY COUNCIL spaces during one of this regions most loved and successful events, such as Garden Place, the Hamilton Gardens, Fairfield Bridges etc
- Acknowledgement of sponsorship via event day announcements
- On-site/on course signage – created by RTB and provided by HCC









	ROUND THE BRIDGES INCOME	Forecast 2023
ACC Code	SPONSORSHIP	$ 52,000.00
ACC Code	FUNDING	$ 35,000.00
ACC Code	PARTICIPATION FEES	$ 90,000.00
ACC Code	ADDITIONAL INCOME	$ 900.00
	Total Income	**$ 177,900.00**

	ROUND THE BRIDGES EXPENSES	Forecast 2023
ACC Code	ENTRY RELATED	$ 27,225.00
ACC Code	COURSE RELATED	$ 22,000.00
ACC Code	MARKETING & COMMUNICATIONS	$ 14,900.00
ACC Code	PRIZES AND GIVEAWAYS	$ 11,100.00
ACC Code	EVENT STAFF	$ 5,000.00
ACC Code	SPONSOR RELATED	$ -
ACC Code	MAIN VENUE RELATED (HQ)	$ 24,270.00
ACC Code	ENTERTAINMENT	$ 4,000.00
ACC Code	ADMINISTRATION	$ 7,000.00
ACC Code	EVENT FEES	$ 61,000.00
	Total Expenses	**$ 176,495.00**
	Total Profit	$ 1,405.00

Hamilton City Council
Te kaunihera o Kirikiriroa

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	World Manu Championships		
EVENT DATE	3-4 February 2024		
APPLICANT	Quantum Events Limited		
EVENT LOCATION	Waterworld, Hamilton (TBC)	**EVENT TYPE**	Sport
EVENT OVERVIEW	• NZ's first national dive-bombing competition qualification event in Hamilton • Hamilton is one of four official qualification events (Akl, Wgtn and Chch). • Category winners from Hamilton supported to Auckland finale • High spectator value with significant national profile		
TARGET MARKET	• Entrants from Waikato, BOP, Central NI and Gisborne • Males 13-30 years, females 13-20 years • Māori and Pasifika youth		
EVENT OBJECTIVES	• To identify, profile and celebrate annually the World's best Manu athletes; • Together with Water Safety New Zealand we will engage, educate, and change the behaviors around water of a one of New Zealand's most at risk cohorts; • Kiwis are less active than ever before. The World Manu Championships will encourage Rangatahi to move and have fun. • Encouraging diverse communities to come together for a fun day out in or by the water.		
ATTENDANCE	3,530 total ○ 2,110 from Hamilton ○ 1,420 from outside Hamilton	**BED NIGHTS**	750 bed-nights
EXTERNAL FUNDING	The event budget for the Hamilton event shows national support (pro rata) via Water Safety funding, commercial brand partnerships and Sport NZ. Event has a naming rights partnership (Z Energy). It is also noted that other partner councils are supporting their city events.		
PREVIOUS COUNCIL SUPPORT	N/A - Applicant is progressing with a booking enquiry with Waterworld.		
PAST EVENT PERFORMANCE	Applicant has significant experience with other large scale, public, water based recreational events, highly regarded and with operational capability.		

	NATIONAL & LOCAL EXPOSURE	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	• Hamilton joins Auckland, Wellington and Christchurch to become an official qualifying event. • Significant national profile via event marketing,	• Council logo and sponsorship role displayed prominently on event websites and social media notifications • Ability to leverage other council programs or key messages through WMC	• Council logo and sponsorship role displayed prominently in all event collateral including event programme, big, screen, radio, TV or verbal and written event communications

	media coverage and content • National reach of 2.75m New Zealanders	social media • Ability to run social media activity at Hamilton event • Provision of content for Council use	and venue signage • Ability to leverage other council programs or key messages through WMC social media
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES** • License to use event brand for leveraging activities • Premium space for onsite activation at Hamilton event • Allocation of VIP seats/space at Hamilton Event for hosting (own cost) • Allocation of complimentary event spots/entries for leveraging use by Council • Presentation of award and prizes on behalf of Council	**RECOGNITION AND ACKNOWLEGDMENTS** • Verbal recognition of Council's sponsorship at any relevant opportunities including pre, during and post event.	

MANAGEMENT RECOMMENDATION		
SPONSORSHIP REQUESTED	$30,000 for three years (2024, 2025 and 2026)	
MANAGEMENT ASSESSMENT AGAINST CRITERIA		**Score (5)**
Fit to Hamilton City vision and profile		4
City exposure benefits		1
Generation of overnight visitation to city		1
Generation of incremental income to city businesses		1
Number of anticipated participants		1
Utilisation of city assets		3
	Total	**11 / 30**
MANAGEMENT COMMENT		

DECLINE

- Application lacks strong links to the overall fund assessment criteria to warrant funding. Due to highly contestable funding availability, unable to support via the MESF.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0042023 From Quantum Events Ltd
Form Submitted 20 Mar 2023, 1:53pm NZDT

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0042023 From Quantum Events Ltd
Form Submitted 20 Mar 2023, 1:53pm NZDT

World Manu Championships

Start date of Event *
02/02/2024
Must be a date.

Finish date of Event *
04/02/2024
Must be a date.

Time of the Event *
Friday 4-8pm, Saturday 9am-7pm, Sunday 9am-5pm

Location or Venue *
Water World

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Sport

If Other, please describe
Technically Manu is not a sport but could be considered one. The World Manu Championships is also a cultural, community and youth event for the city.

Amount of Hamilton sponsorship sought *
$30,000

Are you wanting this sponsorship amount for: *
☐ One year ☐ Two Years (same amount each year) ☑ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *
Quantum Events Ltd
Please enter the registered (legal) name of your organisation.

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Please state the type of entity?
Company

If other, please state

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0042023 From Quantum Events Ltd
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Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	134-559-292 Please enter your GST number.
Contact Person for this Application *	Mr Scott Rice Please enter the name of the primary contact person for this application.
Organisation postal address *	27 Maygrove Drive Orewa Auckland 0931 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 7477 5796 Please enter the contact phone number for the primary contact given above.
Contact email address *	scott@quantumevents.co.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr Scott Rice
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	0274 775 796
Event Organiser email address *	scott@quantumevents.co.nz
Please list prior event experience of both the organisation and event organiser *	Quantum Events have successful staged over 300 mass participation events for 20 years across NZ, Australia, and Fiji. Scott Rice has been the Managing Director for that period of time and taken the role as Event Director in all events staged. As MD, Scott has been responsible for overall delivery of these events, event marketing and sponsorships. Quantum Events are; - Experts in large scale, public, water based recreational events. - Experts in successfully bringing new event concepts to market - New Zealand industry leaders in aquatic health and safety. - Founders and former owners of the Banana Boat New Zealand Ocean Swim Series (www.oceanswim.co.nz), Harcourts Beach Series (www.beachseries.co.nz).

2023 Major Event Sponsorship Fund
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- Current owners of Ocean Swim Fiji (www.oceanswimfiji.com) - two swim vacation events in Fiji per annum.
- Highly regarded with an extensive industry network.
- Event marketing and sponsorship experts.

Is there a contract in place with the event organiser or organisation team? *

☐ Yes
☑ No

Does your organisation hold intellectual property rights to the event? *

☑ Yes
☐ No

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

Introducing the inaugural World Manu Championships. New Zealand's first national (dive) bombing competition.

The event in the first year will consist of four official qualification events in Auckland, Hamilton, Wellington and Christchurch between January and March 2024 and will culminate with the World Manu Championship final on the 9th of March 2024 in Auckland's Viaduct Harbour.

70 finalists selected from the qualification events will Manu off a custom build jump tower to compete for the title across three male and female divisions.

The World Manu Championships will expand to International cities from year three and become a well-recognised and credible World Championship event.

This funding application is for the World Manu Championships Qualification event in Hamilton from 2-4 February 2024.

The World Manu Championships exists to achieve the following outcomes.

Water Safety Awareness

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
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Together with Water Safety New Zealand we will engage, educate, and change the behaviors around water of a one of New Zealand's most at risk cohorts – Māori.

To Celebrate the Manu

To identify, profile and celebrate annually the World's best Manu athletes.

Getting Kiwis Moving

Kiwis are less active than ever before. The World Manu Championships will encourage Rangatahi to move and have fun.

Bringing Communities Together

Encouraging diverse communities to come together for a fun day out in or by the water.

Z Energy has been confirmed as the events naming right partner. Water Safety New Zealand and Sport New Zealand (via their Push Play brand) are confirmed national partners. Auckland Unlimited, Wellington City Council and Christchurch City Council will support the qualification events in their cities.

The World Manu Championships will have significant national profile and be promoted across a range of below and above the line medias with the support of confirmed media partner New Zealand Media & Entertainment.

TVNZ programmers love the concept and have committed to televising the qualification events and final.

For further more detailed event information please refer to the attached Event Summary.
No more than 500 words

Attach any other event outline documents here

Filename: World Manu Championships - Event Summary March 2023.pdf
File size: 3.4 MB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: World Manu Championships Hamilton - Business Plan - 15 March 2023.pdf
File size: 345.0 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: World Manu Championships - Hamilton Qualifier - Forecasted Budget Year 1.pdf
File size: 136.8 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: World Manu Championships Hamilton - Marketing and Promotional Plan - 15 March 2023.pdf
File size: 115.4 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: World Manu Championships Hamilton - Sponsorship Proposal Package - 15 March 2023.pdf
File size: 118.4 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

2023 Major Event Sponsorship Fund
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Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	600	400	0	
Spectators	1500	1000	0	
Trade	10	20		

Entry Fees

Adult	Child	Older people	Other
Open Division $25.00 (17&O)	Kids Division $10.00 (12&U)		Youth Division - $15.00 (13-16). Spectators & Supporters - Free

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	150	1
Motels	200	1
Camping ground	50	1
Schools	50	1
Home hosted	300	1

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
2 Days / 1 Night

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Hamilton City joins Auckland, Wellington and Christchurch to become an official qualifying

event for the World Manu Championships.

Idea 2
Significant National profile for Hamilton City via event marketing, media coverage, and content. The World Manu Champs will reach 2.75mil kiwis nationally. As an official qualifying event city, Hamilton will enjoy the benefits of a portion of that profile.

A positive city profile contributes over the long term to population growth and city vibrancy. Having a unique event of this scale hosted in Hamilton will positively contribute to city pride and general liveability scores. Imagine the buzz around town when local youth realise they can qualify for the World Manu Championships at Water World with their families there to support them.

Idea 3
Improving the water/river safety of an at-risk demographic together with Water Safety New Zealand.

Idea 4
Attracting domestic visitation to Hamilton City.

Idea 5
Bringing diverse communities together to experience a fun day out.

Idea 6
Bringing a real vibrancy to Hamilton event scene.

Idea 7
*Please see a full list of sponsorship benefits that will be offered to Hamilton City Council in the 'Sponsorship Proposal Package' document attached with this submission.

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).

2023 Major Event Sponsorship Fund
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7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *	☑ Privacy Statement read
I confirm that I agree with the declaration statement above *	☑ Yes
Full Name of Organisation *	Quantum Events Ltd
Full Name of Authorised Signatory *	Scott Douglas Rice
Position of Authorised Signatory *	Managing Director
Date of Declaration *	20/03/2023


WORLD MANU CHAMPIONSHIP
This little corner of the world we call New Zealand is known for many great things. We're home to pineapple lumps, pavlova, and L&P. But, at the centre of these national icons is one that's treasured from Cape Reinga to Bluff... the MANU. So, we're on a mission to find New Zealand's NEXT NATIONAL HERO.
4
CITIES
300K
SPECTATORS
10K
PARTICIPANTS
2.75M
NATIONAL AUDIENCE
MISSION TO FIND
A NATIONAL HERO
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FAST FACTS
The Event
A national MANU competition with regional preliminaries culminating with the World Manu Championships.
National Audience
MANU enthusiasts from across the country
Core age group of 16 - 34 years
Culturally diverse
Summer Time
Annually, January to March from 2024
Auckland
Hamilton
Wellington
Christchurch
Entry
Ranging from $15.00 - $30.00
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EVENT PURPOSE

TO CELEBRATE THE MANU

To identify, profile and celebrate annually the World's best Manu athletes.

WATER SAFETY AWARENESS

Together with Water Safety New Zealand we will engage, educate, and change the behaviors around water of a one of New Zealand's most at risk cohorts.



GETTING KIWIS MOVING

Kiwis are less active than ever before. The World Manu Championships will encourage Rangatahi to move and have fun.

BRINGING COMMUNITIES TOGETHER

Encouraging diverse communities to come together for a fun day out in or by the water.

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BEHIND THE MANU

We know the MANU

A lifetime in New Zealand has taught us that we can't just rely on the Blackcaps to create a memorable summer, so we've taken on the responsibility ourselves. We live and breathe the MANU, so that's why we're leaving no wharf unsearched on our mission to create New Zealand's most iconic event of the summer.

- Experts in large scale, public, water based recreational events since 2003.
- New Zealand industry leaders in aquatic health and safety.
- Founders and former owners of the New Zealand Ocean Swim Series.
- Highly regarded with an extensive industry network.
- Event marketing experts.
- Passionate about the Manu!

QUANTUM
EVENTS LTD

Founders &
Former Owners

Banana Boat
NEW ZEALAND
OCEAN SWIM
SERIES

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CULTURAL & TECHNICAL ADVISORS



Rob Hewitt

We will work alongside cultural adviser Rob Hewitt to engage with all target groups especially Māori and Pasifika.



Matt Laity

To ensure competition is credible and well respected. We will work alongside technical adviser Matt Laity. Matt was the owner of the NZ Bomb Comp that ran for 4 years from 2015-2019.



Prof. Patria Hume

We will work Patria and her top students from AUT to develop an innovative judging video application that can be used at events and in broadcast.

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WELLINGTON

A Wellington Anniversary weekend of MANUS on the iconic waterfront

20-22 January 2024



- Staged at the famous MANU tower on Wellington's busy waterfront over 3 days.
- Crowds of 50,000+
- World Manu Championships qualification event.
- Age group and open categories.
- Category winners supported to the World Manu Championships in Auckland.
- Sponsor activations and entertainment.
- Attracting Manu enthusiasts Taupo south.
- Supported by Wellington City Council.

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FINDING THE BIGGEST
SPLASH IN THE WAIKATO
HAMILTON
3–4 February 2024
To be staged at the Waterworld complex in Hamilton.
World Manu Championship qualification event.
Age group and open categories.
Category winners supported to the World Manu Championships in Auckland.
Sponsor activations and entertainment.
Attracting Manu enthusiasts across the Waikato, Bay of Plenty, and Gisborne.
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CHRISTCHURCH

9 – 11 FEBRUARY 2024



- Official World Manu Champs qualification event.
- Staged over three days 9, 10, 11 February 2024.
- Jellie Park Outdoor Pool
- Age group and open categories.
- Category winners supported to the World Manu Championships in Auckland.
- Sponsor activations and entertainment.
- Attracting Manu enthusiasts from around the South Island.
- Supporting by Christchurch City Council.

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AUCKLAND
A massive two-week activation in the heart of Auckland's waterfront precinct.
23 FEB — 9 MAR 2024
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TAKING OVER THE CITY

- Custom built Manu tower in the Viaduct Harbour.
- Foot traffic of 250,000.
- Attracting Manu enthusiasts across Auckland and Northland.
- Six qualification days over two weekends.
- Manu Free Play on weekdays.
- Water Safety messaging and education.
- Corporate team building.
- Age group and open categories.
- Sponsor activations and entertainment.
- Changing rooms and freshwater showers.
- Forming an integral part of Auckland Council's new 'Ocean Auckland' festival in the summer of 2024.



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WORLD MANU CHAMPIONSHIPS

9 MARCH 2024
VIADUCT HARBOUR



A NEXT LEVEL EVENT EXPERIENCE TO FIND
OUR VERY FIRST WORLD CHAMPIONS!

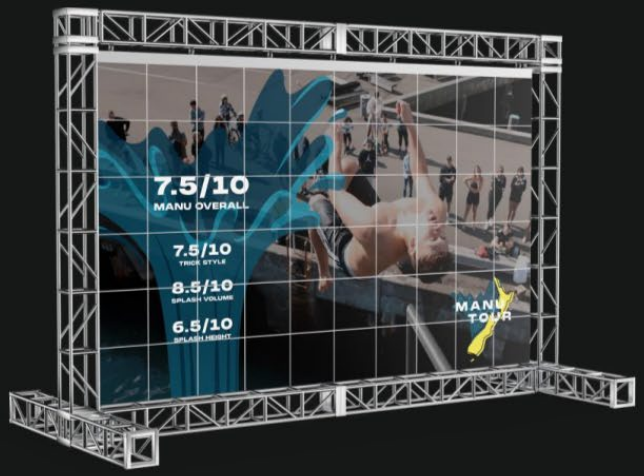
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Discovering a National Hero

Let's be honest here, our National Heroes are a bit outdated. We're not even sure if The Milky Bar Kid still exists, Pharlap has been a bottle of glue for as long as we can remember and don't even get us started on Russell Coutts. It's fair to say we're a country in dire need of a new hero. A true champion, by the people, for the people.

- Boxing style walk ins and introductions for the finalists. including the use of nick names, branded robes, and entourage.
- Cash prizes for Open Category placegetters
- Live radio broadcast.
- Celebrity judges.
- TV broadcast.



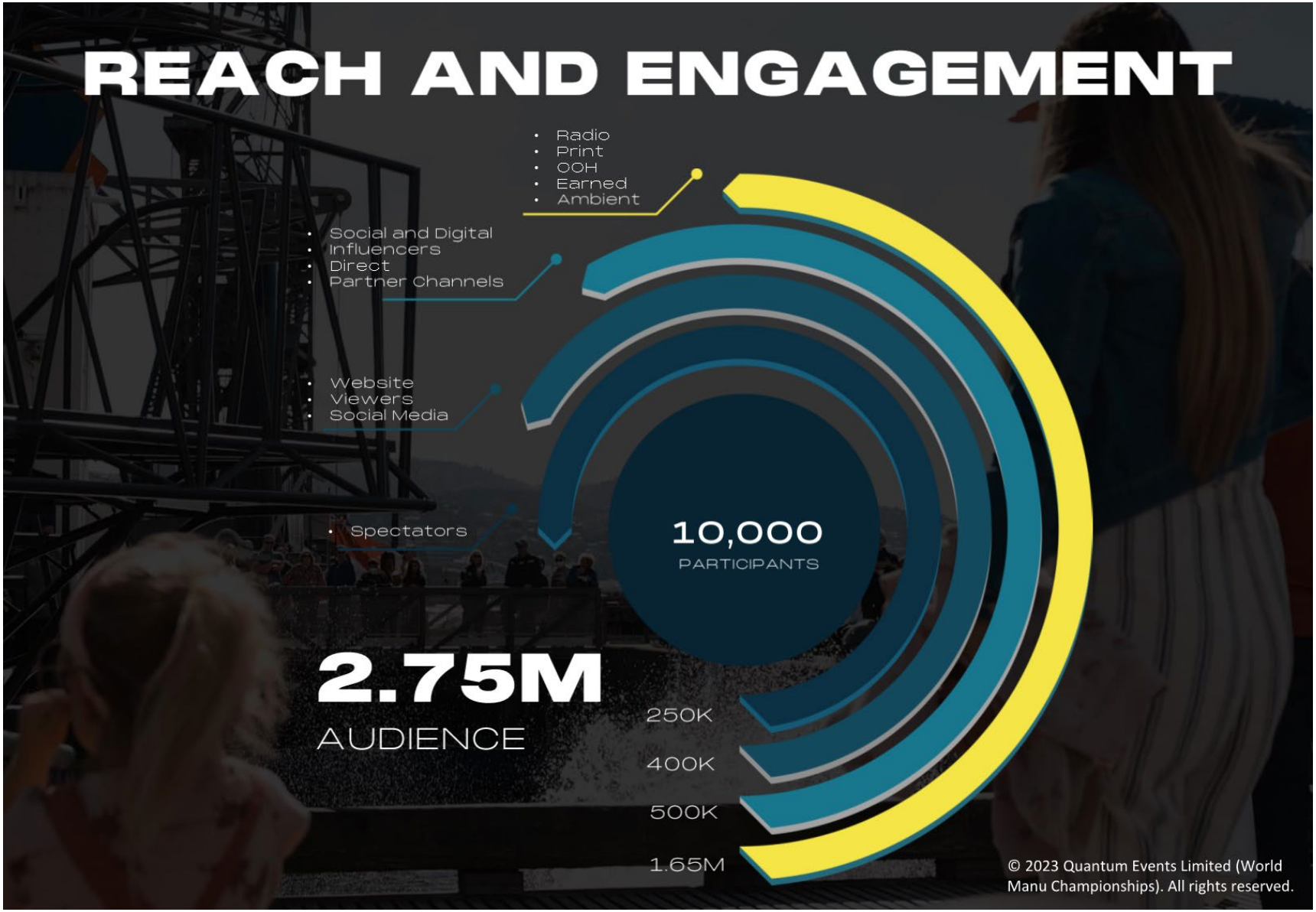


For the love of MANU's

Every town has their own local legend, but it's about time we cast a spotlight on these highly skilled and trained elite MANU athletes.

- Comedian MC's.
- Next level branding and event dress.
- Famous Faces Manu Comp.
- Sponsor activations.
- Food vendors.

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REACH AND ENGAGEMENT
Radio
Print
OOH
Earned
Ambient
Social and Digital
Influencers
Direct
Partner Channels
Website
Viewers
Social Media
Spectators
10,000
PARTICIPANTS
2.75M
AUDIENCE
250K
400K
500K
1.65M
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MARKETING CHANNELS
SOCIAL & DIGITAL
• Organic & Paid Social Medias
• Paid Digital Campaigns
• World Manu Champs Website
• Facebook Live
RADIO
• Schedule
• Content Integration
• Live Cross/Broadcast
• Socials. eDM and Website
• Personalities
OUTDOOR & AMBIENT
• Bus
• Billboard
• Community Roadside Signs
• Pools & Manu Locations
DIRECT
• School Campaigns
• Manu Location Visits
• Manu Facebook Groups
• Bombing Instagram Accounts
• Business Campaigns
PARTNER CHANNELS
• Sponsor Channels
• Partner Channels
• Event Calendar Promotion
EARNED MEDIA
• Public Relations
• Influencer's
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WORLD MANU CHAMPIONSHIPS

HAMILTON QUALIFICATION

BUSINESS PLAN

EVENT PURPOSE/GOALS

TO CELEBRATE THE MANU
To identify, profile and celebrate annually the World's best Manu athletes.

WATER SAFETY AWARENESS
Together with Water Safety New Zealand we will engage, educate, and change the behaviors around water of a one of New Zealand's most at risk cohorts.

GETTING KIWIS MOVING
Kiwis are less active than ever before. The World Manu Championships (WMC) will encourage Rangatahi to move and have fun.

BRINGING COMMUNITIES TOGETHER
Encouraging diverse communities to come together for a fun day out in or by the water.



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EVENT STRATEGIES

TO CELEBRATE THE MANU

The existence of the World Manu Championships will naturally identify talented Manu athletes from across NZ. We will profile talent through the event channels and through the channels of our media partners.

WATER SAFETY AWARENESS

Our three key strategies that we will work alongside Water Safety New Zealand to execute are:

1. To make 750,000 people aware of the risks they may face around water.
2. Teaching core survival skills to a captive event audience
3. To create assets for Water Safety New Zealand campaigns

GETTING KIWIS MOVING

The simple act of someone registering, preparing, and then participating in the World Manu Championships will get thousands of kiwis more active more often. It will change habits and leave a legacy of more active communities.

We will work with Sport NZ to help them reboot their Push Play campaign and engage with Māori and Pasifika youth.

BRINGING COMMUNITIES TOGETHER

People regardless of their culture or ethnicity come together to share in the joy of Manu. There is no judging, no prejudice. There is a mutual respect amongst everyone who partakes in Manu no matter their cultural background, age, or skill level. It is where cross cultural friendships are formed through a common interest. The WMC will take this to the next level around NZ.



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PROJECT PLAN

Event Conceptualisation	June – December 2022
Formalising Commercial Partnership Structure	October 2022
Fundraising / Partner Recruitment	October 2022 – May 2023
Event Operational Planning	December 2022 – April 2024
Event Marketing Plan	June – September 2023
Judging Technology Solution	January – December 2023
Secure Event Media Partners (Radio/TV/Print)	January – April 2023
Brand Development	May - June 2023
Event Launch	October 2023
Event Marketing and Promotion	October 2023 – March 2024
Partner Management/Delivery	July 2023 – April 2024
Wellington Qualification Event	20-22 January 2024
Hamilton Qualification Event	2-4 February 2024
Christchurch Qualification Event	9-11 February 2024
Auckland Qualification Event	23 February – 7 March 2024
World Manu Championship Final	9 March 2024
Partner Reporting	April 2024



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ORGANISATIONAL STRUCTURE

The Quantum Events Ltd organisational structure for the World Manu Championships is below.

Several independent contractors will be engaged to ensure the successful delivery of the event including.

- Creative Design Agency
- Event Site Contractors
- Digital Marketing Contractors.



QUANTUM
EVENTS LTD

WORLD MANU CHAMPIONSHIPS

HAMILTON QUALIFICATION

MARKETING AND PROMOTIONAL PLAN

Scott Rice the Managing Director of Quantum Events will be responsible for developing and executing the World Manu Championships marketing and promotional plan with the assistance of specialist marketing contractors.

Scott has over 20 years' experience successfully managing the event marketing and PR campaigns for events his company has owned (or continue to own) across New Zealand, Australia, and the South Pacific.

TARGET MARKETS

- MANU enthusiasts across New Zealand
- Males 13 - 30 years
- Females 13 - 20 years
- Māori and Pasifika Youth

MARKETING OBJECTIVES

- Achieve a high level of National awareness of the World Manu Championships.
- Achieve targeted participant and spectator attendance.
- Showcase event partners.
- Build a large email database and develop an engaged social media following.
- Engender brand love and loyalty.

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MARKETING STRATEGIES/CHANNELS

SOCIAL & DIGITAL

- Organic & Paid Social Medias
- Paid Digital Campaigns
- The World Manu Championship Website
- Facebook Live
- Promotion across iheartradio.co.nz

OUTDOOR & AMBIENT

- Outdoor Media
- Posters in Pools
- Promotional Signage at Manu Locations

PARTNER CHANNELS

- Promotion through Sponsor Channels
- Promotion through Partner Channels
- Event Calendar Promotion

PRINT

- NZ Herald Advertising (hard copy and online)

RADIO (ZM & FLAVA)

- Commercial Advertising Schedule
- Content Integration / Station Promotions
- Live Crosses pre-event and on event weekend
- Promotion across station socials. newsletters and website
- Station Personality Intergration

TELEVISION

- Promotion through broadcast of the event on TVNZ+ and TV2 and promotional trailers.

DIRECT MARKETING

- School Campaigns
- Manu Location Visits
- Manu Facebook Groups
- Bombing Instagram Accounts
- Business Campaigns

EARNED MEDIA

- Public Relation Campaign
- Influencer Relationships

QUANTUM
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MARKETING TIMELINE

Develop and finalise Event Marketing Plan	June – September 2023
Event website and social medias go live	September 2023
National Launch – All marketing channels. Building email VIP list for two weeks	Firs two weeks of October 2023
Qualifying Spot Registrations Open. National Announcement	Mid-October to late November
Regional Promotion of Events encouraging registration and spectator attendance	Mid December / January / February
Promotion of World Manu Champs Final to encourage spectator attendance	From mid-February

MARKETING PLAN BUDGET

You will find an itemized marketing and promotions plan budget within the main Event Budget attached to this submission.

QUANTUM
EVENTS LTD

WORLD MANU CHAMPIONSHIPS

HAMILTON QUALIFICATION

SPONSORSHIP PROPOSAL PACKAGE

The rights and benefits we can offer you are listed below. We would be happy to discuss and negotiate the inclusion of any additional customised benefits you seek.

LICENSE TO USE EVENT BRAND
License to use WMC event logo(s), images and/or trademark(s) for the Council promotion, advertising, or other leverage activities with prior permission.
BRAND PROFILE
Hamilton City Council brand inclusion across event website linking to your website
Hamilton City Council brand inclusion across outdoor media promoting the Hamilton Qualification event
Hamilton City Council brand inclusion on the event big screen/s at the Hamilton Qualification event
Hamilton City Council brand mentions in radio promotion for the Hamilton Qualification event
Hamilton City Council brand inclusion in any print advertisements for Hamilton Qualification event
Opportunity for Hamilton City Council to place signage at the Hamilton Qualification event. i.e., flags, banners.
Hamilton City Council brand inclusion on event posters promoting the Hamilton Qualification event
Hamilton City profiled in any TV shows produced of the Hamilton Qualification event
Hamilton City Council being acknowledged in the news and press/media releases(s).
PROMOTION / ACTIVATION
Allocation of posts promoting your leverage program/key messages through the WMC social media activities.
Allocation of features promoting your leverage program/key messages through the WMC e-newsletter.
Allocation of features/ad tiles promoting your leverage program/key messages through the WMC website.
Hamilton City Council key messages/leverage program on onsite big screens at the Hamilton Qualification event
Hamilton City Council scripted announcements voiced by the MC at the Hamilton Qualification event
Premium space for onsite activation at the Hamilton Qualification event
Right to run social media activities at the Hamilton Qualification event

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PROVISION OF CONTENT
Provision of professional photos, video, and event wrap post event.
Provision of content for your social media accounts during the event
Access to venues, manu athletes/winners, behind the scenes info, statistics, photos, video clips, autographs, Q&A's etc. for the creation of new, exclusive, "ownable" content for you to share through your internal or external channels.
ENAGING STAFF, STAKEHOLDERS AND RATEPAYERS
Allocation of VIP seats/space at the Hamilton Qualification event with opportunity to host Council staff, stakeholders, and/or prize winners on site at your cost.
Allocation of complimentary Hamilton Qualification event spots/entries for any willing staff/stakeholders/prize winners.
Meet and greets with athletes who qualify for the WMC final at the Hamilton Qualification event.
Opportunity to run an exclusive staff /prize winner Manu session at the Hamilton Qualification event
SOCIAL BENEFITS FOR HAMILTON
Play a significant role in improving water safety outcomes in Hamilton by reaching and directly engaging with a significant number of Waikato River users.
Positively contribute to the Waikato River Safety Project
Increase Maatauranga Māori (Māori Knowledge) to inform approaches to water safety.
Positively contribute to resident physical and mental wellbeing through active Manu play.
Inspire the youth of Hamilton.
GENERAL
Opportunity for a Hamilton City Council representative to present awards /qualifying spots at the Hamilton Qualification event
Opportunity to provide prizes for presentation to the WMC qualifiers and WMC winners and placegetters (i.e. free entry to Water World to do more Manus!)

QUANTUM
EVENTS LTD

WORLD MANU CHAMPIONSHIPS

Forecasted Budget Year 1 - Hamilton Qualifier

Revenue	
Qualification Registration Fees	$10,000.00
Water Safety New Zealand (Portion of National support)	$10,000.00
Merchandise Sales	$1,500.00
Commercial Brand Partners (Portion of National support)	$15,000.00
Sport New Zealand/Push Play (Portion of National support)	$15,000.00
Hamilton City Council	$30,000.00
Total Revenue	**$81,500.00**
Event Operational Costs	
Event Dress/Signage - Banners, Branded Marquees, Flags	$5,000.00
Furniture and General Event Equipment	$350.00
Storage	$300.00
Manu Judging Software, Resource and Investment	$4,800.00
Live Stream set up	$1,000.00
Admin/Stationary	$250.00
Crew Uniforms	$750.00
Sound System	$750.00
Two Way Radio Hire	$150.00
Event Insurance	$650.00
Merchandise Purchases	$500.00
Online payment facility	$200.00
Event Management (Operational Planning and Execution, Managing Partners and Managing Marketing and Promotion)	$18,500.00
Videographer/Photographer	$2,500.00
Funding Winners to World Manu Champs	$4,800.00
Event Crew costs/donations	$2,500.00
Lifeguards	$750.00
Medical Services	$1,000.00
Live DJ	$750.00
Big Screens	$3,500.00
Waste (extra bins)	$500.00
Annnoucer/MC	$1,000.00
Accommodation crew	$2,000.00
Crew travel	$750.00
Vehicle rental	$850.00
Per Diem Crew	$750.00
Wrist bands	$300.00
Crew Food and Beverage	$1,000.00

Contingency	$2,500.00
Total Operational Costs	**$58,650.00**
Marketing and Media Costs	
Website (contribution to build and maintenance)	$1,500.00
Digital Marketing	$1,500.00
Google Advertising	$750.00
Graphic Design	$1,000.00
Influencer Fees/Donations	$500.00
Posters	$500.00
Schools Campaign	$500.00
Corflutes at Manu locations/pools	$500.00
Media Partner Contribution	$5,000.00
Social Media Management	$1,500.00
Paid Social Media - Media Budget	$1,000.00
Public Relations	$1,500.00
Total Marketing and Media Costs	**$15,750.00**
Total Costs for WMC Hamilton	**$74,400.00**
Total Forecasted Surplus for WMC Hamilton	**$7,100.00**

QUANTUM
EVENTS LTD

Hamilton City Council
Te kaunihera o Kirikiriroa

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Hamilton Arts Festival Toi Ora ki Kirikiriroa 2024, 2025 and 2026		
EVENT DATE	23 Feb – 3 March 2024 and other dates TBC		
APPLICANT	Hamilton Gardens Summer Festival Foundation		
EVENT LOCATION	Various – Hamilton	**EVENT TYPE**	Arts
EVENT OVERVIEW	• NZ's largest regional arts festival employing over 800 artists and attracting on average 50,000 patrons annually. • Its primary venue is the Hamilton Gardens, and it recently extended its footprint to include numerous central city venues. • Taking a wider view of arts compared to many other regional festivals , its programme regularly includes toi Māori, outdoor visual arts installations, theatre, dance, cabaret, classical & contemporary music and film screenings.		
TARGET MARKET	• Locals - people of all ages, ethnicities and incomes -from students to senior citizens - reflecting the region's true diversity Living in Hamilton City and the Waikato Region, within 45 min of the city boundary • Inbound audience – Inbound domestic tourists to Hamilton aged between the ages of 25-70+. • Drive markets - (Auckland, Bay of Plenty, Coromandel, Taupo, Taranaki) • Fly Markets (Palmerston North, Wellington and beyond)		
EVENT OBJECTIVES	• Elevate the festival into one of national significance. The Hamilton Waikato Regional Major Events Strategy identifies major multi-day events that attract significant numbers of visitors from outside the region. • Invest in Hamilton Waikato's liveability (Wellbeing). Liveability is the convergence between the attributes of a city or region that are seen by individuals as offering them a better quality of life, and those attributes that are seen by investors or businesses as offering them a competitive advantage. Arts and Culture contribute directly to a city's sense of liveability.		
ATTENDANCE	50,910 total ○ 31,500 from Hamilton ○ 19,410 from outside Hamilton	**BED NIGHTS**	13,167 bed nights
EXTERNAL FUNDING	Budget information supplied with the application includes external Funding (not confirmed) from a range of funders including Trust Waikato, WEL Energy, Lotteries Grants Bord, Grassroots, Lion Foundation, Southern Trust, NZCT, Dragon Community Trust and Trillian Foundation. The event also receives in-kind sponsorships for event related activity and cash sponsorship from several parties, including Hamilton Gardens. See below.		
PREVIOUS COUNCIL SUPPORT	The event is supported by exclusive use of the Hamilton Gardens for two weeks every year which is estimated in value at $65k, plus in-kind support and additional staff time and extra maintenance during the festival period. The event has also received event sponsorship funding on an annual basis since 2010 - 2019 and the value has been between $55k to $130k each year. The 2020 event received $126k of funding and the 2021-2023 events received $120k per annum from the event sponsorship fund.		
PAST EVENT PERFORMANCE	The Hamilton Gardens Summer Festival Foundation has delivered the Hamilton Gardens Arts Festival annually since 1988. The festival is well supported by an experienced trust board which comprises of local creative art and culture specialists. The Festival Director holds over 30 years combined arts and creative experience and hold national and international event experience.		

	NATIONAL & LOCAL EXPOSURE	ONLINE & SOCIAL MEDIA PROFILE	BRAND PROFILE
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	• Council promoted as a "Major Sponsor" of the Festival • Council promoted as the presenting partner/Naming Rights for This is Kiwi Indigo Festival (attendance in 2023 3,500 pax) • Positioning Hamilton as an inbound tourism destination of choice.	• Logo on the festival website landing page acknowledging Council as a major sponsor.	• Council brand and messaging promoted throughout the festival including: • Logo in the printed festival programme • Logo on all generic festival marketing collateral. • Logo promoted during the festival on Festival Hub digital screen plus
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES**	**RECOGNITION AND ACKNOWLEGDMENTS**	
	• Up to 75 complimentary tickets to festival events as agreed to by both parties. • Opportunity for exclusive discounted tickets to selected events for HCC staff as selected by the Festival Director. • Opportunity to speak at the exclusive Festival Programme Launch event. Opportunity to host exclusive client/staff events. • Access to the Festival's network audience and sponsors at the exclusive Programme Launch event	• Verbal acknowledgement by the Festival Hub MC multiple times daily.	

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$175,000 for three years (2024, 2025 and 2026)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	**Score (5)**
Fit to Hamilton City vision and profile	5
City exposure benefits	4
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	4
Number of anticipated participants	4
Utilisation of city assets	5
Total	**26 / 30**

MANAGEMENT COMMENT
APPROVE $175,000 for three years (2024, 2025 and 2026) Recommended. An iconic legacy event for Hamilton and fit with the event sponsorship fund criteria of pride and profiling. It endorses Hamilton as an event destination to those outside the region and nationally and use of a key city asset as a must-see destination plus employs local business. Funding for this event is very challenging and heavily reliant on Council support.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form (Version 1 of 2)
Application No. MESF0052023 From Hamilton Gardens Summer Festival Foundation
Form Submitted 31 Mar 2023, 12:01pm NZDT

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

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2023 Major Event Sponsorship Application Form (Version 1 of 2)
Application No. MESF0052023 From Hamilton Gardens Summer Festival Foundation
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Hamilton Arts Festival Toi Ora ki Kirikiriroa 2024

Start date of Event *
23/02/2024
Must be a date.

Finish date of Event *
03/03/2024
Must be a date.

Time of the Event *
5pm to 11pm Weekdays, Midday to 11pm Weekends

Location or Venue *
Hamilton Gardens & Hamilton City CBD

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Arts

If Other, please describe

Amount of Hamilton sponsorship sought *
$175000

Are you wanting this sponsorship amount for: *
☐ One year ☐ Two Years (same amount each year) ☑ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *
Hamilton Gardens Summer Festival Foundation
Please enter the registered (legal) name of your organisation.

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Please state the type of entity?
Charitable Trust

If other, please state

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Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	73-571-731 Please enter your GST number.
Contact Person for this Application *	Mr Geoff Turkington Please enter the name of the primary contact person for this application.
Organisation postal address *	C/- Cleland Hancox Chartered Accountants PO Box 9495 Hamilton Hamilton 3240 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	+64 22 096 3162 Please enter the contact phone number for the primary contact given above.
Contact email address *	geoff@hgaf.co.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr Geoff Turkington
Event Organiser Address (if different from above)	14A Dudley Ter Frankton Hamilton 3204 New Zealand
Event Organiser mobile phone number *	+64 22 096 3162
Event Organiser email address *	geoff@hgaf.co.nz
Please list prior event experience of both the organisation and event organiser *	FESTIVAL TRUSTEES: The Hamilton Gardens Summer Festival Foundation has delivered the Hamilton Gardens Arts Festival annually since 1988. The charitable trust went through significant change late 2018 recognising the need for the event to evolve to meet the needs of a growing major cosmopolitan city. Chris Williams returned as Chairperson. Chris is the Director of King St Advertising and has held many governance posts including Chairman of Creative Waikato. Other Trustees include: Graeme Cairns; an actor, street performer, musician and artist recognised by Hamilton City in 2014 for his significant ongoing contribution to the arts; Dr Janet Skeats, noted Demographer and nominated representative of the Friends of Hamilton Gardens;

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Raewyn Sporle, local Barrister & Solicitor; Sandra Braithwaite, Partner in Harkness Henry Lawyers and current Trustee of Clarence St Theatre as well as True Colours Children's Health Trust; Graham Bethune, Director of Communications & Marketing, Te Tepūkenga and Trustee of many Australian based arts organisations prior to relocating home to New Zealand; Lucy Ryan, Director of Hamilton Gardens and Benny Marama, local producer and actor.

GEOFF TURKINGTON - DIRECTOR

Geoff brings over 30 years' experience in arts and tourism management having held positions such as Entertainment Executive, SKYCITY Auckland, Manager of SKYTOWER Auckland, General Manager, Sydney Tower, and Manager Major Venues for The City of Newcastle (NSW). He has designed and directed over 30 large scale shows throughout Australasia and held senior positions within numerous festivals including The Melbourne International Fringe Festival and The NZ International Comedy Festival. Over the 5 years of Geoff's tenure with the festival, he has successfully navigated the Foundation out of its inherited deficit and through a world pandemic. He was also responsible for the implementation of the new 2019 Strategic Plan which provides a vision for the future of the HAF as the most significant regional arts festival in New Zealand.

Is there a contract in place with the event organiser or organisation team? *
☑ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *
☑ Yes
☐ No

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *
Hamilton Arts Festival Toi Ora ki Kirikiriroa - formally known as the Hamilton Gardens Arts Festival, started 25

years ago as a small community event before growing into the world class multi-tiered festival that it is now. Unique in that its primary venue is the internationally award winning Hamilton Gardens it recently extended its footprint to include numerous central city venues.

Taking a wider view of arts compared to many other regional festivals , its programme regularly includes toi Māori, outdoor visual arts installations, theatre, dance, cabaret, classical & contemporary music and film screenings.

It is now arguably New Zealand's largest regional arts festival employing over 800 artists and attracting on average 50,000 annually.

In 2018, the Foundation undertook a review to determine the festival's relevancy and its ability to sustain itself moving forward. At this point the new Trustees and Management had inherited significant debt and the event's future was looking dire.

The outcome clearly identified that Waikato was sitting on a significant, under resourced asset that had the ability to deliver on key deliverables identified in both the Hamilton Plan and The Mighty Waikato Regional Major Events Strategy.

Since then, the Foundation has managed to implement the following foundation blocks towards the festival's future:

- A full review of artistic curatorial strategies resulting in a more accessible programme resulting in an uptake in ticket sales.
- The extension of the festival beyond the Gardens to activate key CBD venues.
- Sustained commitment to keep the ticketed shows price point accessible.
- Greater investment in free and live or low cost family friendly events.
- Greater emphasis on celebrating the diversity of the people of Waikato.
- The successful introduction of zero waste recycling practice.

All this whilst navigating the impact of an unprecedented world pandemic.

Further more, a commitment from the Thermal Explorer Regional Events Fund resulted in this year's festival being launched under the long overdue name change to better represent the event as one of national significance.

Since 2016, the festival has received no major increase in funding from the region's major Community Funders. CPI has increased by 20.8. Thanks to strong management, a mix of new (pre-COVID) sponsorships, Local and State

Government pandemic response packages and an uptake in ticket sales, the HAF is now positioned for great things.

Sadly, without proper long-term community investment, the festival is no longer sustainable.

Acknowledging Council is also presented with its own very large headache balancing its books, the Foundation is realistically requesting a further three year commitment to the minimal value of $175K per annum. This is substantiated via the following:

- An additional $0.33 per Hamilton resident per annum – taking the total investment to $1.06 ($0.82 below national average)

- Restoring Council's contribution to pre 2020 levels with allowance for 4 years of CPI.

Based on this scenario, Council would be contributing 13% to the total cost of presenting the festival (32% below national average).

Please refer to the attached Sponsorship Proposal for more detail.
No more than 500 words

Attach any other event outline documents here

Filename: HGAF Strategic Plan 2019 (1).pdf
File size: 5.0 MB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: 2024 BUSINESS PLAN Inclusive (1).pdf
File size: 161.8 kB

Filename: 2024 Organisation Chart.pdf
File size: 256.5 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: HGAF Forecasted Cashflow year ended 2024 detailed.xls - 2024 Cashflow.pdf
File size: 84.8 kB

Filename: Master Budget 2024 V1 - Google Sheets.pdf
File size: 95.7 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA MARKETING PLAN 2024.docx.pdf
File size: 65.0 kB

Filename: Marketing Budget Draft as at Mar 23.xlsx - 2024.pdf
File size: 93.3 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: HCC 2024 Sponsorship Proposal.pptx (1).pdf
File size: 3.4 MB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☑ Yes
☐ No

If yes, please attach latest data along with who collated this material.

Filename: HAF 2023 Impact Strategic Report Final.pdf
File size: 457.0 kB

Attendance

Please do not exaggerate

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Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	500	400	10	
Spectators	31000	19000		
Trade				

Entry Fees

Adult	Child	Older people	Other

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	3610	2.2
Motels		
Camping ground		
Schools		
Home hosted	2375	2.2

Will all accommodation be located in Hamilton? If not, where? *
☐ Yes
☐ No
☑ Other: Hamilton & Waikato

What is the anticipated average stay in Hamilton for participants?
2.2 days

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Brand Profiling.

Hamilton City Council brand and messaging promoted throughout the festival including:
- Logo on the festival website landing page acknowledging HCC as a Major Sponsor

- Logo in the printed festival programme acknowledging HCC as a Major Sponsor
- Logo on all generic festival marketing collateral acknowledging HCC as a Major Sponsor
- Logo promoting HCC messaging on the Festival Hub digital screen.
- Multiple mentions of HCC as a Major Sponsor by the Festival MC daily.

Idea 2
Hamilton City Council promoted as the presenting partner for This is Kiwi Indigo Festival. This is Kiwi Indigo Festival is the result of a recent collaboration between HAF and The Indigo Festival resulting in a celebration of the melting pot of cultures that make up our community.

In 2023, over 300 performers took over the Hamilton Gardens to present 5 hours of family friendly entertainment accompanied by food trucks and roaming entertainment.

Attracting in excess of 3,500 people this year, This is Kiwi Indigo Festival is growing exponentially year on year and is the largest free to attend event on offer next to The Sunset Symphony.

Idea 3
Complimentary Tickets.

Up to 75 complimentary tickets to festival events as agreed to by both parties.

Idea 4
Discounted Tickets.

Opportunity for exclusive discounted tickets to selected events for HCC staff.

Idea 5
Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s) where possible.

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.

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2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

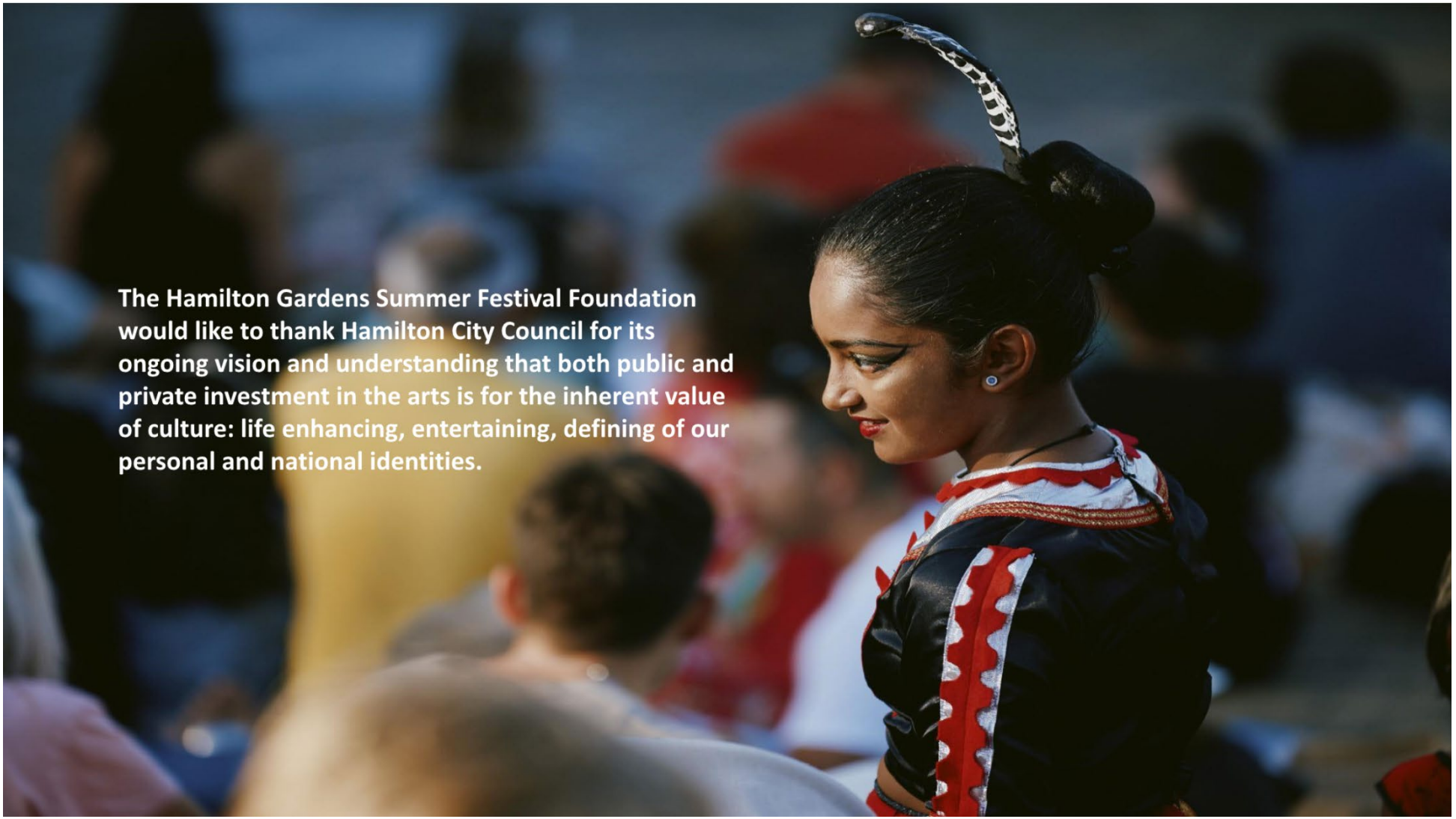
Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *	☑ Privacy Statement read
I confirm that I agree with the declaration statement above *	☑ Yes
Full Name of Organisation *	Hamilton Gardens Summer Festival Foundation
Full Name of Authorised Signatory *	Geoff Turkington
Position of Authorised Signatory *	Director
Date of Declaration *	31/03/2023


HAMILTON
ARTS
FESTIVAL
TOI
ORA KI
KIRIKIRIROA


Sponsorship proposal
2024, 2025 & 2026
The Hamilton Arts Festival Toi Ora ki Kirikiriroa's unique proposition not only has the potential to put Waikato on the cultural tourism map, but to showcase Hamilton as one of the most liveable places in Aotearoa


The Hamilton Gardens Summer Festival Foundation would like to thank Hamilton City Council for its ongoing vision and understanding that both public and private investment in the arts is for the inherent value of culture: life enhancing, entertaining, defining of our personal and national identities.

Formerly known as The Hamilton Gardens Arts Festival, the Hamilton Arts Festival Toi Ora ki Kirikiriroa has been the premier arts and cultural event in the Waikato for 25 years.

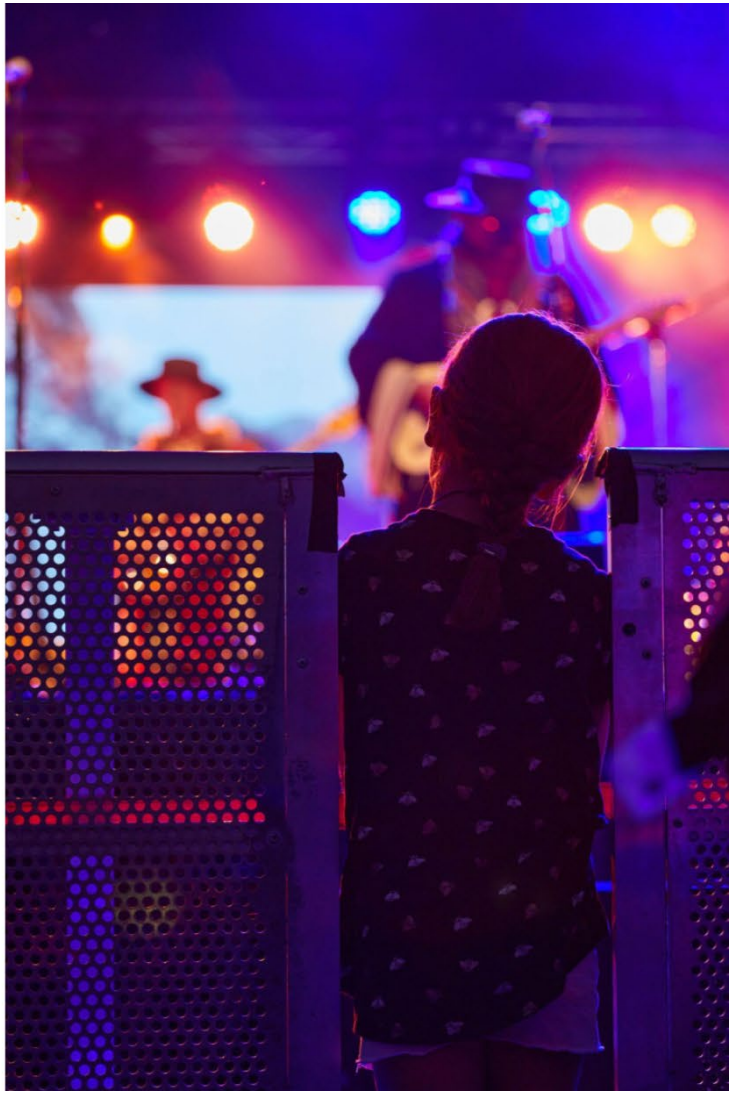
Featuring a diverse range of local, national and international acts, all have traditionally been staged in the magnificent award winning Hamilton Gardens creating a unique, magical experience for the people of Hamilton and surrounding districts.

More recently, the festival's footprint has extending beyond the gardens to activate key venues within Hamilton's CBD.

Attendance varies between 40,000 and 55,000 each year.



In 2019 the Foundation undertook a review of the Festival to determine both its relevance to Waikato and its ongoing sustainability. The outcome resulted in a revised strategic plan that leveraged off the event's potential to deliver on key outcomes identified in both the The Mighty Waikato Regional Major Events Strategy and The Hamilton Plan.



The Mighty Waikato Regional Major Events Strategy (2018-2025) identifies that major multi-day events attract a significant number of visitors from outside the region.

The Foundation's strategic vision is to:

1. Transition the Hamilton Arts Festival Toi Ora ki Kirikiriroa into a world class Iconic Anchor Event and the Waikato an multi-day destination of choice.

2. Assist in rebranding Hamilton as a vibrant cultural city and the regional arts capital of Aotearoa New Zealand.

April 2019



This potential was further recognised last year with a three year commitment from the Governments' Thermal Explorer Regional Fund for the express purpose of rebranding the festival to better align the event as one of national significance.

'Toi Ora ki Kirikiriroa', was translated by Te Reo Rangatira expert Rahui Papa, a tribal leader, historian for Kingitanga, and Co-Chair of Pau Tangata, National Iwi Chairs Forum.

Translated literally, 'Toi Ora' means living art. Not only does this reflect the live performance nature of our festival, it also recognises the true artistic beauty of our gardens which, of course, are living, growing works of art in their own right.




The new national message?
WOW!!!
There is no other festival in the country that offers the unique experience that combines the magical garden settings with world-class performance.

Achievements

Despite inheriting significant debt, reduced funding and then the onset of a world pandemic, the Hamilton Arts Festival has managed to implement the following initiatives and therefore has laid the foundation for future growth:

- A full review of artistic curatorial strategies resulting in a more accessible and financially viable programme and an uptake in ticket sales.
- The extension of the festival beyond the Gardens to activate key CBD venues.
- Sustained commitment to keep the price point to ticketed events accessible.
- Greater investment in free and live or low cost family friendly events.
- Greater emphasis on celebrating the diversity of the people of the Waikato.
- Successful new collaborations with Hamilton Central Business Association, Clarence St Theatre, Meteor Theatre, Waikato Museum, Orchestra Central, Indigo Festival and Showing Waikato.
- The successful introduction of zero waste recycling practice.
- The onboarding of a new nimble ticketing service provider
- Full rebrand and name change to better position the event as one of national significance.
- Reduce the inherited deficit to virtually zero.




The future
With appropriate and sustained investment, the Hamilton Arts Festival Toi Ora ki Kirikiriroa will continue to evolve into New Zealand's equivalent of The Adelaide Fringe Festival and deliver exceptional economic benefit to the region.
Established in 1960, the Adelaide Fringe Festival has grown into the largest arts festival in Australia delivering in excess of $96.7M in gross economic expenditure. This includes injecting $41.6M in visitor-related new money to the region. (2020).

The Challenge

The Foundation has shown its metal by successfully navigating the festival through a world of unprecedented challenges.

This was achieved with minimal, if any, increase in funding from any of the region's major community trusts since 2016. In some instances, for example from The Hamilton City Council, our annual grant was reduced. The Foundation managed to offset this through a mix of new (pre-COVID) sponsorships and Local and State Government pandemic response packages.

Post COVID, and with the foundations now laid, the festival is on the precipice of its exciting new future. However, the event can no longer be delivered when under resourced and at the same costs as 8 years ago. CPI has increased in excess of 20% and the cost of living is at an all time high.

The 2020 industry survey identified HAF as one of the more significant regional arts festivals in New Zealand. Despite the scale of its offerings, staffing costs represented only 15% of total expenditure as opposed to the 26.8% average across the country.

HAF staff continue to work beyond thier contractual obligation without having received a pay adjustment in 5 years. Key local suppliers have extended their generosity to breaking point and are now indicating they can no longer sustain costs at 2016 levels.

New commercial sponsorship opportunities have proven few and far between in the current economic climate. In saying this, Management continues to proactively seek appropriate savvy corporate partners who recognise the potential of brand alignment.



Council Contribution

A peer review was conducted in 2020 to provide an indicator of local government support for each respective arts festival across the rest of the country.

Key outcomes identified:

- HAF is arguably the largest regional arts festival in New Zealand.
- Its commitment to free and live experiences is surpassed only by Nelson.
- HAF expenditure is relevant to attendance taking into consideration the unique nature of its primary venue.
- Hamilton City Council contributes $0.73 per resident per annum towards its festival vs the average of $1.88 across the rest of the country.
- Hamilton City Council contributes 9% of the total cost to deliver the festival compared to 19.8% nationwide.
- HAF staffing costs represent 15% of total costs vs the average of 26.8%.

Name of Festival	Region	Population	Total Revenue (inc contra)	Local Council $	$ of Council funding to population	% revenue from local Council	# of performances	# to free events	# to ticketed events	% of total exp on staff
Hamilton Gardens Arts Festival	Hamilton	165,400	1,264,000	$ 120,000.00	$ 0.73	9%	103	45,000	7,600	15%
Auckland Arts Festival	Auckland	1,657,000	Not disclosed	$ 3,337,000.00	$ 2.01				Not provided	
Hawkes Bay Arts Festival	Hawkes Bay	178,600	$ 998,000.00	$ 150,000.00	$ 0.84	15%	80	15,000	14,000	30%
Nelson Arts Festival	Nelson/Tasman	104,000	$ 1,000,006.00	$ 538,000.00	$ 5.17	53%	117	40,000	Not provided	22%
Upsurge	Bay of Islands/Whangarea	30,009	$ 238,000.00	$ 30,000.00	$ 1.00	12%	28	1500	3087	21%
Kokomai Creative Festival	Wairarapa	48,480	$ 391,623.00	$ 45,500.00	$ 0.94	11%	56	650	4285	33%
Tawhiri	Wellington	416,828			$ -				Not provided	
Dunedin Arts Festival	Dunedin	118,683	$ 977,457.00	$ 185,000.00	$ 1.56	19%	84	180,000	8,181	26%
Southland Arts Festival	Southland	31,400	$ 174,500.00	$ 99,775.00	$ 3.18	57%	47	100	2980	38%
Taranaki Arts Festival	Taranaki	122,700	$ 876,332.00	$ 100,000.00	$ 0.81	11%	46	0	11730	25%
Festival of Colour - Wanaka	Wanaka Lakes & Rivers	12,642	$ 952,158.00	$ 50,000.00	$ 3.96	5%	55	10,000	9,154	33%
Tauranga Festival	Tauranga	110,338	$ 821,569.00	$ 50,000.00	$ 0.45	6%	71	38,500	8,683	25%

The proposal

Hamilton City Council's ongoing support has been integral to the festival's ability to deliver Waikato's premium annual arts and cultural event.

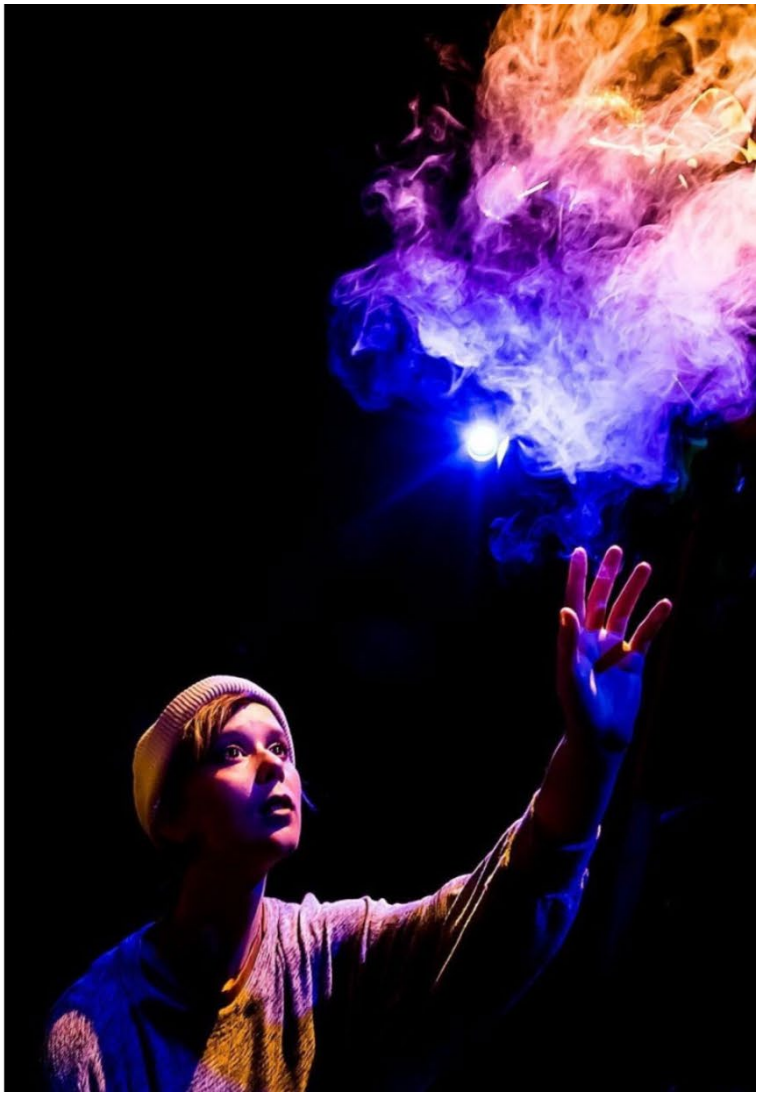
However, the immediate future of the festival remains dangerously fragile until there is a greater commitment from the community.

In 2019, Council reduced its level of funding by 20% in exchange for a 3 year commitment. The Foundation managed to offset this through a mix of new (pre-COVID) sponsorships and Local and State Government pandemic response packages.

The Foundation is now at the point where it can no longer deliver the festival without appropriate and realistic local government support. It also acknowledges that Council is presented with its own very large headache balancing its books.

Therefore, the Foundation is realistically requesting a humble three year commitment to the minimum value of $175K per annum. This is substantiated via the following:

- An additional $0.33 per Hamilton resident per annum – taking the total investment to $1.06 ($0.82 below national average)
- Restoring Council's contribution to pre 2020 levels with allowance for 4 years of CPI.
- Council contributing 13% to the total cost of presenting the festival (32% below national average).



Sponsorship acknowledgement

In exchange for Hamilton City Council's ongoing and pivotal support, the festival proposes the following benefits:

- **National Exposure:** Positioning Hamilton as an inbound tourism destination of choice.
- **Online/Social Media Profiling:** Access to the Festival's network audience and sponsors at the exclusive Programme Launch event and via social media profiling of other key community initiatives that Council supports.
- **Brand Profiling:** Hamilton City Council brand and messaging promoted throughout the festival including:
    - Logo on the festival website landing page acknowledging Council as a major sponsor.
    - Logo in the printed festival programme acknowledging Council as a major sponsor.
    - Logo on all generic festival marketing collateral acknowledging Council as a major sponsor.
    - Logo promoted during the festival acknowledging Council as a major sponsor on the Festival Hub digital screen plus verbal acknowledgement by the Festival Hub MC multiple times daily.
    - Up to 75 complimentary tickets to festival events as agreed to by both parties.
    - Opportunity for discounted staff tickets as selected by the Festival Director.
    - Opportunity to host exclusive client/staff events.
    - Opportunity to speak at the exclusive Festival Programme Launch event.
- **Naming Rights Alignment:** Hamilton City Council presenting rights to This is Kiwi Indigo Festival (refer to next page)




This is Kiwi Indigo Festival is a recent partnership between The Indigo Festival and Hamilton Arts Festival resulting in a celebration of the melting pot of cultures that make up our community.
In 2023 over 300 performers took over the internationally acclaimed Hamilton Gardens to present 5 hours of family friendly entertainment accompanied by food trucks, and roaming entertainment.
Over 3,500 people attended this year's This is Kiwi Indigo Festival.
Hamilton City Council
Te kaunihera o Kirikiriroa
THIS IS KIWI INDIGO FESTIVAL
In partnership with the Indigo Festival and


Management and Trustees of the Hamilton Gardens Summer Festival Foundation look forward to working with the Hamilton City Council to build on the work already undertaken to elevate our arts festival into a national treasure

HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA 2024
KEY BUSINESS PLANNING DOCUMENTS

The following document consists of the following:

1. Business Plan 2024
2. 2024 Milestones and Timeframes
3. Artistic Policy
4. Zero Waste Management Plan

HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA

BUSINESS PLAN 2024:

Drive solidarity and connectivity via a celebration of New Zealand arts, culture and entertainment with continued focus on accessibility through many free or low cost festival experiences that showcases the region's unique identity, people and what it means to be "Kiwi".

Evolve the festival into one of national significance and a major "must do" experience on New Zealand's annual cultural tourism calendar.

Promote the quality of life shared by Waikato residents by contributing to the region's liveability through the outward presence of a culturally diverse and creative community.

Goal	Objectives	Actions	Evaluation
Respond to the need for a large scale celebration of of community, culture and arts as part of the Region's post Covid-19 Rebuild	1. Develop a financially sustainable business model that is nimble in design and content. 2. Maximise the festival's potential as a major inbound visitor driver for the region. 3. Showcase the Waikato as a beautiful, culturally rich destination of choice. 4. Develop a programming strategy that has focus on celebrating NZ and local stories. 5. Deliver live & free or low cost events to ensure accessibility for all regardless of income. 6. Deliver a safe, responsible event for people of all ages.	1. Review current curatorial/programme strategies to better align festival content to attract a broader, nationwide audience. 2. Collaborate with major touring promoters to attract headline acts with significant nation-wide drawcard appeal. 3. Engage with local creative and cultural groups to provide opportunities for our own people to tell their stories on a national platform. 4. Work with key stakeholders and funders to ensure a comprehensive Free and Live and low cost events are financially viable. 5. Seek new and innovative funding mechanisms to offset the negative economic impacts associated with Covid-19	1. A HAF 2023 happens 2. Programme has a strong representation of local creative and cultural content. 3. Programme represents the best of New Zealand live performing artists with nationwide audience appeal. 4. Audience evaluation indicates a strong and diverse turnout from Waikato residents. 5. Audience evaluation indicates a significant uptake in inbound visitation to the region for the purpose of attending festival events. 6. The event aligns with best of business pandemic response management policies.

		6. Seek suitably compatible corporate sponsorship to ensure ongoing financial sustainability and further investment in wider marketing reach while reducing reliance on funders.	
Artistic development 1: A whole festival experience with something engaging always happening.	1. Audiences feel confident that they can access several different experiences on one trip to the Festival 2. Audiences are encouraged to step 'outside the box' with programme choices 3. Audiences feel that there is something for them regardless of background or economic status	1. Focus on a free festival hub programme where audiences can gather and 'hang out' to connect the ticketed events 2. Create marketing connections between known events and lesser known (eg "Directors' choice", buy one get one half price to select events) 3. Ensure the programme targets a variety of communities, genres and price points 4. Ensure the marketing plan reaches beyond regular festival attendees	1. Audience feedback is consistently high with over 80% positive feedback 2. Increase in sales of NZ touring and more artistically challenging events 3. Increase in diversity of audiences, and first-time festival attendees
Artistic development 2: An artistic programme reflects nature of gardens; built on the iconic status of	1. Regional and national visitors attend the festival for a unique experience 2. Artists have an understanding of the	1. Ensure marketing emphasises the points of difference of the Festival and the Gardens, and	1. National and regional attendances at the festival increase

gardens, it's surprising, eclectic, yet connected.	specifics of the gardens venues available 3. More site specific work is created	targets regional and national media 2. Communicate effectively with artists regarding targeted work for the gardens 3. Communicate with the broader arts industry a clear vision of the festival	2. More site specific and commissioned work is presented 3. Artists and audiences have a clear understanding of the points of difference of the festival
Artistic development 3: A central theme of telling Waikato stories and celebrating Waikato personalities.	1. Local artists have access to festival infrastructure to develop original work 2. Local communities are encouraged to participate in artistic projects 3. A sense of belonging and Mana is associated with homegrown projects and people	1. Target senior local artists for festival commissions 2. Work with local arts and cultural providers to partner on local projects 3. Target local communities to create an arts project for the festival	1. A higher number of local original works are presented 2. Projects initiated by other local arts and cultural organisations are presented 3. Hamilton artists and audiences feel ownership and pride in the festival
Artistic development 4: HAF delivers a bold annual programme that is perceived nationally as unique in shape and form attracting a diverse, nationwide (international?) audience that comes back year after years	1. Deliver on Artistic Development Objectives 1-3. 2. Also present high profile headline acts with broad audience appeal.	1. Build a reputation with participating artists that HGAF is unique, enjoyable and a financially successful presenter of choice which encourages word of mouth within the industry. 2. Build relationships with major touring promoters to encourage including Hamilton within touring	1. HAF headlines at least one major music act that attracts a minimum of 2,000 people. 2. Audience travels from outside of the Waikato to attend the concert. 3. Inbound audiences attend more than one event while in Hamilton.

		schedules of named artists. 3. Actively keep on top of music trends to predict who the "hot" item is going to be each summer.	
National/Audience Development Inbound Domestic Tourism. Position HGAF as New Zealand's most unique "must do" cultural tourism experience while showcasing Hamilton and Waikato as highly attractive visitor destination.	1. The HAF is recognised as a "must do" experience on the domestic cultural tourism map. 2. Significant increase in ticketed show sales (driving revenue) 3. Significant increase in inbound visitation to the region specifically for the purpose of attending the festival. 4. Successful leverage off festival visitation to benefit the regions' accommodation, F&B and other visitor attraction businesses.	1. Attract a significant commercial "naming rights" partner to assist in the investment required to promote HGAF nationally. 2. Leverage relationships with successful major festivals to gain skills and insights into developing national audience development strategies. 3. Develop partnerships with major national media companies to assist with promoting the festival nationally. 4. Enhance the festival's Public Relations resource to actively pursue opportunities for media exposure. 5. Work closely with Hamilton Waikato Tourism to ensure HAF visitation	1. Delivery of a robust regional marketing strategy. 2. Festival content positions the event as an attractive inbound tourism proposition (audience feedback) 3. Substantial increase in inbound visitation to HGAF 23 and beyond. 4. Substantial uptake in ticketed show revenue 5. Substantial uptake in Festival F&B sales and attendance at free and live events. 6. Positive national exposure of Hamilton Gardens, Hamilton CBD and the greater Waikato as a culturally rich and diverse destination.

		can benefit the wider industry.	
Community/Audience Development 1: To maintain and strengthen community participation and attendance	1. The festival is anticipated as a highlight of the annual events calendar 2. Diverse communities know there is something for them and their families in the festival, to watch or participate in	1. Programming is of a consistently high quality 2. Marketing and programming reflects diverse communities 3. Community leaders targeted for connection to the festival	1. Media, audience and artist feedback is consistently high 2. Increase in diverse audiences and artists against previous festivals 3. A database of community leaders is developed 4. Accommodation packages are booked with accommodation partners
Community/Audience Development 2: To focus on development of Māori and youth audiences, participants and leadership within the festival	1. The festival has a strong partnership with Mana Whenua 2. The festival celebrates Māori artists, art forms and stories 3. Future audiences are developed through strong youth attendance and participation	1. Incorporate tikanga Māori into key festival events 2. Connect with local iwi leaders to discuss potential partnership and festival leadership opportunities 3. Ensure Māori artists are aware of opportunities within the festival 4. Connect with youth organisations to promote the festival and investigate current gaps in the youth arts and cultural market	1. Festival team and participants are encouraged to participate in tikanga for key festival events 2. Local iwi and Māori organisations are aware of the festival 3. An increase in the number of Māori and youth audiences and participants 4. Identify and implement leadership opportunities with the broader festival organisation

Community/ Audience Development 4: To strengthen and develop further channels for audience, stakeholder and artist feedback to the festival	1. The festival has robust feedback systems and uses these for continuous improvement of festival programmes and systems, and to communicate festival successes and challenges to investors	1. Examine current festival evaluation systems 2. Research industry evaluation systems and best practice	1. Festival team has a thorough understanding of current evaluation systems, and a plan for implementation for future festivals
Organisational Sustainability 1: To continue to develop diversity of income sources for the festival including ticket income, sponsorship, funding and development of private donors	1. The festival is secure financially 2. Rainy day reserves are allocated 3. Increased funding is sourced to invest in audience development (locally and nationally) 4. The festival has a wide pool of investors	1. Sponsorship strategy is updated and implemented 2. Festival Patronage package investigated and strategy created 3. Application submitted to Creative New Zealand for multi-year investment funding (if available 4. Seek a significant naming rights sponsor that will assist transitioning the festival to one of national significance.	1. Clear sponsorship strategy implemented 2. Patronage strategy created, initial invitations to potential patrons to 2023 events 3. Increase in CNZ funding as part of their investment programmes 4. Success in gaining significant funding from the Thermal Explorer Regional Events Fund to assist in developing the festival into a major national event until alternative revenue sources are secured. 5. 4. Significant multi-year naming rights sponsor sourced with compatible

			brand and messaging alignments.
Organisational Sustainability 2: To continue to develop governance and operational systems and procedures to meet best practice examples within the industry	1. Systems and policies are clear to all festival team and board 2. Organisational risks are identified and mitigated 3. Legal organisational requirements are met 4. Robust internal operational/administration systems are in place to ensure accuracy and efficiency.	1. Ongoing analysis of organisational systems and policies to ensure relevance 2. Practical implementation of policies across organisational departments and internal stakeholders. 3. Ongoing review of current operational/administrational systems and processes. 4. Greater upskilling on the tools and benefits that are available within FestivalPro Event Management Software.	1. Festival documents are current and used as the baseline for operational decision making by the full festival team. 2. Team and contractors are fully conversant with all relevant policies and processes. 3. Team is fully conversant with the tools and capabilities of FestivalPro Event Management Software.
Organisation Sustainability 3: Attract and develop a strong skill set based in the Waikato capable of delivering a large scale multi-day festival	1. HAF is perceived as a highly sought after organisation to work with. 2. To attract and retain highly skilled, experienced event personnel with vision and commitment to the development of HAF. 3. To be financially capable of resourcing the festival to a suitable level given the size and scale of the event.	1. Provide a supportive and healthy work environment that is attractive to potential new personnel. 2. Secure funds to properly resource the event to prevent burnout and high attrition. 3. Build a fun, positive and creative work culture.	1. Existing key personnel are retained. 2. Funding is secured to fill current resource and expertise gaps. 3. HAF is perceived as an employer of choice.

	4. To be committed to succession planning - developing talent from within the Waikato.		
Sustainability - Zero Waste: To deliver a zero waste festival	1. To improve on 2021 and 2022's waste outcomes despite any increase in visitation. 2. For HAF to be known as a zero waste event 3. To educate the zero waste message to festival goers through active participation.	1. Employ a dedicated Zero Waste Coordinator for the duration of the festival if ownership of outcomes. 2. Engage a proactive, motivated "Zero Hero" volunteer task force to set up and manage all waste stations for the duration of the festival 3. Implement robust tools to ensure accurate accountability measures	1. Post event waste evaluation indicates reduced landfill vs 2021. 2. Positive audience feedback for the duration of the festival. 3. Positive post event feedback from Audience surveys.

2. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA MILESTONES AND TIMEFRAMES 2024

Mar/May 2022			
Assigned to	**Sub Category**	**Task**	**Due Date**
D	Finance	Preliminary budget presented to board for sign off	1 Mar
D	Funding	Grassroots Trust Funding Application submitted	31 Mar
D	Sponsorship	Hamilton City Council Major Events Application Submitted	31 Mar
D	Sponsorship	Naming rights partner package completed	01 May
D	Funding	Creative NZ Funding Application	27 Apr
D	Software	Software Implemented and Artist EOI templates confirmed	10 May
D	Strategy	Strategic Plan Signed off by Trustees inc programming strategy/theme	15 May
D	Industry	Engage with wider creative community to workshop opportunities for collaboration for 2024	15 May
D	Industry	Artist call out prepared and circulated	15 May
D	Funding	Funding strategy in place	31 May
D	Funding	Complete 2022 funding acquittals	31 May
D	Industry	Non-submission producer/production co/artist list completed with strategy	31 May

June 2022			
Assigned to	**Sub Category**	**Task**	**Due Date**
D	Funding	Trust Waikato Funding Application	9 Jun
D	Industry	Review preliminary responses to EOI - Draft festival structure with software	15 Jun
D	Finance	2023 2nd draft budget signed off by board	15 Jun
D	Industry	Artist expression of interest closes	28 Jun
D	Funding	WEL Energy Trust Funding Application	30 Jun
July 2022			
Assigned to	**Sub Category**	**Task**	**Due Date**
D	Funding	Lotteries Grant Board application submitted	15 Jul
D	Marketing	Design brief drafted and discussions with agency started	30 Jul
D	Funding	Grassroots Trust application submitted Mk 2	31 Jul
D/AD	Programming	Draft artistic programme developed (contingent on funding)	31 Jul
D/Accountant	Finance	FY/22 accounts audit submitted	31 Jul
D	Ticketing	Engage with Eventfinda - Set up back end for 23	31 Jul
D/TD	Production	Confirm festival team (contingent on funding)	31 Jul
D/Accountant	Regulatory	Charities Commission report submitted	31 Jul
D	Funding	Funding applications submitted to Lion Foundation, Southern Trust, NZCT, Dragon Community Trust, and Trillian Foundation	31 Jul
D	Sponsorship	Confirm Intern requirements with University of Waikato	31 Jul
August 2022			

Assigned to	Sub Category	Task	Due Date
D/AD/TD	Production	Detailed production timeline developed	31 Aug
D	Programming	Artistic programme confirmed	31 Aug
D	Marketing	Draft website design developed	31 Aug
D/AD	Marketing	Draft program template developed	31 Aug
D/AD	Marketing	Detailed Marketing Plan locked in with agency full design brief	31 Aug
D/AD	Strategy	Evaluation tools developed	31 Aug
GM/AD	Marketing	Confirm design look and feel	31 Aug
D/Ad	Strategy	Review Food and Beverage suppliers (Montana)	31 Aug
TD/Ad	Production	Confirm Golf Carts	31 Aug
September 2022			
Assigned to	Sub Category	**Task**	**Due Date**
AD/Agency	Marketing	Book marketing placements in with relevant companies	30 Sep
AD	Marketing	Contract festival photographer	30 Sep
AD	Marketing	Website design in progress	30 Sep
D/AD	Admin	Contract all artists and receive all relevant information (marketing, travel, tech riders, APRA information)	30 Sep
All	Production	Event planning – fully underway (as per to-do list for each component)	30 Sep
D	Sponsorship	All sponsors confirmed and contracted	30 Sep
D/AD	Marketing	Programme launch artists confirmed	30 Sep
D/Ad	Production	Finalise Food & Beverage Service Providers	30 Sep

D	Funding	Re-submit funding applications if required	30 Sep
D	Marketing	Develop visitor packages with partner hotels / tourism providers	30 Sep
D/AD/TD	Production	Detailed logistics plan developed	30 Sep
D/AD/TD	Contingency	Business Continuity Planning	30 Sep
October 2022			
Assigned to	**Sub Category**	**Task**	**Due Date**
AD	Marketing	Initiate media long lead	1 Oct
D/AD	Strategic	Review Funding outcomes and determine festival structure	15 Oct
Ad	Sponsorship	Collate sponsors information for programme	15 Oct
AD	Marketing	Programme brochure copy finalised	15 Oct
D/AD	Marketing	Programme designed	15 Oct
AD	Marketing	Website design work continues	31 Oct
D/AD	Marketing	Deadline for all ticketing info for websites	31 Oct
D/Montana	Regulatory	Apply for liquor licenses	31 Oct
TD	Regulatory	Apply for building consents	31 Oct
Ad	Sponsorship	Sponsors ads signed off by sponsors	31 Oct
D/Board	Marketing	Programme launch invite list confirmed	31 Oct
Ad	Admin	Activate volunteer recruitment	31 Oct
November 2022			

Assigned to	Sub Category	Task	Due Date
Ad	Admin	Launch invites sent	01 Nov
D/AD	Marketing	Programme to print	07 Nov
D	Regulatory	APRA - Dramatic context	7 Nov
AD	Publicity	Long lead press releases distributed	12 Nov
AD	Marketing	Segmentation of email subscribers list and send first e-news	12 Nov
AD	Marketing	All post-launch ads designed and booked	12 Nov
D/AD	Marketing	Programme launch event and website live	20 Nov
AD	Marketing	Programmes distributed	21 Nov
AD	Sponsorship	Programmes distributed via sponsor networks	21 Nov
All	All	Festival Launch Event	25 Nov (TBC)
Production Manager	Production	Production team recruited	30 Nov
Production Manager	Production	All major production infrastructure booked	30 Nov
D/AD	Marketing	Finalise evaluation processes during festival	30 Nov
D/TD	Regulatory	Create Health and Safety Plan	31 Nov
D	Finance	Reforecast budget for Board sign off	31 Nov
TD	Production	Confirm fireworks provider	31 Nov
December 2022			
Assigned to	**Sub Category**	**Task**	**Due Date**
D/AD	Marketing	Focus on audience development initiatives	21 Dec

TD	Production	All technical equipment and crew confirmed	21 Dec
AD	Marketing	Confirm all January and February ad placements	21 Dec
Ad	Sponsorship	Confirm sponsors hostings and signage placements	21 Dec
A/AD/Ad/TD	Production	Signage list created and printed	21 Dec
TD	Regulatory	Traffic Management Plan submitted	21 Dec
D	Production	Pōwhiri plan confirmed	21 Dec
D	Regulatory	APRA license applied for	21 Dec
Ad	Artist liaison	Book travel for artists	21 Dec
Ad	Artist liaison	Book accommodation for artists	21 Dec
January 2023			
Assigned to	**Sub Category**	**Task**	**Due Date**
All	Covid-19	Review Covid-19 situation and implement contingency plan if required	20 Jan
A/AD/Ad	Artist Liaison	Artist packs created and distributed	31 Jan
TD	Production	Technical schedules signed off	31 Jan
TD	Production	Final details reconfirmed for all events	31 Jan
Adr	Production	Volunteer schedules and training completed	31 Jan
D/AD	Marketing	Marketing push & re-evaluation of current strategies	31 Jan
D/Ad	Regulatory	Noise / fireworks notice distributed	31 Jan
February 2023			

Assigned to	Sub Category	Task	Due Date
TD	Production	Pack in underway	TBC
TBC	Sponsorship	Collect sponsors signs and other requirements	TBC
Ad	Marketing	Final marketing push	TBC
ALL	ALL	Festival starts	17 Feb
March 2023			
Assigned to	**Sub Category**	**Task**	**Due Date**
A/AD	Production	Thank artists, volunteers and suppliers	30 Mar
AD	Marketing	Survey all ticket purchasers	30 Mar
D	Sponsorship	Thank sponsors	30 Mar
D/Accountant	Financial	Financial reconciliation	30 Mar
D	Funding	WEL Energy Trust and Trust Waikato 2023 Application Deadline	30 Mar
April 2023			
Assigned to	**Sub Category**	**Task**	**Due Date**
D	Funding	Complete funding reports	30 Mar
D	Financial	EOY Reporting to commence	30 Mar

3. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA ARTISTIC POLICY 2024

EVENT:

- Hamilton Arts Festival Toi Ora ki Kirikiriroa 2024

VENUES:

- Hamilton Gardens – Enclosed Gardens (capacity – various)
- Hamilton Gardens – Rhododendron Lawn (capacity 5,000)
- Hamilton Gardens Pavilion (capacity 350)
- Hamilton Gardens Courtyard (Free and Live stage and Festival Hub)
- Meteor Theatre (capacity – 175)
- Clarence St Theatre (capacity – 450)
- Victoria on the River (outdoor – Free and Live activation)
- Waikato Museum (TBC)
- Others pending availability and suitability

DATES:

23 Feb – 2 Mar 2024

RESPONSIBLE ORGANISATION:

Hamilton Gardens Summer Festival Foundation

VISION:

To elevate Waikato's premier arts and culture event into one of national significance.

POINT OF DIFFERENCE:

There is no other festival in the country that offers the unique experience that combines the magical garden settings with world-class performance.

PURPOSE:

By presenting excellent, diverse and engaging arts experiences to the people of Waikato:

1. Connect the community through the arts and ideas, and provide the people of the region and its visitor's arts experiences they wouldn't normally have access to.
2. Entertain and challenge our audience while celebrating our heritage and environment
3. Inspire the next generation while creating and strengthening community wellbeing.
4. Assist in building both the local and national arts industry by providing a professional platform to showcase the best of business.
5. Create sector employment and support the local and national arts community
6. Assist re-branding Hamilton as a vibrant cultural city and a destination of choice.
7. Deliver an inspiring event that is accessible to all regardless of age, race or economic demographic that is totally unique to Hamilton/Waikato.

ARTISTIC POLICY:

1. To engage with New Zealand's major performing art companies to bring the best of their work to the Waikato within the festival's financial limitations.
2. To provide a platform to showcase the best of local performing arts alongside the best of New Zealand's professional arts sector.
3. Represent and showcase Hamilton/Waikato Māori contemporary culture unique to the region
4. To present an annual programme that is representative of the diversity of all cultures that makes up the people of Aotearoa (The population of Hamilton City is made up of over 160 different groups from around the world with almost a quarter of its residents identifying with a culture that is not NZ European nor Māori.)
5. To ensure continued accessibility to everyone through the delivery of a broad Free and Live component representative of the diverse talent on offer from within the Waikato.

ARTISTIC REASONING:

1. Present one or two high profile headline acts that have potential to attract a national audience and provide exposure to the full festival programme.
2. Present approximately 30 acts that are representative of the best of New Zealand's performing arts initiative – whether music, dance, drama, cirque, comedy or other.
3. Present approximately 20 acts that are representative of the best of Waikato's performing arts initiatives – whether music, dance, drama, cirque, comedy or other.
4. To deliver a diverse, engaging programme that offsets innovative and (at times) challenging work with more accessible, populous work that speaks to the broader population.
5. Explore opportunities to engage with, and promote Waikato's broad artistic and cultural offerings for the duration of the festival.

ARTIST ENGAGEMENT STRATEGIES:

The Hamilton Gardens Summer Festival Foundation is committed to supporting New Zealand's arts industry by paying artists fair and reasonable fees.

Whereby it is understood that it is unlikely that artist and production costs will be fully recovered by any ticket fee, there is an expectation that artist and presentation costs are adhered to as part of the festival's curatorial process. Costs and any associated revenue must adhere to the festival budget as approved by the Foundation's Trustees.

Some work will be presented based on its artistic, cultural or social merit reflecting the importance to the festival's programme on the understanding that it will not be commercially viable. This is often due to the scale and associated costs to remount the work. It is expected that any forecasted losses are offset by pre-secured funding, sponsorship or surpluses made from other sources.

There are several artist engagement models that are used to secure acts for the festival:

1. 4.Straight Buy: This is where the festival and artist agrees on a fixed price and terms with total ticket sales being retained by the festival.
2. Shared Risk 1: This is where the festival and artist agree on sharing ticketing revenue. This is usually to the artist's favor with the festival agreeing on a minimal retainer.

3. Shared Risk 2: This is where the festival and artist agree on a tiered payment model negotiated on the level of investment by each party followed by an agreed percentage of any surplus revenue from ticket sales once costs are covered by both parties.
4. Venue for Hire: This is a new engagement model introduced for HGAF 2022 where the artist's management pays the festival a fee to present the act. This is usually suitable for a headline act only with the festival providing staging, technical house rig, staffing etc in exchange for a fixed fee or a percentage of gross takings – whichever proves the highest.

4. HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA WASTE MANAGEMENT PLAN 2024

Waste and Resource Use

The Audience Experience Manager (AEM) has overall responsibility for HAF waste with support from the HCC Garden's staff.
Funding permitting, a Zero Waste Supervisor will be engaged for the duration of the Festival to oversee all aspects of waste management.
The goal is to minimize waste at the event through careful design which eliminates waste in the first place.

Para Kore has been engaged to provide expertise and guidance to ensure best of business practices are implemented.

Food & Beverage

Montana Village has been contracted to provide all food and beverage services across all festival sites within Hamilton Gardens. These will be in the form of numerous food trucks and pop up bars as per the event's liquor license. HGAF and Montana Village have a shared commitment to deliver a zero waste festival experience and will work collaboratively to ensure best outcomes.

Montana Village will have a representative on site for the duration of the festival who will work closely with the festival's Audience Experience Manager to ensure seamless delivery of all food and beverage services including minimisation of waste strategies.

The Hub and Rhododendron Lawn

All existing rubbish bins at Hamilton Gardens will be covered to encourage all waste to be taken to one of the festival's Zero Waste stations.

A team of volunteers called Zero Waste Heroes will be managed by the Zero Waste Supervisor to man the sift and sort stations which will be set up in front of the pavilion (potentially two sift and sort stations) and recycling stations on the Rhododendron lawn (potentially four recycling stations).

Para Kore will provide crates, gloves, biobag liners, clear liners and signage to support the sift and sort stations.

Recycling Stations on Rhod Lawn

NON ALCOHOL SALES: A blue bin for rubbish with a black liner. A wheelie bin for biobag and compostables, and crates for all cans, plastic bottles and glass (put into clear 240 litre liners and glass into big wheelbarrows).
ALCOHOL SALES: Blue bins with clear liners for ali cans. A wheelie bins for rubbish, crates for glass and plastic bottles.

Waste Collection and Disposal into Gantry Bins/Skips

The gardens team will put our sorted waste in bags in the places we ask them too. Compostable in biobags (waste management/or our own trailer), rubbish (their landfill bin) in black plastic, Cans in clear liners for community group, glass and plastic in bins (Pavilion disposal). Glass is sorted into each wheelie bin during the night.

The waste types, estimated volumes and methods of disposal are:

Waste Type	Estimated Volume	Method of Disposal: Bin, location, destination
Food waste and compostables	12 m3 (based on 2021)	To be delivered to Xtreme Waste Raglan
Landfill	3.5 m3 (based on 2021)	Bin behind pavilion
Plastics	1 m3	Bin behind pavilion
Aluminum cans	1 m3	Bin behind pavilion
Glass	3 m3	Bins behind pavilion
Clean paper	0.5 m3	Bin behind pavilion

The bins behind the pavilion will be monitored by Hamilton Gardens Management and pick-up will be ordered as required. An overflow bin will be on-site in the event it's needed.

Pick-ups, materials and quantities will be recorded by HGAF at the end of each trading day to enable a diversion figure to be calculated at the end of the event and used as baseline data for future events.

What	Who	Comments
Para Kore Resources		
Supply clear bin liners (compostables, plastic, cans)		
Supply black bin liners (landfill)		
Supply crates for Glass/plastic		
Supply gloves/hats		HGAF Purchased in 2021
Food trucks		
100% compostable food receptacles and utensils are to be used.	Montana Village/AEM	
All food truck proprietors are responsible for removing 100% of their own waste from the venue.		
HAF		
Supply 2x 3 metre gazebos	Wel Energy	
Supply Bernie's Barrow	Pip Oatham	
Supply sift and sort Zero Heroes	HGAF/AEM	
Place blue bins over the Gardens rubbish bins	HGAF	
Supply and erect signs above bins	HGAF	
Provide Zero Heroes with hi-viz vests	HGAF	HGAF Purchased in 2021
Sort bottles into colour bin behind Pavillion	Zero Heros	
Sort plastic into bin behind Pavillion	Zero Heros	
Deliver all compostable waste to Xtreme Waste Raglan	Festival Director	
Gardens		
Supply 2x trestle tables		
Supply blue 240 litre bins for recycling		

Supply 240 litre bins to go on top of the rubbish bins		

Strategic Plan

Objective	***Supporting actions examples***	***HGAF Response***	***Who is responsible***
To reduce the amount of waste produced through activities related to the Hamilton Garden Arts Festival 100% of waste diverted from landfill.	Procurement guidance for suppliers and caterers around sustainable packaging for food and beverage containers	All suppliers, food trucks, sponsors will be required to use recyclable containers/compostable containers, cutlery and receptacles.	Written into the agreements
	Minimise construction and demolition waste	Recycle all material from sets at pack down time	Site Manager
	Train staff and volunteers to champion waste minimisation activities	All volunteers and other staff will be trained in the HGAF waste management systems and processes	Mahi Aroha Coordinator Matua X
	Develop a waste awareness campaign as part of the event.	Ensure all print, electronic and media communication alert visitors that the event is championing sustainability	Marketing manager Matua X
	Encourage people to recycle at the event by offering incentives.	Encourage people to supply their own sustainable containers	Marketing manager Matua X
	Set up staffed recycling stations at event to help ensure people use recycling bins correctly.	3 bin system to be used Volunteers to sort waste	Sustainability champion Matua X

Transport

Objective and target example	*Action examples*	*HGAF Response*	*Who is responsible*
Ensure people travel to and from event venues safely, efficiently and in a timely manner. X percentage of all spectators use public transport to and from the event venue.	Encourage people to use greener transport modes by providing: ● Attractive walking routes to and from venues and central areas. ● Reliable and frequent public transport services to and from venues, related events and central areas. ● Incentives for attendees e.g. free public transport services for attendees on display of event ticket	Supply information to people on bus routes, walking tracks and cycle tracks. Ensure there are plenty of bike racks at the gardens.	Sustainability Coordinator
	Provide people with easily accessible information on what greener transport modes are available to get them to and from venues. For example through: ● Key websites ● Booklets, containing information on all regional transport options, timetables, fares, routes etc.	Use print, electronic and media communication to promote different methods of access to the gardens and city events	Marketing Manager
	Provide disincentives to discourage travel by private car, for example: ● Charge high parking fees to private vehicles with less than four attendees ● Restrict or prohibit private vehicle parking near venue		
	Promote accommodation close to the venue so people can easily use greener transport modes.		

Supplies and Contracts

Objective example	*Supporting actions*	*HGAF response*	*Who is responsible*
Ensure that procurement decisions involving all goods and services in support of the event reduce impacts on climate change, waste, water and energy as far as reasonably possible.	Develop specific guidelines (that support the event's objectives and targets) for suppliers or service providers tendering for contracts to follow.		GT
	Add clauses to the tendering process and contracts that specifically outline the responsibilities of suppliers or contractors with respect to environmental initiatives. ● All packaging is to be either recyclable or compostable within the event if possible. ● All staff are educated on environmentally responsible practices relevant to their role (eg. waste management, water efficiency).		GT
	Encourage suppliers or service providers to take up an accepted environmental accreditation scheme. ● ***Eco-labels directory*** www.med.govt.nz/templates/ContentTopicSummary____37890.aspx ● ***Environmental Choice*** http://www.enviro-choice.org.nz/		GT

	Provide performers, media, event attendees etc with information on New Zealand's environmentally responsible accommodation, transport and activity providers prior to, during and post the event. ● ***Qualmark Enviro-Award*** www.qualmark.co.nz http://environz.co.nz ● ***Green Globe*** www.ec3global.com/products-programs/green-globe/	Use print, electronic and media communication to promote different methods of access to the gardens and city events	Marketing Manager
	Where possible determine minimum environmental requirements that any supplier, venue or service provider must meet in order to be contracted Example: Must have a sustainability policy and action plan		

HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA MARKETING STRATEGY 2024

OVERARCHING OBJECTIVE

To position the Hamilton Arts Festival as a major "must do" on New Zealand's cultural tourism map.

ORGANISING IDEA

A uniquely Waikato yet world class performing arts and entertainment showcase within the iconic Hamilton Gardens, stretching along the Mighty Waikato River into Hamilton's CBD - and eventually beyond.

CURRENT SITUATION

- Hamilton Arts Festival is arguably the largest regional arts festival in New Zealand
- Its unique venues create a beautiful showcase of Hamilton and the wider Waikato
- Up to 2019, it was predominantly a domestic event catering primarily to Waikato residents
- A 2019 strategic review of the event identified its unique proposition as a major multi-day inbound visitor attraction to the region
- HGAF 2020 and 2021 saw marketing initiatives extend to Auckland and the Bay of Plenty resulting in a significant uptake in inbound visitation
- A three year investment by the Thermal Regional Event Funds resulted in the renaming and rebranding of the festival to better reflect the event as one of national significance.

CHALLENGES

- Presenting a predominantly outdoor festival comes with significant infrastructure costs.
- Inclement weather can result in events being cancelled
- Traditionally underfunded and under resourced
- Uncertainty of world pandemic in the events industry
- General perception of Hamilton not being a destination of choice
- Shortage of accommodation within Hamilton

CURRENT MARKETING/ADVERTISING PARTNERS

- King St - Waikato's largest design and advertising company
- Stuff - Including The Waikato Times
- Mediaworks
- Go Media - Outdoor digital advertising

OVERARCHING KEY STRATEGIES

- Invest in targeted nationwide marketing strategies
- Continue to work closely with Hamilton Waikato Tourism to align key messaging with the region's wider strategic development objectives including the development of "what else to do" while in Waikato packages
- Headline major acts to attract larger inbound audiences outside our traditional base.
- Develop curatorial/programming strategies that better align with that of a national arts festival with point of difference
- Promote cost point of ticketed events. Tickets for high profile acts are considerably cheaper than metropolitan centres.
- Further activation of Hamilton CBD venues including the Waikato Regional Theatre once opened
- Create more indoor venues by repurposing existing under-utilised spaces and structures
- Greater emphasis on showcasing the region's diverse cultural demographic

TARGET MARKET

Although the festival caters to everyone, to drive ticket sales we have identified 2 key target audiences:

Locals

- People of all ages, ethnicities and incomes -from students to senior citizens - reflecting the region's true diversity
- Living in Hamilton City and the Waikato Region, within 45 min of the city boundary
- Have a good existing knowledge of the Hamilton Gardens and what's on offer
- Have an interest in dance, comedy, music, theatre, family and/or other unique experiences.
- Enjoys free family events and sees the value in a paid gig
- Are likely to be looking beyond Hamilton for summer events
- This audience will be reached through usual marketing strategies as well as more targeted event marketing for specific sections of our community.

Inbound audience

- Inbound domestic tourists to Hamilton aged between the ages of 25-70+. This target audience has disposable income and will spend at least one night in Hamilton, and will be looking to explore dining, and other tourism attractions and entertainment options.
- Drive Markets (Auckland, Bay of Plenty, Coromandel, Taupo, Taranaki) Fly Markets (Palmerston North, Wellington and beyond)
- Behavioural targeting for domestic air travel/accommodation/AirBnb/rental car/caravan sites and likely to be active users of event websites such as Ticketek, Eventfinda, Ticketmaster, etc.
- Will spend more than one day in the Waikato to experience multiple shows/events that the festival offers.

MEDIA STRATEGY

We'll leverage sponsorship media and high impact marketing to spotlight our hero acts and unique setting, ensuring broad appeal across multiple target audiences. It's our intent for HGAF to reach new audiences through premium publisher placements to gain credibility, while maintaining a presence within the local channels that cater to our traditional audience.

MEDIA BASELINE ACTIVITY

Timeline

- Building awareness prelaunch — teases, images **Sept - Oct**
- Gift vouchers etc before launch **Nov - Dec**
- Programme Launch: N**ov-Dec 19 (launch date TBC)**
- Brand Building: **Dec - Jan**
- Tactical/Event specific drive: **Late Jan - Feb**
- Artist Drive: 2 weeks out from start date, interviews and sneak peaks in print, radio and digital media. **Feb**
- During Festival: Regular updates across social platforms. **Feb**
- Post Festival: Wrapping up the festival on social media and e-newsletter. **Feb - March**

Activity Overview

- **Programme distribution** will be aligned with and inserted into a large region wide newspaper. A later distribution of the printed programmes will be used to target public places (e.g. cafes, libraries, book-shops etc.) in Hamilton, the greater Waikato, Auckland and Tauranga.
- **Digital billboards** will be used specifically to target high traffic areas in Auckland, Tauranga, Taupo and Rotorua, offering a high level of exposure and increasing mass awareness of the festival. Focus will be shared between general brand awareness and key high profile headline acts.
- **Leverage Stuff and NZME** contra advertising space.
- **Stuff** – Print and Digital
- **Mediaworks** – Radio, Digital, Roadside Digital Signage and Bus Backs: Making use of the premium and interactive placements such as video pre-rolls, pushdowns, page takeovers, 30' Radio spots and Radio promo teams.
- **Digital** will be used to underpin the campaign and to drive direct response to buy tickets online, using a combination of Display, Facebook as well as YouTube to obtain the widest reach for the lowest cost.
- **Target Facebook Ads -** Inbound visitors will be marketed directly through targeted Facebook ads. Will also be used to generate direct response and increase conversions (bookings).
- **YouTube** For generating a large reach and greater brand awareness.
- **Print media**. A large chunk of our audience are active readers of newspapers - large format ads will be used to target this audience. Feature articles in newspapers and lifestyle magazines will be leveraged to showcase specific festival events and key points of difference. Previous print media placements have included NZ Herald, Waikato Times, Canvas, Seasons, Kia Ora magazine, etc.

WHO IS RESPONSIBLE?

Alongside the key festival team, King St Advertising will be responsible for the coordination of the marketing strategy. King St will work in conjunction with other key media partners to ensure that the media mix recommendation aligns with the objectives of the Festival and funding partners.

The Festival Director and Publicist will manage communications. The Publicist will liaise with different media outlets to coordinate stories, releases and update columns. The Social Media Intern will provide daily social media updates and be the first point of call for all immediate enquiries about Festival content.

WHAT IS THEIR EXPERIENCE?

King St is a full service advertising agency that has operated in Hamilton for 21 years and provides creative, design, media, digital and strategic marketing services. Their client list includes but is not limited to, Hamilton Waikato Tourism, Hamilton City Council, Rotorua Economic Development Agency, Te Waka and the University of Waikato.

King St have served as a key sponsor of the Hamilton Gardens Arts Festival for 18 years and offer strategic, design, media and web development expertise to the value of $120,000 at a significantly reduced rate of $25,000.

Nicholas Walsh is an experienced writer, PR manager and event promoter with a background in journalism. He spent over four years working in Shanghai, China in senior management positions, and has long been closely involved in curating and promoting events both locally and overseas. Nick has overseen the Festival's publicity for the past 4 years.

Elisabeth Easther is an Auckland based actor, broadcaster, journalist and playwright. Elisabeth re-engaged with the festival to assist with national publicity for 2023 and has tentatively agreed to continue in this capacity for 2024.

2023 Hamilton Arts Festival Impact & Strategic Report

By Sam Scott

EXECUTIVE SUMMARY

The Hamilton Gardens Summer Festival Trusts' Strategic Vision is to transition the Hamilton Arts Festival Toi Ora ki Kirikiriroa (HAF) into a world class event and the Waikato into an iconic destination. In doing so, its two primary objectives are:

1. Invest in Hamilton Waikato's liveability (Wellbeing). Liveability is the convergence between the attributes of a city or region that are seen by individuals as offering them a better quality of life, and those attributes that are seen by investors or businesses as offering them a competitive advantage. Arts and Culture contribute directly to a city's sense of liveability.
2. Elevate the festival into one of national significance. The Hamilton Waikato Regional Major Events Strategy identifies major multi-day events that attract significant numbers of visitors from outside the region.

The Hamilton Arts Festival's unique proposition not only has the potential to put Waikato on the cultural tourism map with the accompanying economic benefits, but to showcase Hamilton as one of the most liveable cities in New Zealand

This is the first external strategic analysis undertaken of the festival since 2016. In terms of economic impact, the 2023 HAF was a success, injecting an estimated $2,548,316.80 in spending from out-of-region attendees into the Hamilton economy. It attracted an estimated 8691 visitors to the Waikato Region, of which 3315 stayed in commercial accommodation.

Social data was also collected finding that 99% of surveyed attendees rated themselves as likely to recommend the festival to others, indicating outstanding delivery and a high overall satisfaction rate.

To better understand HAFs performance in terms of wellbeing and reputation, data was collected on how attendees found out about the festival and whether they perceive themselves as having regular access to the arts. Results indicate that there are significant opportunities to grow in these areas and create even more benefits for Hamilton.

In order to achieve this, the following three actions are recommended:

- Increase festival marketing, focusing on building awareness to the point where everyday kiwis associate Hamilton with arts & entertainment events like HAF.
- Expand the demographics HAF appeals to in accordance with the changing demographics of Hamilton.
- Use HAF's marketing and artist database to create a directory of its artists, promoting their shows and helping them get work year around. Accomplishing these actions will help HAF grow and provide further benefits to Hamilton, helping achieve the vision:

Hamilton is known for its culture and liveability. Its thriving economy sustains its artists, creating wellbeing benefits for all.

STRATEGIC OVERVIEW

The Hamilton Arts Festival exists to increase the reputation of Hamilton as well as the creative wellbeing of its residents.

To achieve this, the festival's strategy focuses on working towards the following outcomes:

- Residents feel proud to live in Hamilton
- Residents feel connected to their community
- Residents have opportunities to engage in creative events
- Artists have consistent working opportunities
- Positive out-of-region perception of Hamilton
- Hamilton is the new arts capital of New Zealand
- Hamilton is one of the most liveable cities in the world

A thriving arts scene creates major benefits for Hamilton. When a city has a reputation for its liveability and wellbeing it helps to attract and retain young professionals to the region, helping to ensure constant sustainable growth for the economy as local employers have access to quality workers.

Deciding how the festival can create the highest benefits for Hamilton raises important questions including:

- Who is our current audience?
- Who should our target audience be?
- What acts should we be booking?
- What combination of local/out-of-region acts do we want?
- How can we best serve Hamilton's artists?

This report was commissioned for the 2023 festival to understand and quantify the current economic & social effects of the festival. This information will be used for three main purposes:

1. Report to current stakeholders
2. Inform strategic planning and decision making
3. Act as a benchmark for future festival analyses to make sure HAF is improving year on year.

2023 Festival Summary

Pre-launch sales tracked strongly when compared to previous years before slowing down around Christmas. Unfortunately, it was the North Island's second wettest summer with many outdoor event cancellations which we believe made customers reluctant to buy tickets early. This was further exacerbated by Cyclone Gabrielle hitting the country over the two weeks prior to opening. This resulted in minimal uptake in sales over a period that usually generates the bulk of the festival's ticket sales.

After a wet launch day, and once the sun eventuated, there was a massive uptake in attendance with total sales doubling during the second week of the festival. Unfortunately, the loss in pre-sales resulted in lower attendance than our initial forecasts suggested.

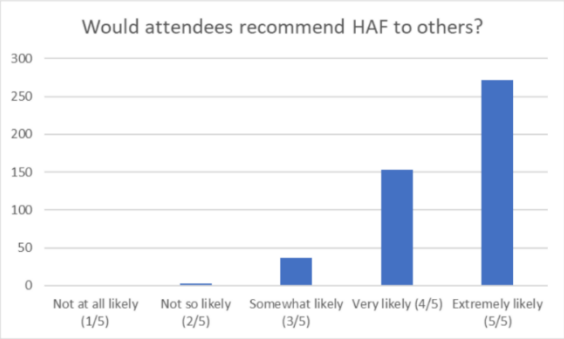
Festival delivery was highly successful with 99% of survey respondents saying they were likely to recommend HAF to others and 91% rating themselves as very or extremely likely to recommend HAF to others.

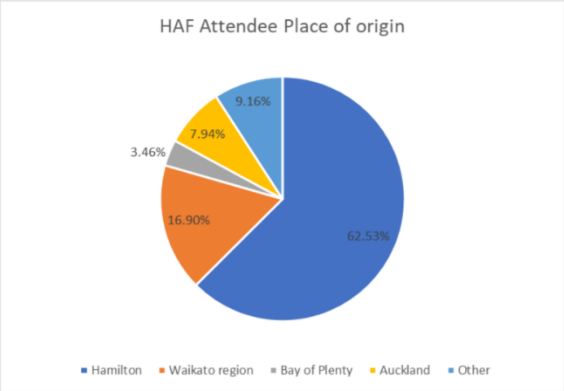
Economic Summary

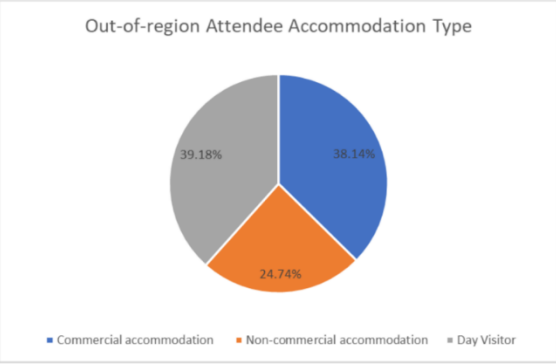
Attendance for the 2023 Hamilton Arts Festival is estimated at 42,249 people. From the interviewed attendees, 20.56% came from out-of-region with 38.14% of these attendees staying in commercial accommodation. However, 31.5% of tickets purchased online to ticketed events were identified as being from outside of the Waikato.

Attendance to ticketed events was down from previous years. Despite tracking strongly post launch, there was no spike in sales the two weeks prior to the festival as per traditional trading cycles. This could be the result of the abnormally wet weather patterns over Spring and Summer combined with Cyclone Gabriel hitting the country the week prior generating a reluctance to commit to purchasing tickets in advance.

The total economic impact for the 2023 Festival is estimated at $2,548,316.80, with $749,358.60 being spent on accommodation and $1,798,958.20 spent in other sectors. This is a significant economic boost to the city.





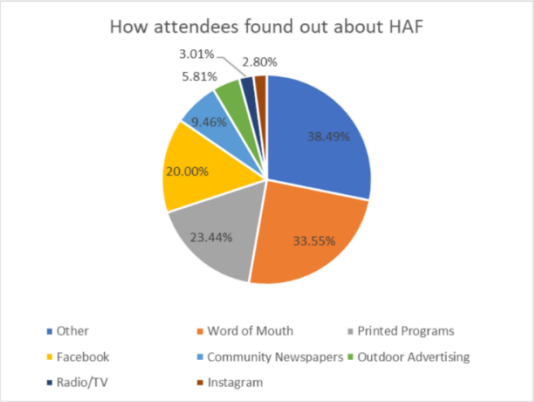


A full breakdown of data can be found in the appendix.

2023 Festival Summary

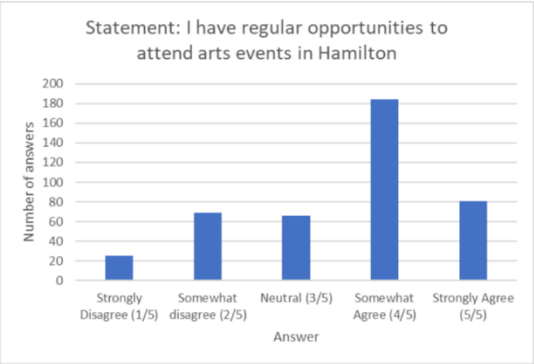
Social Impact Summary

Surveying attendees gave HAF a chance to gain a better understanding of how attendees found out about the festival as well as their perception on arts in Hamilton.



While printed programs and Facebook were the most frequently cited advertising methods, the most common way people reported hearing about the festival were the options 'other' and word of mouth. Many people who selected other informed us they were historical attendees who attend HAF every year.

Testing perceived access to the arts involved asking attendees how much they agree or disagree with the statement 'In Hamilton, I have regular access to arts events.' A quantitative score was awarded for each possible answer with 'strongly disagree' scoring one point and 'strongly agree' scoring five. 425 attendees responded to this question creating an average score of 3.53. This indicates attendees were indifferent to somewhat positive that they have regular access to arts events in Hamilton.



While collecting data several key observations were made about attendees. Note that attendees were not asked directly about age or ethnicity however historical experience means we can be relatively confident in our assumptions in this area.

1. At most shows audiences were predominantly European and aged 50-60+. The exception for this was on Sunday 5th during two HAF events where crowds were noticeably younger and more diverse:
   - Indigo Festival
   - The Great Kiwi Break Off
2. Both CBD activation events, Downtown Sounds and The Great Kiwi Break Off, attracted large numbers of attendees yet very few nearby local businesses were open. This represents significant lost revenue for the CBD and Hamilton's economy.

Strategic Recommendations

This report provides HAF with a picture of its existing attendees and its economic and social benefits to the region. These will provide tools that can be used for benchmarking and goal setting, with future analyses being used to track progress. The following section recommends actions to build upon HAF strategy towards its vision.

Action: Increase Festival Awareness

A successful festival makes residents happy to live in Hamilton and attracts visitors and migrants to the region. Mental wellness is considered a priority need for the Waikato. Waikato residents who believe they have high access to the arts are more likely to have higher overall wellbeing, *regardless of how frequently they attend* (Creative Waikato, 2022).

Each year the Economist Intelligence Unit (EIU) reports on the world's best cities to live in. They rate cities based on five categories:

- Stability (25%)
- Healthcare (20%)
- Education (10%)
- Infrastructure (20%)
- Culture and Environment (25%)

If we consider the first four categories to be relatively similar across New Zealand cities, it suggests culture and environment is Hamilton's best opportunity to increase its liveability and reputation compared to other cities. The availability of culture is a key factor influencing a city's overall score for culture and environment (EIU, 2022).

Our data showed festival attendees had mixed responses as to whether or not they believed they had consistent access to Arts Events. It follows that a core focus for HAF and its strategic partners should be to increase perceived access to the arts. There are two ways to approach this:

1. Hold more arts events - this can be challenging as it introduces considerable costs and logistics.
2. Increase awareness of current arts events. Hamilton has no shortage of arts events however low awareness creates major wellbeing and reputational losses.

If the goal is to increase wellbeing and awareness, event attendance is not the measurement that should anchor decisions. Instead, effectiveness of arts investments should be considered on a variety of conditions centred around local and out-of-region perceptions of Hamilton and its arts scene. This is a shift in focus for HAF from attendance to awareness.

This report recommends increasing the marketing for HAF with the focus on building awareness of the festival and associated events. There is growth potential for this as shown by the number of attendees who found about the festival through main advertising channels compared to word of mouth and historic attendance. Our goal is that if you stopped a random kiwi on the street, they would associate Hamilton with Arts & Entertainment events such as HAF.

It follows that an increase in marketing does not necessarily need to result in a proportional increase in attendance, as changing the perception of arts in Hamilton is our main goal. Using this year's perception score will provide an important benchmark to ensure we are improving year on year. A goal for the festival could be to increase perceived access to the arts to 4.5 by 2026.

Strategic Recommendations

Action 2: Ensure HAF reflects Hamilton's Demographics

However, increasing marketing won't be effective if there aren't any acts kiwis want to see. Like the rest of New Zealand, Hamilton's demographics are changing over time with European ethnicities decreasing and Māori/Pacifica and Asian ethnicities increasing (Stats NZ, 2018).

As mentioned, the prevalent attendee demographic at the 2023 HAF was 50-60+ Europeans. While this has served the festival well, shifting its focus in accordance with Hamilton's changing demographics is desirable but creates a core issue for the festival:

In order for HAF to be successful it needs to create the maximum reputation and wellbeing benefits it can.

In order to maximise social benefits HAF needs to book acts that appeal to new demographics.

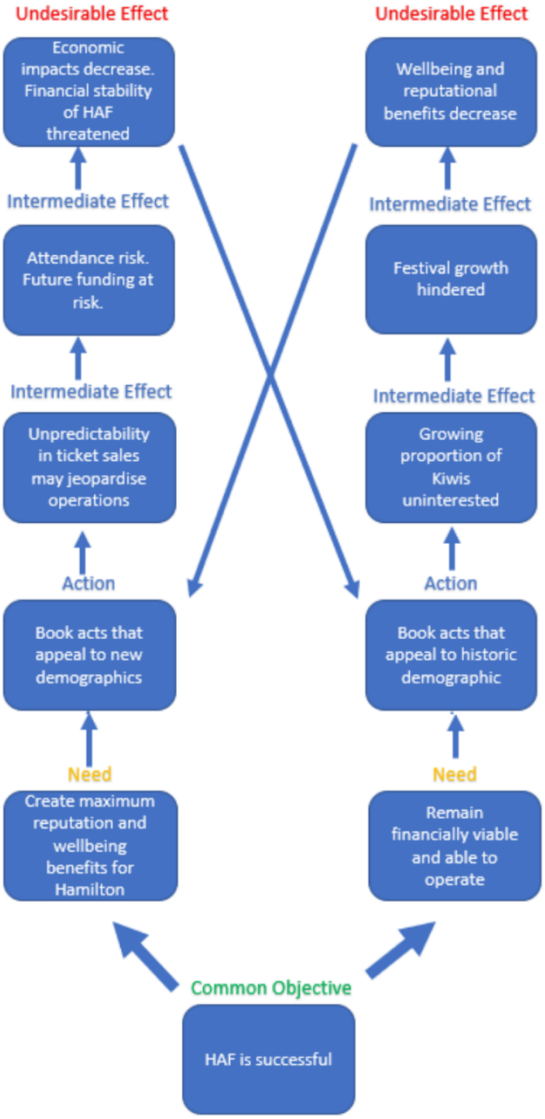
However, this creates an attendance risk and threatens the financial stability of the festival.

In order for HAF to be successful, it needs to remain financially viable.

In order to remain financially viable and able to operate, HAF should book acts that appeal to their current audience demographic.

However, this alienates demographics and decreases the reputation and wellbeing benefits of the festival.

This creates a circular problem further illustrated by the following diagram:



Strategic Recommendations

This issue is not unsolvable however and both needs can be simultaneously achieved. Communicating strategic goals to festival sponsors who share our vision will help maintain HAF's financial viability as they understand and support our focus on creating the largest reputation and wellbeing benefits possible. Offering artists contracts that include marketing/publicity packages as well as Koha donations is another way to mitigate financial losses niche acts may incur.

Action 3: Further connect Hamilton's Artists to Audiences

A good festival benefits Hamilton throughout the year. Festivals create value by agglomerating attractions and audiences. Artists performing will frequently get access to larger audiences and more exposure than usual. Attendees get greater access to artists and at a lower average cost. Festivals like HAF act as a platform connecting artists to audiences.

HAF currently advertises and includes artists in their program. Local artists commented on the challenges of advertising and how HAF channels enabled them to reach many more people than usual. Building on this value will lead to year-round economic opportunities for artists and further develop Hamilton's Arts scene.

There is currently no database for Hamilton artists, instead word of mouth is frequently used to find and book acts. HAF and its stakeholders should look to create an online directory featuring HAF artists and their work. This will work as promotional material for Hamilton and its artists, increasing the local artists profiles. It will help potential audiences find and book these artists, ensuring they can make a living year-round.

HOW CAN HAF ACHIEVE ITS VISION?

The main issue stopping HAF from achieving its vision is its lack of resources. Implementing the previous recommendations is currently not feasible as it must remain financially viable with limited funding. Gaining further sponsorship would resolve this funding crisis and position the event for growth as it receives greater long term investment by local council and core funders. The festival also presents a strong proposition for new corporate sponsorship.

To ensure this does indeed help the festival, we need to check if it solves our circular problem:



HOW CAN HAF ACHIEVE ITS VISION?

Elevating the Hamilton Arts Festival Toi Ora ki Kirikiriroa to Regional New Zealands Premier Multi-Day Cultural Tourism Event is one way this can be achieved. The Hamilton Waikato Regional Major Events Strategic Plan identifies the following three event types:

SOCIAL ANCHOR EVENTS
Events that expose a wide cross-section of the population to new experiences making the region a more attractive and engaging place to live. Social value is demonstrated by high levels of attendees.

ECONOMIC ANCHOR EVENTS
Events that generate significant amounts of new money into the economy, usually through the attraction of visitors from outside the region who spend money in the local economy.

ICONIC ANCHOR EVENTS
Events that generate both significant social value and new money into the economy.

The Hamilton Gardens Summer Festival Foundation aspires to position the Hamilton Arts Festival as an Iconic Anchor Event for the region.

HAF currently has the proposition to achieve iconic status, and additional support from sponsors will allow the investment needed in national marketing and publicity to generate awareness and maximum economic/social benefits. Compared to other New Zealand arts festivals, HAF is significantly under-resourced and underfunded which restricts its potential to deliver full benefits to the community. HAFs uniqueness due to its setting and world class programming is valuable, rare, and inimitable. This means all that is needed is the right support/organisation to generate a sustainable competitive advantage for Hamilton.

	Valuable	Rare	Hard to Imitate	Organized	Competitive Advantage
	✓				No Competitive Advantage
	✓	✓			Competitive Parity
	✓	✓	✓		Temporary Competitive Advantage
Hamilton Arts Festival?	✓	✓	✓	✓	Sustained Competitive Advantage

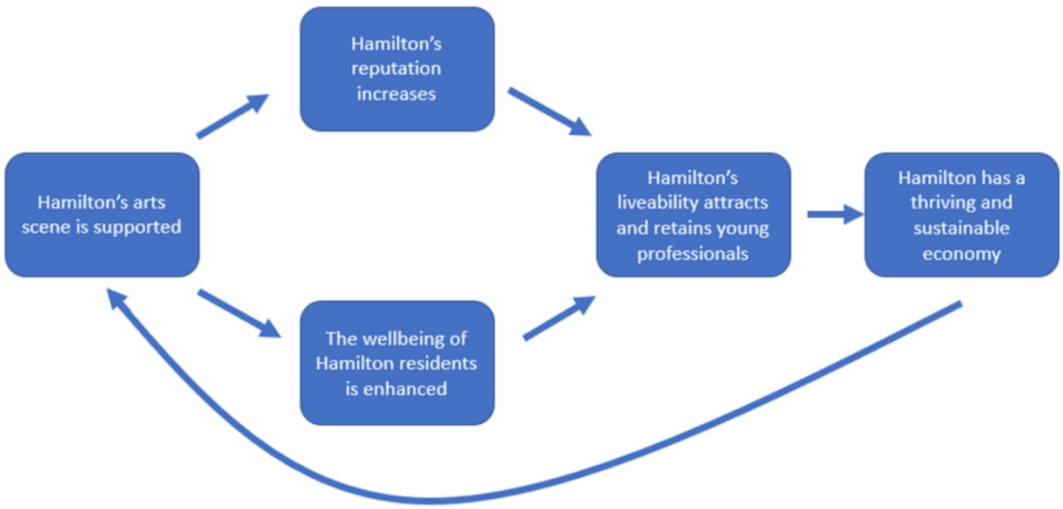
CONCLUSION

HAF is in a strong position and is an important strategic tool for developing the reputation and wellbeing of Hamilton. This will in turn develop Hamilton's liveability and benefit the economy and social wellbeing of Hamilton residents. In order to further develop HAF into a cornerstone of Hamilton's events scene, additional funding is needed to grow and be able to implement the following three recommended actions:ended:

1. Increase HAF marketing, focusing on building awareness to the point where everyday kiwis associate Hamilton with arts & entertainment events like HAF.
2. Expand the demographics HAF appeals to in accordance with the changing demographics of Hamilton.
3. Use HAF's marketing and artist database to create a directory of its artists, promoting their shows and helping them get work year around.

Carrying out the suggested recommendations will help us to create our vision:

Hamilton is known for its culture and liveability. It's thriving economy sustains its artists, creating wellbeing benefits for all.



APPENDIX

Survey Results

1	**Where are attendees from?**		
	Hamilton	62.53%	307
	Waikato region	16.90%	83
	Bay of Plenty	3.46%	17
	Auckland	7.94%	39
	Other	9.16%	45
		Total Answers	491
2	**For out-of-region attendees, was the festival the reason they came to the Waikato?**		
	Yes	66.67%	66
	No	33.33%	33
		Total Answers	99
3	**What accommodation did out-of-region attendees stay in?**		
	Commercial accommodation	38.14%	37
	Non-commercial accommodation	24.74%	24
	Day Visitor	39.18%	38
		Total Answers	97
4	**Length of stay at festival**		
	Average stay	2.20	491 answers
5	**Perceived access to arts events in Hamilton**		
	Strongly Disagree (1/5)	5.88%	25
	Somewhat disagree (2/5)	16.24%	69
	Neutral (3/5)	15.53%	66
	Somewhat Agree (4/5)	43.29%	184
	Strongly Agree (5/5)	19.06%	81
		Total answers	425
		Weighted Average	3.53
6	**Sponsor Recognition**		
	Hamilton City Council	66.67%	260
	Hamilton Gardens	63.33%	247
	The University of Waikato	50.26%	196
	Wel Energy Trust	47.44%	185
	Harkness Henry	39.74%	155
	Trust Waikato	37.95%	148
	Grassroots Trust	31.03%	121
	The Lion Foundation	24.62%	96
	Perry Charitable Trust	23.85%	93
	Lottery Grants Board	21.54%	84
	The Mighty Waikato	21.28%	83
	King St	17.95%	70
	ACLX	14.36%	56
		Total Answers	390
7	**How attendees found out about festival**		
	Other	38.49%	179
	Word of Mouth	33.55%	156
	Printed Programs	23.44%	109
	Facebook	20.00%	93
	Community Newspapers	9.46%	44
	Outdoor Advertising	5.81%	27
	Radio/TV	3.01%	14
	Instagram	2.80%	13
		Total Answers	465
8	**Would they recommend it to others?**		
	Not at all likely (1/5)	0.00%	0
	Not so likely (2/5)	0.65%	3
	Somewhat likely (3/5)	7.97%	37
	Very likely (4/5)	32.97%	153
	Extremely likely (5/5)	58.41%	271
		Total Answers	464
		Total	464
		Weighted Average	4.49

Explanation of data collection methods

Surveying

Surveying was our main source of data with 491 surveys collected. This sample size is enough to give us a 95% confidence interval, meaning we can be 95% certain that our results are true for the total population of attendees. Of these surveys, 44% were intercept/interview surveys with the remainder being post-event/audience completed surveys.

Observation

Data such as attendance and audience demographics was collected by observation. This included the use of techniques including:

1. Hourly basis of observation: at a random point during the hour, numbers at the hub and CBD activation events were estimated by counting attendees in a small area then multiplying that by total area.
2. Arrival/departure rate: at random periods a count of attendees arriving/departing over fifteen minutes was completed. This was then used to estimate crowds changed over each afternoon.

Historical Data

Previous data recorded at Sunset Symphony in 2015 provided a point of reference for our data. For instance, a slightly lower percentage of attendees in 2015 travelled from out-of-region to attend the event suggesting that our data aligns with historical estimates.

Other Data sources

Estimates for daily spending were extrapolated from confidential vendor sales reports as well as secondary sources such as Tourism Industry Aotearoa.

Limitations

While all attempts were made to randomly sample when collecting surveys, it must be acknowledged that there is likely some skews in our data. An example of this is that attendees who were early to shows were more likely to be surveyed than those running late.

Future festivals could look to survey not just attendees, but all Hamilton residents to better understand perceptions around Hamilton and the arts.

REFERENCE LIST

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https://www.eiu.com/n/campaigns/global-liveability-index-2022/

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https://www.stats.govt.nz/tools/2018-census-place-summaries/hamilton-city#ethnicity-culture-and-identity


HAMILTON GARDENS
Arts Festival
HGAF.CO.NZ

Hamilton Gardens Arts Festival Strategic Vision

To develop the Hamilton Gardens Arts Festival into a world class event and the Waikato into an iconic destination.



Explore. **Experience.** Enjoy

Hamilton Gardens Arts Festival

The Hamilton Gardens Arts Festival has been the premier arts and culture event in the Waikato for over 20 years.

Featuring a diverse range of local, national and international acts, all have traditionally been staged in the magnificent award winning Hamilton Gardens creating a magical experience for the people of Hamilton and surrounding districts.



Explore. **Experience.** Enjoy

It is our intention to extend an invitation to the rest of New Zealand so the entire country can experience this phenomenal event.

By doing so, assist in re-branding Hamilton as a vibrant cultural city and eventually the regional arts capital of New Zealand.



Explore. **Experience.** Enjoy

Reason #1
The Liveability of a Growing Cosmopolitan City

Hamilton currently promotes itself as a city of growth, opportunity and innovation.

As New Zealand's 4th largest city, Hamilton is growing quickly. With an estimated population of 160,000, it is expected to grow to 190,000 by 2031 becoming New Zealand's largest regional economy..

Its residents represent over 160 different groups from around the world. Almost a quarter of people living in Hamilton identify with a culture that is not NZ European or Maaori.



Explore. **Experience.** Enjoy

As Hamilton grows, we need to invest in not only infrastructure but our liveability.

Liveability is the convergence between the attributes of a city or region that are seen by individuals as offering them a better quality of life, and those attributes that are seen by investors or businesses as offering them a competitive advantage.

Arts and culture contribute directly to a city's sense of liveability.

Therefore, the presence of diversified lifestyles and cultural choices through the arts has been shown to be a key driver of high economic performance.



Explore. **Experience.** Enjoy

Hamilton has the essential qualities to be one of the most liveable cities in New Zealand.



Explore. **Experience.** Enjoy

Reason #3
Tourism. New Zealand's Premium Economic Driver

Visitors are more attracted to cities that have been transformed into liveable places. These cities are alive with activity during the day and into the evening.

Wellington, Brisbane, Vancouver, Toronto and Melbourne are examples of cities that attract higher visitation through ongoing investment in liveability. Each city is well recognised as a dynamic place driven by arts and culture.

Hamilton and the Waikato region has a significant, vibrant and growing tourism sector.

It is the 5th largest in New Zealand accounting for $1.26 billion in visitor expenditure.

It is surpassed only by Auckland, Wellington, Queenstown and Christchurch.



Explore. **Experience.** Enjoy

The Hamilton Waikato Tourism Strategic Plan identifies major multi-day events attract significant numbers of visitors from outside the region.

Examples of similar events that are recognised as major economic drivers for their region include: WOMAD (Taranaki), Art Deco Weekend (Napier), Tauranga's Jazz Festival, World of Wearable Arts and the International Jazz Festival (Wellington) and the Auckland Arts Festival.

The Hamilton Gardens Arts Festivals' unique proposition not only has the potential to put Waikato on the cultural tourism map, but to showcase the city as one of the most liveable places in New Zealand.



Explore. **Experience.** Enjoy

The Future

Embracing Hamilton's metamorphosis, the Hamilton Gardens Arts Festival recognises its potential to reinvent itself from a highly successful domestic event into a major New Zealand "must do" experience.

In doing so, the Festival could assist in delivering on key outcomes as identified in the following Hamilton City strategic plans:

- The Hamilton Plan
- The Hamilton Waikato Tourism Plan



Explore. **Experience.** Enjoy

Opportunities include:

- Connect the Gardens to the CBD by activating the cycle trail with food stalls, sculpture festival, roaming artists and/or pop-up performance venues.
- Further activate key riverside locations including the Band Rotunda, Waikato Museum, Meteor Theatre, Clarence St Theatre and Victoria on the River.
- Tell our stories in, on and around the Mighty Waikato River.
- Create more indoor venues by repurposing existing under-utilised spaces and structures.
- Enhance food & beverage options free access festival spaces
- Encourage greater collaboration and integration with other local festivals.



Explore. **Experience.** Enjoy

- New low-cost family-friendly twilight experiences.
- Greater emphasis on showcasing the diversity of the people of our region.
- Support local artists to bring more local stories to the Waikato stage.
- Support local artists to develop their career by providing a platform where they can network with national and international artists and producers.
- Invest in nationwide marketing strategies.
- Showcase Hamilton to the rest of New Zealand as the destination of choice that locals know it to be.



Explore. **Experience.** Enjoy

To add to the above, there is also the option of establishing a second winter based festival within the streets of the city's CBD embracing its many live performance venues, cafes, bars and open spaces while further activating the mighty Waikato River (potentially in conjunction with the opening of the Waikato Regional Theatre).



Explore. **Experience.** Enjoy

Where to from here

For more information, please contact:

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HAMILTON GARDENS Arts Festival
HGAF.CO.NZ

Cashflow Forecast

Hamilton Gardens Summer Festival Foundation

April 2023 to March 2024

Note: Figures are GST Exclusive

Account	2023 festival Apr-2023	May-2023	Jun-2023	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Total
INCOME													
Funding													
Hamilton City Council - Core Funder (220)	24,000.00	-	-	-	-		-	140,000.00	-	-	-	35,000.00	199,000.00
Brian Perry Charitable Trust (230)	-	-	-	-	-	-	-	-		-	40,000.00	-	40,000.00
CBD Association		-	-	-	-	-	-	-	-	-	-		-
Central Government - Creative NZ (205)	-		-	-	-	-	-	-	75,000.00	-	-	-	75,000.00
Grassroots Trust (223)	-	-	65,000.00	-	-	-	-	-	-	-	-	-	65,000.00
Lion Foundation (228)	-	-	-	-	-	-	-	20,000.00	-	-	-	-	20,000.00
Trust Waikato (222)	-	-	-	-	-	65,000.00	-	-	-	-	-	-	65,000.00
WEL Energy Trust (221)	-	-	-	-	-		100,000.00	-	-	-	-	-	100,000.00
New Zealand Community Trust	-				7,000.00								7,000.00
Thermal Explorer Regional Events Fund	16,000.00				32,000.00							8,000.00	56,000.00
Sponsorship	-												
Hamilton Gardens Sponsorship	5,000.00					-	-	-	-	-	-	5,000.00	10,000.00
Unsourced Sponsorship	-					-	-	-	-		60,000.00	60,000.00	120,000.00
Friends of Hamilton Gardens	-					-	-	-	-	-	2,000.00	-	2,000.00
Other	-												
Box Office Income (110)	6,500.00					-	-	-	-	-	-	196,923.00	203,423.00
Food and Beverage Commission (241)	-					-	-	-	-	-	-	6,500.00	6,500.00
Orchestra Central Contribution	-					-	-	-	-	-	-	16,000.00	16,000.00
Total Income	**51,500.00**	**-**	**65,000.00**	**-**	**39,000.00**	**65,000.00**	**100,000.00**	**160,000.00**	**75,000.00**	**-**	**102,000.00**	**327,423.00**	**984,923.00**
Less Cost of Sales													
Artist Costs													
APRA (323)	2,400.00	-	-	-	-	-	-	-	-	-	1,500.00	1,500.00	5,400.00
Artists Fees - Free Events (314)	5,250.00	-	-	-	-	-	-	-	-	-	15,000.00	15,000.00	35,250.00
Artists Fees - Ticketed Events (315)	23,745.00	-	-	-	-	-	-	-	30,000.00	-	50,000.00	50,000.00	153,745.00
Artists Fees - Shared Risk	7,100.88										30,000.00	30,000.00	67,100.88
Artist Accommodation and Travel											14,750.00	14,750.00	29,500.00
Per Diems												500.00	500.00
Green Room Expenses (320)	-	-	-	-	-	-	-	-	-	-	1,000.00	1,000.00	2,000.00
Film Expense (318)	402.50	-	-	-	-	-	-		-	-	650.00	650.00	1,702.50
Festival Labour													
Festival Volunteer Labour (330)	9,000.00	-	-	-	-	-	-	-	-	-	-	9,000.00	18,000.00
Stage Managers (372)	7,700.00	-	-	-	-	-	-	-	-	-		16,500.00	24,200.00
Site Manager	-	-	-	-	-	-	-	-	-	-		6,000.00	6,000.00
Hub Coordinator	-	-	-	-	-	-			1,000.00	1,000.00	1,000.00	1,500.00	4,500.00
This is Kiwi Coordinator							2,000.00		2,000.00		2,000.00		6,000.00
Travel & Accommodation											2,500.00	2,500.00	5,000.00
Staff Catering											750.00	750.00	1,500.00
Interns	-											2,000.00	2,000.00
Volunteer Costs (340)	-	-	-	-	-	-	-	-	-	-	-	-	-
Operational Costs													
Audio Visual (306)	3,935.96	-	-	-	-	-	-	-	-	-	1,500.00	1,500.00	6,935.96
Building Consent										300.00			300.00
Cleaning											500.00	500.00	1,000.00
Comms Hire	3,169.19	-	-	-	-	-	-	-	-	-	-	2,500.00	5,669.19
Contingency - Festival Operating (352)	-	-	-	-	-	-	-	-	-	-	2,758.00	2,758.00	5,516.00
Consumables											500.00	500.00	1,000.00
Diesel												1,000.00	1,000.00
Equipment Hire	4,300.02												4,300.02
Fire											500.00		500.00
Fireworks (316)	9,372.50	-	-	-	-	-	-	-	-	-	-	9,500.00	18,872.50
Infrastructure (252)	-	-	-	-	-	-	-	-	-	-		11,000.00	11,000.00

Cashflow Forecast
Hamilton Gardens Summer Festival Foundation
April 2023 to March 2024

Note: Figures are GST Exclusive

Account	2023 festival Apr-2023	May-2023	Jun-2023	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Total
Lighting (307)	25,825.00	-	-	-	-	-	-	-	-		20,000.00	35,000.00	80,825.00
Power (324)	3,149.32	-	-	-	-	-	-	-	-	-	2,500.00	2,500.00	8,149.32
Security (313)	17,521.69	-	-	-	-	-	-	-	-	-		17,000.00	34,521.69
Sound (309)	25,825.00	-	-	-	-	-	-	-	-	-	5,000.00	35,000.00	65,825.00
Staging (312)	28,851.01	-	-	-	-	-	-	-		26,000.00	-	26,000.00	80,851.01
Temporary Fencing (327)	3,000.00	-	-	-	-	-	-	-	-	-		2,500.00	5,500.00
Waste Management	2,000.00	-	-	-	-	-	-	-	-	-	-	1,000.00	3,000.00
Marketing Costs													
Advertising - Design (303)	4,600.00	-	-	-	-	-	-	5,000.00	5,000.00	5,000.00	5,000.00	-	24,600.00
Advertising - Digital Marketing	14,566.01												
Advertising - Discretionary											26,000.00		26,000.00
Advertising - Posters and Signage (304)	3,683.24	-	-	-	-	-	-	1,500.00	1,500.00	1,500.00	1,500.00		9,683.24
Advertising - Stuff	5,938.49	-	-	-	-	-	-	-		2,000.00	7,500.00	5,500.00	20,938.49
Advertising - Media Works	8,205.29	-	-	-	-	-	-	-		2,000.00	7,500.00	5,500.00	23,205.29
Festival Launch costs (332)		-	-	-	-	-	-	5,000.00	5,000.00	-	-	-	10,000.00
Festival Programmes (300)		-	-	-	-	-	-	-	10,000.00	10,000.00	-	-	20,000.00
Photographer (305)	-	-	-	-	-	-	-	-	-	-	-	1,000.00	1,000.00
Website Design & Development (473)	-	-	-	-	-	-	-		7,000.00	-	-	-	7,000.00
Pavilion Costs Specific													
Theme/Dressing	-	-	-	-	-	-	-	-	-	-	10,000.00	10,000.00	20,000.00
	-	-	-	-	-	-	-	-	-	-	-		-
WEL Loan repayments	1,500.00	1,500.00	-	-	-	-	-	-	-	-	-	-	3,000.00
Total Cost of Sales	**221,041.10**	**1,500.00**	**-**	**-**	**-**	**-**	**2,000.00**	**11,500.00**	**61,500.00**	**47,800.00**	**209,908.00**	**321,908.00**	**877,157.10**
Gross Profit	**- 169,541.10**	**- 1,500.00**	**65,000.00**	**-**	**39,000.00**	**65,000.00**	**98,000.00**	**148,500.00**	**13,500.00**	**- 47,800.00**	**- 107,908.00**	**5,515.00**	**107,765.90**
Other Income													
Interest Income (270)	-	-	-	-	-	-	-	-	-	-	-	-	-
Total Other Income	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Festival Core Team													
Artist Liason	-	-	-	-	-	-	-	-	-	-	-	3,000.00	3,000.00
Audience Experience/Volunteer Coordinator	7,000.00	-	-	-	-	-	-	-	-	-	-	7,000.00	14,000.00
Audience Experience Supervisor												3,000.00	3,000.00
Travel & Accommodation Coordinator	-	-	-	-								3,000.00	3,000.00
Director	9,846.16	9,846.16	9,846.16	14,769.24	9,846.16	9,846.16	9,846.16	9,846.16	14,769.24	9,846.16	9,846.16	9,846.16	128,000.08
Associate Director	3,423.08	3,423.08	3,423.08	5,134.62	3,423.08	3,423.08	3,423.08	3,423.08	5,134.62	3,423.08	3,423.08	3,423.08	44,500.04
Technical Director Fee (443)	-	-	-	-	-		-	5,250.00	5,250.00		5,250.00	5,250.00	21,000.00
Ticketing Coordinator	3,000.00	-	-	-	-	-	-	-	-	-	-	3,000.00	6,000.00
Total Operating Expenses	**23,269.24**	**13,269.24**	**13,269.24**	**19,903.86**	**13,269.24**	**13,269.24**	**13,269.24**	**18,519.24**	**25,153.86**	**13,269.24**	**18,519.24**	**37,519.24**	**222,500.12**
Festival Administration													
Bookkeeping Costs (400)	550.00	550.00	550.00	550.00	550.00	550.00	550.00	550.00	550.00	550.00	550.00	550.00	6,600.00
Conerence and Programming expenses			1,375.00			1,375.00			1,375.00			1,375.00	5,500.00
Contingency - Non operational											14,600.00	14,500.00	29,100.00
Fees and Subscriptions (422)	-	-	-	-	-	-	500.00	-	-	500.00	500.00	500.00	2,000.00
General Expenses (199)	-	-	-	-	-	-	200.00	200.00	200.00	200.00	900.00	1,300.00	3,000.00
Health and Safety	-	-	-	-	-	-	-	-	-	-	500.00	-	500.00
Insurance (430)	-	-	-	-	-	-	-	-	-	2,000.00	-	-	2,000.00
Office Expenses (441)	-	-	-	-	-	-	-	600.00	-	600.00	-	-	1,200.00
Printing & Stationery (440)	-	-	-	400.00	-	400.00	-	600.00	-	600.00	-	-	2,000.00
Sponsorship Recognition & Promotion (317)	-	-	-	-	-	-	-	3,000.00	-	-	2,000.00	-	5,000.00

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Account	2023 festival Apr-2023	May-2023	Jun-2023	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Total
Web Hosting (472)	-	-	-	-	-	-	-	-	100.00	100.00	150.00	150.00	500.00
Total Overheads	**550.00**	**550.00**	**1,925.00**	**950.00**	**550.00**	**2,325.00**	**1,250.00**	**4,950.00**	**2,225.00**	**4,550.00**	**19,200.00**	**18,375.00**	**57,400.00**
Total Expenses	**23,819.24**	**13,819.24**	**15,194.24**	**20,853.86**	**13,819.24**	**15,594.24**	**14,519.24**	**23,469.24**	**27,378.86**	**17,819.24**	**37,719.24**	**55,894.24**	**279,900.12**
Cash Surplus (Deficit)	**- 193,360.34**	**- 15,319.24**	**49,805.76**	**- 20,853.86**	**25,180.76**	**49,405.76**	**83,480.76**	**125,030.76**	**- 13,878.86**	**- 65,619.24**	**- 145,627.24**	**- 50,379.24**	**- 172,134.22**
GST - Note that Figures for April are GST inclusive (where we have received the invoice) as the GST is included in the refund aount for Feb/March as on invoice basis. All other figures are GST exculsive													
GST Refund/(Payment) due for Feb/March 2023	32,300.00		-										-
Net GST Movements	**32,300.00**	**-**	**-**	**-**									**32,300.00**
Net Budgeted Cash Movement	**- 161,060.34**	**- 15,319.24**	**49,805.76**	**- 20,853.86**	**25,180.76**	**49,405.76**	**83,480.76**	**125,030.76**	**- 13,878.86**	**- 65,619.24**	**- 145,627.24**	**- 50,379.24**	**- 139,834.22**
Summary													
Opening Balance	132,171.43	- 28,888.91	- 44,208.15	5,597.61	- 15,256.25	9,924.51	59,330.27	142,811.03	267,841.79	253,962.93	188,343.69	42,716.45	
Plus Net Cash Movement	- 161,060.34	- 15,319.24	49,805.76	- 20,853.86	25,180.76	49,405.76	83,480.76	125,030.76	- 13,878.86	- 65,619.24	- 145,627.24	- 50,379.24	
Closing Balance	**- 28,888.91**	**- 44,208.15**	**5,597.61**	**- 15,256.25**	**9,924.51**	**59,330.27**	**142,811.03**	**267,841.79**	**253,962.93**	**188,343.69**	**42,716.45**	**- 7,662.79**	

HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIROA 2024 MARKETING BUDGET

Draft as at March 2023

Breakdown	Cash	Contra	Total		*Explainer/Specs*
Production					
Design/Strategy/Campaign - KingSt Advertising	$20,000.00	$95,000.00	$115,000.00		2024 Festival Theme and Design Frameworks, complete campaign roll out, collateral, signage + management
Photography Mark Hamilton + Videographer	$1,000.00	$7,000.00	$8,000.00		8 Days of event festival photography
Web Hosting		$1,000	$1,000		In kind
Website Design & Development	$7,000.00		$7,000.00		Reskin website based on 2024 theme, populate, events, and content management + Eventfinda Ticketing platform integration
Festival Launch Costs	$10,000.00		$10,000.00		Showreel video, screen hire, entertainment, collateral
Festival Programme	$20,000.00		$20,000.00		A5 44pp @80gsm + 4p Cover @128 gsm, approx 25000 programmes
Programme Distribution	$10,000.00		$10,000.00		Insertions/MailDrop/Etc
	68000	**103000**	**171000**		
Media Placement					
Online					
Stuff Digital	15000	15000	30000		Home Page Takeovers, Native Ad, Video Pre Roll, Mobile Leaderboards
MediaWorks Digital	3000		3000		Local Audience Video Pre Roll - Radio Websites + Whitelist sites
Eventfinda		10000	10000		Partnership Package - eDM, Home Page Features, Banner Ads
Facebook/Insta Ads	8000		8000		Location, interest, page engagement, lookalike, remarketing
Facebook Organic Boosting	1000		800		Ad Hoc Organic Boost Budget
Youtube/Google Display	2500		2500		Location, affinity, in-market, custom intent, remarketing / Responsive Display
Google Search		4000	4000		Search Grant - Location, affinity, in-market, custom intent, remarketing
MetService	2000	2000	4000		App, Mobile, Desktop/ Hamilton Pages - Whangarei, Whitianga, Taupo, Palmerston North, Taranaki, Wellington
Campaign Management	250		250		Reporting and Maintenance Fee
Print					
Stuff - Waikato Times + Community Newspapers		30000	30000		50+ Ads, in geographic target, 5 weeks coverage in lead up to festival
Speciality Print	1250				Budget to support publicity needs, eg Big Idea, North & South
Radio					
MediaWorks - 30s Spot Buy	5000	5000	10000		The Breeze, More FM, The Sound, Magic
MediaWorks - Radio Partnerships		5000	5000		Waikato Breeze Stu & Camielle Partnership
Outdoor					
MediaWorks - Bus Backs	7000	5000	12000		6 x Buses, 4 weeks
City Signage	5000		5000		Shop Frontage Decals + Tactical Corflute City Signage
Fireworks Notification/Distribution	2000		2000		Legal requirement to distrubute flyer within 2km radius of Turtle Lake
Go Media		50000	50000		5 weeks, 22 Sites, Geographically targeted
Montana Phantom Billstickers		5000	5000		Hamilton Street Posters
	52000	**131000**	**181550**		
Media + Production Totals	**120000**	**234000**	**352550**		

		Cash	Contra	Total		

HAMILTON GARDENS ARTS FESTIVAL

2024 DRAFT BUDGET

V1

As at 14 Mar 23

Hamilton Gardens Arts Festival 2024
DRAFT BUDGET 2024

INCOME		2024
Cash Income Sponsorship/Funders	$	730,000.00
Box Office Income	$	196,923.00
Inkind Infrastructure	$	227,600.00
Inkind Accounting Fees	$	15,000.00
Inkind Marketing	$	210,000.00
Food and beverage income	$	6,500.00
TOTAL	**$**	**1,386,023.00**
EXPENDITURE		
Fixed Operational Costs - Festival Team	$	212,500.00
Fixed Operational Costs - Festival Admin	$	43,200.00
Variable Festival Operational Costs	$	508,916.00
Marketing	$	120,000.00
Marketing - In Kind	$	210,000.00
Artist costs	$	256,300.00
Other - In Kind	$	-
Contengency - Non Operational	$	29,200.00
	$	-
TOTAL	**$**	**1,380,116.00**
Profit/Loss	**$**	**5,907.00**

CASH INCOME 2024 *Confirmed

INCOME

WHO	8 Days	TOWARDS
Funders		
Creative NZ	$ 75,000.00	Maximum amount
WEL Energy Trust	$ 100,000.00	
Trust Waikato	$ 65,000.00	Up $15K
Grassroots Trust	$ 65,000.00	Up 15K
Ministry Cultural Heritage Fund	$ -	
Norah Jones Charitable Trust	$ -	
Regional Events Fund	$ 40,000.00	
Momentum	$ -	
Fonterra Grassroots Fund	$ -	
New Zealand Community Trust	$ 7,000.00	
Lion Foundation	$ 20,000.00	
Brian Perry Charitable Trust	$ 40,000.00	Up $20K
TOTAL FUNDING	**$ 412,000.00**	
Sponsors		
Hamilton City Council	$ 175,000.00	Up $55K - Restored to 2019 of $150K plus 5 years CPI
Unsourced Sponsorship	$ 120,000.00	
Hamilton Gardens	$ 5,000.00	
Friends of Hamilton Gardens	$ 2,000.00	
TOTAL CASH SPONSORSHIP	**$ 302,000.00**	

Other		
Orchestras Central	$ 16,000.00	

INTEREST	**$ -**	

TOTAL	**$ 730,000.00**	

HGAF FIXED OPERATIONAL COSTS

Festival Core Team	**8 Days**	
Director	$ 128,000.00	14.5% adjusted for 3 years CPI
Associate Director	$ 44,500.00	14.5% adjusted for 3 years CPI
Programming Consultant	$ -	
Publicist	$ -	Included in Associate Director Fee
Technical Director Fee	$ 21,000.00	
Volunteer Coordinator/Audience Experience/Xe	$ 7,000.00	Ten weeks FT total.
Audience Experience Supervisor	$ 3,000.00	Onsite
Travel & Accommodaton Coordinator	$ 3,000.00	
Artist Liason	$ 3,000.00	
Ticketing Team	$ 3,000.00	
Total Festival Core Team	**$ 212,500.00**	
Festival Admin		
Accounting and Audit Fees	$ 6,500.00	
Bank Fees	$ -	
Computer Expenses	$ -	
Conference and Programming expenses	$ 5,500.00	
Fees and Subscriptions	$ 2,000.00	Mail Chimp, Volunteering Waikato, Dropbox, Survey Monkey
General expenses	$ 3,000.00	
Health and Safety	$ 500.00	Safety equipment / danger paint/ tape
Insurance	$ 2,000.00	PL only
Legal Expenses	-	
Office Expenses	$ 1,200.00	
Printing & Stationery	$ 2,000.00	Business cards, printer toner etc.
Sponsorship recognition & promotion	$ 5,000.00	Sponsor's thank you items, sponsorship collateral, advertising and catering
Telephone & Internet	$ -	
Web Hosting	$ 500.00	
Total Admin	**$ 28,200.00**	
CONTINGENCY - NON OPERATIONAL	**$ 29,200.00**	4% of Fixed Revenue
In-Kind/Contra		
Cleland Hancox - Accounting Fees	$ 15,000.00	
TOTAL FIXED COSTS Excl Core Team	**$ 43,200.00**	

HGAF VARIABLE FESTIVAL OPERATION COSTS

	Budget	
Festival Labour		
Volunteer Labour	$ 9,000.00	
Site Manager	$ 6,000.00	
Stage managers	$ 16,500.00	Two senior x 2 weeks @$1250, 1 Junior x 2 weeks @ $1000
VC Supervisor		
Hub Coordinator	$ 4,500.00	
Volunteer Costs		Meals etc.
This is Kiwi Coordinator	$ 6,000.00	
Travel and Accommodation	$ 5,000.00	
Staff Catering	$ 1,500.00	
Interns	$ 2,000.00	
Operational costs		
Comms Hire	$ 2,500.00	
Volunteer/Crew Vests		
Volunteer Acknowledgement		
Sound	$ 40,000.00	
Lighting	$ 55,000.00	
Staging	$ 52,000.00	
AV	$ 3,000.00	
Power	$ 5,000.00	Generator hire
Fencing	$ 2,500.00	
Infrastructure	$ 11,000.00	Marquees/ toilets/ consumables/ liquor licence/ instal/ de-instal of temporary structures/ piano tuner/ furniture/containers / golf carts etc.
Hamilton Gardens Developments Remedial Requirements		
Onsite Signage		
Fireworks	$ 9,500.00	
Building Concent	$ 300.00	
Consumables	$ 1,000.00	
Diesel	$ 1,000.00	
Cleaning	$ 1,000.00	
Security	$ 17,000.00	
Fire	$ 500.00	
Waste Management	$ 1,000.00	
Liquor License		
Pavillion Venue		
Theme/Dressing	$ 20,000.00	
Building Consent Fees / costs	$ -	

Supervisors time	$	-	
Supervisors travel and accommodation	$	-	
Install / Removal Labour	$	-	Install / Removal Costs - includes volunteers (as per quote @$25/hr)
Green Room Hire	$	-	Roomate Cabins Delivery (free hire)
Freight Costs	$	-	
Aircon	$	-	Hire of units
Contingency	$	-	Lunch for build crew, various hardware, exit sign electrician hook up etc.
WEL Loan Repayments Palace	$	3,000.00	Principle plus interest
Festival Operations Costs	**$**	**275,800.00**	**$272,800.00**
Contingency - Operational	$	5,516.00	2% of total Variable Costs
Additional Catering Costs - Budgeted - VIP Launch	$	-	
Total Festival Operational Costs Excl In Kind	**$**	**281,316.00**	

Inkind/Contra			
Venue Hire - Hamilton Gardens	$	65,000.00	
ACLX	$	162,600.00	
TOTAL IN KIND	**$**	**227,600.00**	

TOTAL INCLUSIVE	**$**	**508,916.00**

MARKETING COSTS 2024

	8 Days		
Advertisting design and management	$	20,000.00	KIng St Contracted Fee
Advertising – Discretionary	$	26,000.00	Explore costs to distribute programmes to all housed in Waikato plus Sunday Star Times
Advertising – Social Media and online	$	6,000.00	
Advertising - Stuff	$	15,000.00	
Advertising - Mediaworks	$	15,000.00	
Festival Launch Costs	$	10,000.00	
Festival Programme	$	20,000.00	Seek Sponsorship
Photography	$	1,000.00	
Web Hosting	$	-	
Website Design & Development	$	7,000.00	King St
Total	**$**	**120,000.00**	**Exclusive of contra sponsorship**

Contra			
Design development	$	95,000.00	King Street sponsorship
Go Media	$	50,000.00	Fully Sponsored
Mediaworks	$	15,000.00	
Montana	$	5,000.00	
STUFF	$	45,000.00	
Total Contra	**$**	**210,000.00**	
Total including Contra	$	330,000.00	

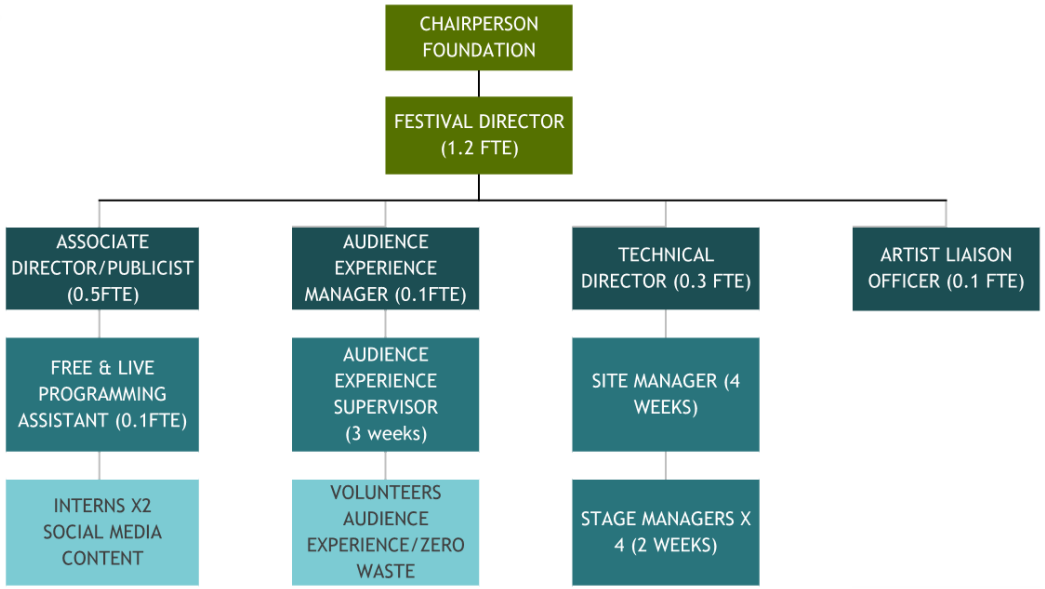
ARTIST COSTS

	8 Days	notes
Artist Fees Ticketed	$130,000	
Artist Fees Non-ticketed	$30,000	
Artist Fees - Shared Risk	$60,000	
Artist Fees/Coordinator CBD	$0	
Accommodation	$21,000	
Travel	$8,500	
Films	$1,300	
APRA	$3,000	
Perdiems	$500	
Green Room expenses etc.	$2,000	
Total Artist Costs	**$256,300**	

BOX OFFICE

	8 Days	
Ticketed Show	$ 124,923.00	
Share Risk	$ 72,000.00	
Net BO	$ 196,923.00	

HAMILTON ARTS FESTIVAL TOI ORA KI KIRIKIRIORA 2024
ORGANISATION CHART



Hamilton City Council
Te kaunihera o Kirikiriroa

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	Balloons over Waikato 2024, 2025 and 2026		
EVENT DATE	12-16 March 2024 and other dates TBA		
APPLICANT	Balloons over Waikato Trust and Classic Events		
EVENT LOCATION	Innes Common and Claudelands Oval	**EVENT TYPE**	Community
EVENT OVERVIEW	• Balloons over Waikato (BOW) is one of the last free large-scale events in New Zealand and one of the biggest in the Waikato, with approximately 100,000 spectators. • The event is described as the "Premier hot air balloon event in New Zealand" with national and international recognition. • The programme over the 5 days features mornings of competitive flying tasks which incorporate community events and local partnerships, including the Hamilton City Council Opening Fiesta and sponsor activations based at Innes Common at Hamilton Lake, balloons visit to a region in the greater Waikato community, as well as afternoon and evening activities around the city, such as the Walk Thru balloon in Garden Place and The BASE Te Awa Basket Burn. • The week will conclude with the ZURU Nightglow (Claudelands Oval) live entertainment, food vendors, carnival rides and the balloon glow choreographed to music, finishing off with the fireworks.		
TARGET MARKET	• Target market is local and regional residents and domestic audience for overnight visitation.		
EVENT OBJECTIVES	• To grow the level of participation and number of spectators through excellence in event entertainment, organisation and communication.		
ATTENDANCE	55,225 total ○ 45,150 from Hamilton ○ 10,075 from outside Hamilton	**BED NIGHTS**	525 bed nights
EXTERNAL FUNDING	The budget provided shows income from sponsorship and grants. Council has previously been one of only four strategic partners of the event.		
PREVIOUS COUNCIL SUPPORT	The event has also received event sponsorship funding on an annual basis since 2008 – 2020 and the value has been between $40k to $108k each year. The 2021-2023 events received an increase of funding to $120k per annum. The event is supported by exclusive use of Innes Common for event week every year and parks fees are waived. A discounted venue hire arrangement is also negotiated by H3 for use of the Claudelands Oval and other spaces on site.		
PAST EVENT PERFORMANCE	BOW is owed by the BOW Trust and is governed by six trustees. The event is delivered and run by Classic Events, led by Michele Connell and Jenni Mulhmann, with over 29 years' experience combined of running BOW. Classic Events employs six staff members and contracts others to work on the event. The festival is a major asset to the region, and has immense value to the city, community and local businesses.		

SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE**	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
	• Strategic Level Partner (only one of four) • Exclusive naming rights to the "Hamilton City Council Opening Fiesta" and promotion on all marketing for this event • Opportunity to profile Hamilton in all national and international marketing	• Personalized recognition and acknowledgement in social media • Council support will be included in ALL aspects of marketing & promotional activity including in radio ads & social media posts	• Exclusive branding on all pilot and crew bags • High profile positioning of the Hamilton Balloon at all lift offs from Innes Common and placement of the Council Marquee in prominent position at Innes Common for duration of the Festival. • Council logo will be included in ALL aspects of marketing & promotional activity

Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES**	**RECOGNITION AND ACKNOWLEGDMENTS**
	• Ability for Mayor to open the Hamilton City Council Opening Fiesta • Ability for Council to supply branded merchandise or host at the morning (at Council's cost) • VIP hospitality package to be used at Council's discretion (10 x family invitations for 20 adults and 20 children, 10 x parking passes and 4 x VIP invites for use by Mayor and guests)	• Recognition as hosts of Balloonist party welcome evening. • Council being acknowledged in the news and press/media releases(s). • Council being given verbal acknowledgement during presentations(s)/public announcement(s).

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$130,000 for three years (2024, 2025 and 2026)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	**Score (5)**
Fit to Hamilton City vision and profile	5
City exposure benefits	4
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	4
Number of anticipated participants	4
Utilisation of city assets	5
Total	**25 / 30**

MANAGEMENT COMMENT
APPROVE $130,000 for three years (2024, 2025 and 2026) Recommended. An iconic legacy event for Hamilton and fit with the event sponsorship fund criteria for pride and profiling. High community support and new audience appeal. Without Council's partnership, this festival could not continue. Funding for this event is very challenging and reliant on Council support.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0072023 From Balloons over Waikato

Form Submitted 3 Apr 2023, 2:09pm NZST

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0072023 From Balloons over Waikato
Form Submitted 3 Apr 2023, 2:09pm NZST

Balloons over Waikato

Start date of Event *
12/03/2024
Must be a date.

Finish date of Event *
16/03/2024
Must be a date.

Time of the Event *
7am each morning and some evenings

Location or Venue *
Innes Common and Claudelands

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Community

If Other, please describe

Amount of Hamilton sponsorship sought *
$150,000 - $130,000 cash and $20,000 contra for use of Claudelands Oval and arena

Are you wanting this sponsorship amount for: *
☐ One year ☐ Two Years (same amount each year) ☑ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *	Balloons over Waikato Please enter the registered (legal) name of your organisation.
Is your Organisation a Legal Entity? *	☑ Yes ☐ No
Please state the type of entity?	Trust
If other, please state	

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0072023 From Balloons over Waikato
Form Submitted 3 Apr 2023, 2:09pm NZST

Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	73-519-551 Please enter your GST number.
Contact Person for this Application *	Mrs Jenni Muhlmann Please enter the name of the primary contact person for this application.
Organisation postal address *	10 Bisley Rd Enderley Hamilton 3214 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 7292 4220 Please enter the contact phone number for the primary contact given above.
Contact email address *	jenni@balloonsoverwaikato.co.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mrs Michele Connell
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	021 608 883
Event Organiser email address *	michele@classicevents.co.nz
Please list prior event experience of both the organisation and event organiser *	Balloons over Waikato is owned by the Balloons over Waikato Trust and is governed by 6 Trustees. The event has been run for the last 19 years by Michele Connell, owner of Classic Events, a Hamilton based event company that runs many successful events in the Waikato such as Round the Bridges and the NZMCA Motorhome Caravan & Leisure Show. Jenni Muhlmann, has been involved in running BOW for coming up to 10 years. Classic Events employs 6 staff members and contract in others to work on this event during and pre event time.
Is there a contract in place with the event organiser or organisation team? *	☑ Yes ☐ No

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0072023 From Balloons over Waikato
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Does your organisation hold intellectual property rights to the event? *	☐ Yes ☑ No
If not, who?	Balloons over Waikato Trust

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The purpose of the Balloons over Waikato Trust is to run an annual ballooning event that continues to maintain Balloons Over Waikato's position as the premier hot air balloon event in New Zealand and a major hallmark event for the Hamilton region, to be recognised both nationally and internationally.

The events core objective is to grow the level of participation and number of spectators through excellence in entertainment, organisation and communication. Balloons over Waikato is one of the last free large-scale events in New Zealand with attendance numbers attracting approximately 100,000 spectators both in person and virtually over the 5 days.

The Trust wants to ensure this much loved event remains safe, free and accessible for everyone, continuing to give back to the wider community.

Our festival programme features 5 mornings of competitive flying tasks which incorporate community events and local partnerships, including sponsor activations based at Innes Common at Hamilton Lake. In 2024 we are once again planning for a balloons visit to a region in the greater Waikato community, as well as afternoon and evening activities around the city, such as the Walk Thru balloon in Garden Place and the the BASE Te Awa Basket Burn.

The week will conclude with the ZURU Nightglow, most likely at our new home of Claudelands Oval. The community who attend will be entertained with live entertainment, food vendors, carnival rides and the stunning balloon glow choreographed to music, finishing off with the fireworks extravaganza!

One again, we intend on Live Streaming this event, which this year saw just short of 25,000 people watch the event

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
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Form Submitted 3 Apr 2023, 2:09pm NZST

live, and many more after. These people came from right around NZ and the world.

We aim to grow this in 2024.

No more than 500 words

Attach any other event outline documents here

No files have been uploaded

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: BoW Strategic Plan 2024-2026.pdf
File size: 317.7 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: BOW BUDGET 2024.pdf
File size: 58.1 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: Marketing and Promotional Plan 2024.pdf
File size: 151.5 kB

Sponsorship Proposal Package

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0072023 From Balloons over Waikato
Form Submitted 3 Apr 2023, 2:09pm NZST

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Proposal.pdf
File size: 707.7 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *
☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	150	75	15	
Spectators	45,000	10,000		
Trade				

Entry Fees

Adult	Child	Older people	Other

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	75	7
Motels		
Camping ground		
Schools		
Home hosted		

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Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
7 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Naming rights to BOW opening morning, the Hamilton City Council Opening Fiesta - Please see FULL SPONSORSHIP PROPOSAL ATTACHED

Idea 2
Space for onsite activations at Innes Common on the opening morning, to include but not limited to signage, marquees etc

Idea 3
Branding on pilot and crew bags

Idea 4
Recognition of hosts of Balloonist Registration Welcome Dinner

Idea 5
Hamilton City Council logo appearing on all promotional media as 1 of 4 strategic partners

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in any news and press/media releases(s).

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.

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2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *	☑ Privacy Statement read
I confirm that I agree with the declaration statement above *	☑ Yes
Full Name of Organisation *	Balloons over Waikato
Full Name of Authorised Signatory *	Rob Hart
Position of Authorised Signatory *	BOW Trust Chairman
Date of Declaration *	03/04/2023


Strategic Plan
2024 - 2026
© Balloons over Waikato Trust

BALLOONS OVER WAIKATO MISSION STATEMENT

To promote, advance and encourage hot air ballooning for the entertainment of the general public and the promotion of the Waikato region.

TRUST VISION

To grow the level of participation and number of spectators and maintain Balloons Over Waikato's position as the premier hot air balloon event in New Zealand and a major hallmark event for the region, nationally and internationally, through excellence in entertainment, organization and communication

Event Goals:

- To strive to provide a world class distinctive Event that is entertaining, fiscally sound and sustainable
- To enhance the attractiveness to sponsors, to build exposure and participation
- To enhance the abilities of the organisation to continue to develop and grow
- To secure long term funding
- To be recognized nationally & internationally for Event excellence
- To be recognized nationally & internationally as having a role in Waikato and New Zealand's tourism/event development
- To achieve administrative excellence in support of core activities
- To display strong leadership and excellence in practice that ensure effective business management
- To be internationally recognised, as a festival which provides world class opportunities for pilots and crew.

Key Strategies:

Our Key Strategic Planning addresses 3 main areas:

Sponsors

To focus on providing sponsors with a high level of satisfaction through being involved with an Iconic Event that gives them significant exposure.

Balloonists

The focus here is on providing an event that promotes ballooning, challenges pilot skills in a competitive situation and encourages the enjoyment of the sport

Public

To focus on providing an entertaining, accessible, safe and free event to as large an audience as possible

Target Market

- To facilitate the identification and continued re-evaluation of our target market.
- To continue to capture and satisfy their enchantment for ballooning.

This is a confidential document and is the sole property of the Balloons Over Waikato Charitable Trust. It may not be photocopied, distributed or disseminated to any party without the express permission of the Trust.

MARKETING AND PR PLAN

An extensive marketing campaign is created each year utilising traditional media such as radio and print, along with editorial, TV coverage and a comprehensive social media campaign.

The target market is wide … from families, to older couples, to Hamilton lovers to those from out of town who love the magic of ballooning. This event appeals to everyone.

The Marketing objective for Balloons over Waikato is multi-faceted. Being a FREE event, with many sub events within the week, the marketing has been curated to cover all parts of the festival. Promotion is split between promoting the daily morning flights from Innes Common, to the evening events at The Base and Waipa, to the CBD Events Walk Thru balloon in Garden Place to the FREE ticketed event at Claudelands - the ZURU Nightglow.

An online Google campaign was planned for the promotion of the FREE tickets to the ZURU Nightglow, however, this event sold out before the campaign had a chance to start. Marketing for Balloons over Waikato starts on social media in early December, running an invite and interest campaign across January & February and moving into a heavy informative messaging campaign throughout March.

The Trust has a sponsorship relationship in place with NZME, who are a valued partner of this event, their promotional reach captures the Waikato, BOP and Auckland markets to the value of over $80,000 per year. They promote the event via radio ads, on air interviews, community information, newspaper, social media and on air competitions, as well as offering MCs and on site activations.

Facebook and Instagram continues to be our most connected way to talk to our large numbers of followers of the event around the world, most cost effectively. The BOW page currently has 32,219 people following us and continues to grow.

The week of the 2023 Festival we served 2,585,744 impressions, had 272,399 page engagements and 14,426 post link clicks. From December to end of March, our community is very engaged.



Instagram has also grown hugely this year, by an increase of 641 followers, with 3,029 total followers. The impact and reach from posting our own, and sharing Instagram stories during the event this year was phenomenal.

Each year we attempt to get nationwide coverage of the festival by inviting all television networks to join us. This year The AM Show with William Wairua joined the event on the Hamilton City Council Opening Fiesta, which gave great promotion of the event and our city on opening morning. Having nationwide media join us annually is an integral part of the marketing plan.

As this event is a favourite in the community we are fortunate to have strong partnerships which assist in the high cost of much of our marketing. However, not all costs are covered, and we have in our budget just over $15,000 for marketing.



SPONSORSHIP PROPOSAL

The pride of our city is undoubtedly Balloons over Waikato. It is an iconic event to our region, with imagery from the event used in marketing from our RTO to local businesses to schools and clubs. This event without question, is a highlight in our communities calendar and one we can all be very proud of.

To celebrate the opening morning of Balloons over Waikato, we continue to offer Hamilton City Council naming rights to 'The Hamilton City Council Mass Ascension'. This will be Hamilton's morning, with the event formally opened by BOW Chairman Rob Hart and Her Worship the Mayor Paula Southgate.

This year we had TV3s The AM Shows William Wairua join us for the morning, who got some fantastic footage at 7.40am of all the balloons floating away enmass over Hamilton Lake, a stunning site that we were proud to show the entire country. We will continue to encourage nationwide media to join us on opening morning.

The Tuesday morning can be heavily branded with Hamilton City Council signage and marquees, and we encourage, as occurred at this years event, for the HCC team to be onsite. It was great to see the HCC Spinning Wheel, creating a lot of fun giving out prizes such as Sweet Treats, Fun things to do and the FIFA activation.







We encourage Councillors and council staff to join in the morning, and expand on the great on site activity done this year.

BRANDING

There is nothing that shows pride in a city then to proudly carry city merchandise. Over the last few years Hamilton City Council has kindly supported the festival with merchandise, providing 35 pilots duffle bags and 150 crew eco bags.



All festival pilots and crew are supplied a bag, that are branded with the Hamilton City Council logo. The pilots receive the larger duffle bag and crew the functional eco bag. Traditionally these are branded as 'Hamilton', however they could be branded with whatever you like … any major event coming up in the city (FIFA World Cup), or to promote some aspect of the city (Hamilton Zoo, Hamilton Gardens) or even to connect the city with the event (Hamilton City Council, the home of Balloons over Waikato).

ZURU NIGHTGLOW AT CLAUDELANDS

This year the ZURU Nightglow was successfully held at the new HCC location of Claudelands Oval. Whilst there was some confusion and fear of missing out, from some public, around the smaller size of the venue… the response from those attending was extremely positive. The feedback around the atmosphere, safety and location of Claudelands Oval was greatly received. As with any huge move, year one had some quirks, but we are looking forward to holding this massive event once again on Council grounds.

As part of this Major Event Sponsorship Fund, we asked that $20,000 be given to the event in contra for using the Claudelands Oval grounds and facilities.







BOW Benefits



- Logo / Hamilton name inclusion on ALL promotional media and publicity as 1 of 4 strategic partners of Balloons over Waikato
- Exclusive Naming of the 'Hamilton City Council Opening Fiesta'
- High profile positioning of the Hamilton Kirikiriroa Balloon at all lift offs from Innes Common
- Hamilton Marquee in place at Innes Common for duration of the festival
- Exclusive branding on all pilot and crew bags (provided by HCC)
- Recognition as hosts of International Balloonist party
- Recognition and continued branding associated as Hamilton, the home of 'ballooning' and 'Balloons over Waikato' nationally.

ZURU Nightglow Hospitality

- VIP Hospitality - 10 x Family invitations **(**20 adults + 20 children)
- 10 VIP parking passes
- 4 x VIP invitations for Mayor and her guests, and preferential parking

BOW Requirements

- Provide Hamilton Marquee for use at Innes Common for duration of the Festival
- Provide additional Hamilton Marquee for use at the ZURU Nightglow
- Provision of Hamilton branded 35 Pilot Bags (Duffle) and 150 bags for crew (Eco)
- Waiving of all fees and bonds for the use of Hamilton City grounds and parks (sound check fees, park bonds etc)
- $150,000 - $130,000 cash and $20,000 contra for use of Claudelands

PLEASE NOTE: This event budget is a guideline only based on previous years budgets.
The end of the BOW Financial year is June 2023.
With the 2023 event only concluding on 18th March, the 2024 budget will not be confirm

Code	BOW Budget - 2024	Mar-23
Code	**INCOME**	BUDGET B-Forecast
	SPONSORSHIP | TOTAL	$ 296,600.00
	GRANTS | TOTAL	$ 220,000.00
	SPECIAL PROJECTS | TOTAL	$ 36,500.00
	Total Income Other	$ 12,200.00
1960	**Income - Contra Sponsorship**	
	TOTAL INCOME	**$ 565,300.00**
Code	**EXPENDITURE**	
	ADMINISTRATION EXPENSES | TOTAL	$ 235,287.00
	ACCOMMODATION | TOTAL	$ 11,028.00
	AIRFARES & TRAVEL | TOTAL	$ 12,700.00
	BALLOONISTS COMPETITIONS | TOTAL	$ 680.00
	ENTERTAINMENT | TOTAL	$ 58,902.00
	FREIGHT & ASSISTANCE | TOTAL	$ 29,870.00
	HOSPITALITY | TOTAL	$ 32,705.00
	INSURANCE | TOTAL	$ 8,400.00
	MARKETING | TOTAL	$ 15,860.00
	BALLOONISTS & OTHER EXP | TOTAL	$ 20,550.00
	VENUE EXPENSES | TOTAL	$ 135,798.00
	TOTAL EXPENDITURE	$ 561,780.00
	Growth Strategy Development	$ -
	Contra Sponsorship	
	Net Income / Loss	$ 3,520.00



Hamilton City Council
Te kaunihera o Kirikiriroa

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	New Zealand Marching Championships 2024		
EVENT DATE	7 – 9 March 2024		
APPLICANT	Marching Waikato Association Incorporated		
EVENT LOCATION	Claudelands – GLOBOX Arena	**EVENT TYPE**	Sports
EVENT OVERVIEW	The New Zealand Marching Championships are hosted every year and the host association is selected from applications to host from applying associations. In 2024, Hamilton has been selected to host. Between 40 -50 + teams and supporters from across NZ will attend to compete and stay in Hamilton for several days (between 4-7).		
TARGET MARKET	NZ wide marching associations, their supporters, family and local spectators		
EVENT OBJECTIVES	• Organise an event to remember • To offer facilities to our competitors that complement their high standard of achievements. • To showcase our Sport of Marching • To host an event as economically as possible for all competitors and spectators. • To Promote Marching in Hamilton with the aim of growing our numbers of coaches, judges, and marchers. • To ensure that our visitors to our city, can leave with the "WOW" factor. • To provide and equal playing field for all teams. • To promote and encourage fair play and sound sportsmanship at all times.		
ATTENDANCE	800 -1,000 total ○ 250 - 400 from Hamilton ○ 550 - 600 from outside Hamilton	**BED NIGHTS**	1,900 to 2,900 due to length of time in city – between 4-7 nights
EXTERNAL FUNDING	Council is the only external funder.		
PREVIOUS COUNCIL SUPPORT	Council has previously supported the national champs in 2017/18 (March 2018) for $25k. This event was due to take place in 2022 and was awarded $20,000 for its 2022 event, which was sadly not able to be delivered due to Covid restrictions. No funding was paid by Council.		
PAST EVENT PERFORMANCE	National level events have taken place in Hamilton (Claudelands in 2012 and 2018). The event organisers have significant experience (35+ years) and have organised over a dozen championship level events. Parent body is Marching NZ, who has sanctioned this event to Waikato Marching.		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE**	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
	• Status as main sponsor – host city	• Recognition in Facebook posts, Instagram postings, National newsletters and all mail outs.	• Brand recognition via logo placement in social media platforms, flyers, website and event shirts • Council logo appearing on any document or advertisement relating to the project.

	COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES	RECOGNITION AND ACKNOWLEGDMENTS
Sponsorship Benefits Available to Council		• Council being acknowledged in the news and press/media releases(s). • Council being given verbal acknowledgement during • presentations(s)/public announcement(s).

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$30,000 for one year (2024)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	**Score (5)**
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	3
Number of anticipated participants	4
Utilisation of city assets	4
Total	**22 / 30**

MANAGEMENT COMMENT
APPROVE $13,000 for one year (2024) Recommended. National level visitor generator, cost effective participation A good fit to event sponsorship fund criteria and approach to encourage more amateur multi-day sporting events to the city. Good number of attendees and length of stay in city.

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Form Submitted 22 Mar 2023, 6:30pm NZDT

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

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New Zealand Marching Championships

Start date of Event *
07/03/2024
Must be a date.

Finish date of Event *
09/03/2024
Must be a date.

Time of the Event *
9am until 6pm daily

Location or Venue *
Globox Arena

Is the Event *
☐ Annual ☐ Biennial (every two years) ☑ Neither

What type of Event are you seeking funding for? *
Sport

If Other, please describe

Amount of Hamilton sponsorship sought *
$30,000

Are you wanting this sponsorship amount for: *
☑ One year ☐ Two Years (same amount each year) ☐ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *
Marching Waikato Assn. Inc.
Please enter the registered (legal) name of your organisation.

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Please state the type of entity?
Incorporated Society

If other, please state

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Is your organisation GST registered? *	☐ Yes ☑ No
If 'Yes' please provide your GST number	Please enter your GST number.
Contact Person for this Application *	Mrs Marie Brown Please enter the name of the primary contact person for this application.
Organisation postal address *	88 Wentworth Dr Rototuna North Hamilton 3210 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 7335 7657 Please enter the contact phone number for the primary contact given above.
Contact email address *	JPWABrown@xtra.co.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mrs Marie Brown
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	027 335 7657
Event Organiser email address *	JPWABrown@xtra.co.nz
Please list prior event experience of both the organisation and event organiser *	I have been Secretary for Marching Waikato for almost 34 years. In this time I have been the organiser for at least 10-12 NZ Championships and North Island Championships. All were hosted here in Hamilton. In recent years we have hosted the NZ Championships here at Claudelands Events centre twice in 2012 and 2018. We also hosted the North Island Championships at this venue in 2018. We are very familiar with the facilities, and staff, and have no hesitation in showcasing our sport again to fellow New Zealanders, in this excellent venue Globox Areana. Several of our office bearers are still involved within our organisation. So generally we have knowledge of hosting these events to the highest of standards. I personally have worked with Marketing and Promotional and other departments of Hamilton City Council. Marching Waikato is well known around NZ by teams and officials, for hosting an event to remember, and of

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	the highest standards possible, befitting of our Sport of Pageantry, Colour, and Competitiveness. Our parent body Marching NZ also enjoy the fact that they can rely on us to put an event to remember together, and when they arrive in our city everything is organised and ready to go, with no stone left unturned. Our plan is to Show Case our city of Hamilton, and create an event to remember once again. A challenge we as an Association look forward to doing. Our motto, "We will Achieve"
Is there a contract in place with the event organiser or organisation team? *	☑ Yes ☐ No
Does your organisation hold intellectual property rights to the event? *	☐ Yes ☑ No
If not, who?	The event is owned by Marching New Zealand but hosted by Marching Waikato Assn. Inc

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *	The New Zealand Marching Championships are held annually. Who and where this will be held is by a selection by Marching New Zealand. Associations from around NZ submit applications to MNZ Board to host, and in this case, Marching Waikato was the selected body. We were selected to host this same event in 2021, but due to Covid, the event was cancelled. Like most other sporting and other events around NZ. Disappointing for all, but a must-do, for health and safety for all. Therefore we really look forward to being able to pick this up again. We are expecting in the region of 45-50 teams to attend from the length and breadth of NZ. A culmination of a season of competitive marching, with all age grades coming together to reach the Champion teams in each grade. A colourful and spectacular event in the ideal venue. Globox Arena can only be described as a venue adding the ambience and facilities required to host such an event for predominately female participants. Our focus is to host an event where all spectators, supporters, teams, and

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officials can leave Hamilton with the continued hype and positivity that they have experienced during their time here. Most teams arrive now on the Monday prior to the championship starting on Thursday and leave on Sunday or Monday afterwards. This allows time for sightseeing, training and just general shopping, eating out etc. This is the pinnacle of their season.
No more than 500 words

Attach any other event outline documents here

Filename: MARCHING WAIKATO ASSN (2).ppt 3 2024.ppt
File size: 860.0 kB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: Business Plan 2024 Nationals.docx
File size: 15.6 kB

Current Event Budget

This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: PROPOSED BUDGET FOR NATIONALS 2024.docx
File size: 14.3 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

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Filename: PROMOTINAL PLAN.docx
File size: 14.4 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: Sponsorship Proposal Package HCC 2024.docx
File size: 32.1 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *
☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.
No files have been uploaded

Attendance

Please do not exaggerate

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	100	350-400		
Spectators	150-300	200		
Trade		?1		

Entry Fees

Adult	Child	Older people	Other
$30.00	$10.00		

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	25	4
Motels	300-400	6 or 7

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Camping ground	0	
Schools	0	
Home hosted	0	

Will all accommodation be located in Hamilton? If not, where? *
☐ Yes
☐ No
☑ Other: teams make their own accommodation arrangements but generally in Hamilton or as close to as possible.

What is the anticipated average stay in Hamilton for participants?
6 to 7 nights

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
Extra visitors to Hamilton City

Idea 2
Motel Beds required for visitors who are all eating, shopping,sightseeing,

Idea 3
Usage of visits to Hamilton Zoo, Swimming Pools, Hamilton Gardens

Idea 4

Idea 5
Hamilton City Council logo appearing on any document, or advertisement relating to the project.

Idea 6
Hamilton City Council being given verbal acknowledgement during presentations(s)/public a nnouncement(s).

Idea 7
Hamilton City Council being acknowledged in the news and press/media releases(s).

Declaration And Privacy Act Authroisation

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2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.
3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

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I confirm that I have read the privacy statement above *	☑ Privacy Statement read
I confirm that I agree with the declaration statement above *	☑ Yes
Full Name of Organisation *	Marching Waikato Association Incorporated
Full Name of Authorised Signatory *	Marie Denise Brown
Position of Authorised Signatory *	Association Secretary/Event Organiser
Date of Declaration *	23/03/2023


MARCHING WAIKATO
ASSN.INC.
Hosts
NEW ZEALAND
MARCHING CHAMPIONSHIPS
7th, 8th, & 9th March 2024

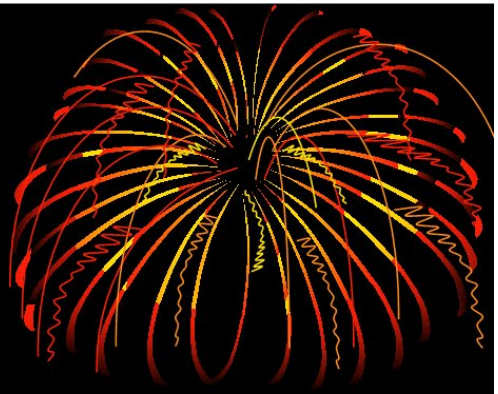

WE ARE BACK !!
WE WERE DOWN BUT NEVER OUT.
COVID GOT US ONCE
BUT NEVER TWICE

WHAT HAPPENED!!



- Like so many other sporting codes Marching was hit by Covid. Resulting in a down turn in our numbers, and the struggle is real as we now strive to rebuild.

Marching Waikato Association






WE NEED YOUR HELP
Presented by :
Secretary: Marie Brown
MARCHING WAIKATO ASSN INC.

MARCHING WAIKATO ASSN. INC



We are NOT:
Part of 2024 Rugby World Cup!

We are NOT:
Part of FIFA World Cup!

BUT WE ARE:
SERIOUSLY COMPETITIVE TOO

BUT!!



WE DO DRAW SUPPORTERS FROM ALL AROUND NEW ZEALAND

WE DO ONLY NEED UP TO 14 PLAYERS

WE DO WEAR UNIFORMS

WE DO WEAR BOOTS
(SPECIALLY MADE)

WE DO NEED
FINANCIAL HELP TOO!!

HISTORY OF MARCHING

Marching is unique to New Zealand, it was introduced as a business house fitness activity some 75 years ago, for wives, and girlfriends to do whilst their men were away at war.

Marching Waikato has been in existence for most of that time, 65 + years.

In our hearts it is as:

COMPETITIVE NOW AS IT WAS THEN!

COMPETITIVE MARCHING



CONSISTS OF TECHNICAL DRILL

Under 12's Under 16's, Seniors & Masters

- Compulsory set moves for each grade. Movements set by MNZ.
- Judged – a panel of 5 judges
  - Covering various technical correctness's per grade criteria

DISPLAY



- **Team Choice of music and performance. Many hours are spend by the coach of the team to choreograph this phase. A time specification of up to 3.50 minutes is required.**

Judged – 2 judges

- **Musical Interpretation**
- **Patterns & Formations**
- **Enjoyment**
- **Degrees of difficulty**
- **Precision / Timing**

WHO IS MARCHING WAIKATO ASSN. INC



- We are a voluntary based Committee of supporters that administer the Sport of Marching in Waikato, under the auspices of our parent Body Marching New Zealand.
- We currently have 6 registered teams in Waikato.
- A membership base of around 130

WHO FUNDS MARCHING WAIKATO?



Marching Waikato is funded by:

"OUR TEAMS"

- Team Competition Entries and Levies
- Weekly Competition raffles.
- Small admin grant (not guaranteed)
- Membership Fees.


• AT THE INDOOR EVENTS CENTRE
GLOWBOX ARENA

WHY THIS VENUE



- BRILLIANT FACILITY THAT CATERS FOR ALL TEAMS & COMPLIMENTS OUR SPORT
- EVEN PLAYING FIELD FOR ALL
- EXCELLENT VIEWING FOR PUBLIC
- GOOD CENTRAL LOCATION

WHO WILL BENEFIT FROM THIS EVENT



- ALL PARTICIPANTS COMPETING AT THIS EVENT.
- HAMILTON CITY by way of:
  - MOTELS
  - RESTARAUNTS / CAFES / BARS
  - SHOPS/ MALLS
  - SKY CITY CASINO
  - SUPERMARKETS
  - TE RAPA POOLS
  - TEN PIN BOWLING
  - HAMILTON ZOO
  - OTHER PLACES OF INTEREST: Hamilton Gardens, Parana Park, Kiwi House, Waitomo Caves

WHO ARE OUR CUSTOMERS



- 40-50+ Marching Teams from around New Zealand = 550+ Marchers
- Team Coaches & Officials
- MNZ Representatives
- Team Supporters
- General Public
- HAMILTON CITY

FINANCIAL ASSISTANCE BECAUSE!



- All teams have already needed to fundraise to get to Hamilton for this event, for accommodation, travel, food, door charges, entry fees, etc as well as their own domestic season.
- If we can keep our charges to them to the lowest cost possible then they will have more money to spend in our city.
- THE END RESULT SHOULD SHOW A SMALL SURPLUS OF FUNDS TO OUR ASSN.
- This would allow us to continue to promote and grow our sport in Waikato, keeping our sport cost effective for all.

MARCHING WAIKATOS EXPENDITURE



- National Workshops for Judges, Coaches and Administrators. (These are generally held in Wellington annually)
- Attendance at MNZ Annual Meeting. It is compulsory to have at least 2 Delegates attend. Plus one observer
- Competition Ground Hire
- Administration, postage, copying, paper, phone, internet, etc.
- Importation of judges for our weekly competitions. Annual cost of approx $5000.00

WHAT DOES THE NZ MARCHING CHAMPIONSHIPS CONSIST OF:



- Set up day at Claudelands
- Street Parade / Official Opening
- Teams visit the venues
- Gala March
- Qualifying Marches for Streaming
- Bowl, Plate and Championship Marches
- NZ CHAMPION TEAMS ANNOUNCED
- Close down

OK SO WE NEED HELP



MAIN COSTS WE NEED HELP WITH:

- GLOBOX ARENA Hire fee
- Marketing & Promotion.
- TRANSPORT FOR OFFICIALS

WHY US



- As a volunteer based sport we would be honoured to promote our Sport and City with the Dignity and Proudness it deserves.

- We aim to put Hamilton and our Sport of Marching up there on the map once again for the rest of New Zealand.

- We seriously need to promote and market our sport and this is a good place to start.

MARCHING WAIKATO AIMS

- Marching Waikato aims are to make the New Zealand Championships an enjoyable, and affordable event to remember for all.

- Whilst endeavouring to be:
  - Cost effective but still offering value for our visitors and supporters.
  - Creating a welcoming and friendly environment.
  - Where possible to be able to show case our City of Hamilton to all visitors.

FINANCIAL COSTS TO US



Venue hire:

- **GLOBOX ARENA:** **$25.000.00 +**

Advertising: (estimate) **$ 5.000.00**

- **Radio ?**
- **Digital advertising**
- **Signage**

- **ENTERTAINMENT:** **$ 2,000.00**

- **VENUE SUNDRIES:** **$ 5,000.00**
  Official Catering
  Hiring of equipment, tables chairs,

BUSINESS PLAN FOR THE EVENT.

Marching Waikato has a goal to:

- Organise an event to remember.
- To offer facilities to our competitors that complement their high standard of achievements.
- To showcase our Sport of Marching
- To host an event as economically as possible for all competitors and spectators.
- To Promote Marching in Hamilton with the aim of growing our numbers of coaches, judges, and marchers.
- To ensure that our visitors to our city, can leave with the "WOW" factor.
- To provide and equal playing field for all teams.
- To promote and encourage fair play and always sound sportsmanship.

Where we are at now:

- We have confirmed our venue.
- All Associations in NZ are now fully aware of dates and venue.
- We are now seeking funding for this event, to help us cover costs to host such a spectacle of pageantry and colour from our expected teams. We are submitting our application earlier than normal but believe we can plan better knowing the success of our application for funding. It this application is not successful we will need to apply to other organisations.
- We have a document of guidelines provided by Marching NZ, to make sure we cover off all areas to run this Championship. This will be with us by July 2023.
- Investigating options of souvenirs to help generate funds back to us.
- We will be seeking via all avenues possible at this stage advertising to help cover the printing and collation of our programs. These programs a popular with attendees for history purposes etc. So advertising is and can be NZ wide services.

ORGANISATIONAL STRUCTURE:

At our NZ Marching Association Annual Meeting on 13th July 2022, Our new committee was elected and whilst some of us still remain in our roles, we welcome some new committee members on board, and this will widen the base for volunteers to help with this event.
As we near the 2024 we will organise sub committees to cover off areas of need. At this stage this is too early, so our aim as a whole is to cover areas of need now, to allow us to lighten the load going forward. This system has worked well and spreads the load.
Our committee is made up of 11 capable, hands-on people, who all share the same common goal, within our sport but also for this event. Which is to:

"DELIVER AN EVENT TO REMEMBER FOR ALL".

PROMOTINAL PLAN

Target Market

We are hoping to spread the word of this event through all social media platforms available.

We will also be emailing all Assn's in NZ of details and have them spread this to their teams, and supporters.

Promote through Leisure Marching teams. We are already building up a great repour with these ladies, and can only see this being of benefit to us by extending this out to them

As yet other than the above we have not particularly got any Marketing strategies, but as this season's National event is completed last weekend, we intend to do what we can to use our resources that H3 group have to offer us. We have found them very valuable in previous years.

An official appointment to this role has not yet been done, so as the senior member of our association I will assist any helper coming forward from within our committee. So, for now I will be that first port of call. This topic is on our agenda for our April committee meeting for discussion.

I have several years' experience in organising these events as stated earlier.

Itemised marketing and promotions plan is not sorted completely, as this depends on funding success. We do however plan on using the digital advertising offered by Globox.

Our wish is to promote and market as strongly as funds allow us to. We need new growth in our sport especially here in Waikato, we took a big dive in numbers due to covid, so need to focus our energy on growth this coming season.

Sponsorship Proposal Package

MARCHING WAIKATO ASSN INC ARE SEEKING SPONSORSHIP

FROM THE

HAMILTON CITY COUNCIL EVENTS.

Marching Waikato Assn Inc. Are looking to the Hamilton City Council as the main sponsor for our event of the New Zealand Marching Championships over the 7th 8th & 9th March 2024.

Marching Waikato Assn have hosted several National and Island events over many years, each time the accolades back to us are heart warming and praising, for a well run and organised event. This is only due to the support we receive from our City in the way of funding.

We hope that by having Hamilton City Council funding support we will be able to lessen the need to pass on costs to our competitors and supporters.

We believe that we can help generate income into Hamilton City, by hosting this event. With the families, supporters, and teams attending this prestige Championship. The less people must pay to attend this event the more money they have to spend in and around our great City.

We plan on promoting not only this event but our city as well. We are proud to be part of our " CITY" and know that our visitors will enjoy every moment that they are here too.

As we near the event date we will be sending out information packs to all teams for their supporters, which will include information about the event itself, but also the places to see and things to see in Hamilton.

Our Assn will work hard in any way possible to promote this event so that no stone is left unturned and our City of Hamilton will be rewarded with generated income spent from all.

We will have supporters and teams from the length and breadth of our country from Invercargill to Auckland, and all in between. For some this will be a first time visit so we relish the challenge of making it as enjoyable for them as possible.

We are very keen to seek help and support Hamilton City Council anywhere possible in return for any funding possible.

"WE ARE LOOKING FOR A HAND UP - NOT JUST A HAND OUT"

PROPOSED BUDGET FOR NATIONALS 2024

This is only a preliminary budget, we are applying for funding, and the results of this could affect our vision right now.

This budget was put together from the results of the Statement of Financial Performance from March 2018, when we hosted this event last.

EXPENSES:

Venue hire	$25,000.00
Promotions	5,000.00
Catering	3,500.00
Mini Van Hire (officials)	1,000.00
Souvenirs & Programs	3,500.00
Sundry	
• Misc (field exp, stationery, gifts)	1,000.00
• Volunteers	500.00
• Security / Ushers	3,500.00
TOTAL ESTIMATED EXPENSES	**$43,000.00**

INCOME

Door Sales	15,000.00
Assn Levies	3,150.00
Souvenirs & Programs	8,000.00
Grants	25,000.00
TOTAL ESTIMATED INCOME	**$51.000.00**

Hamilton City Council
Te kaunihera o Kirikiriroa

2023/24 MAJOR EVENT SPONSORSHIP FUND APPLICATION SUMMARY MANAGEMENT RECOMMENDATION			
EVENT NAME	He Piko He Taniwha / Waikato River Festival 2024		
EVENT DATE	1-31 March 2024		
APPLICANT	Tainui Waka Tourism Incorporated		
EVENT LOCATION	Various – Hamilton	**EVENT TYPE**	Performance /Cultural
EVENT OVERVIEW	• The Waikato River Festival – He Piko He Taniwha (Waikato River Festival) aims to develop a unique regional festival focused on celebrating and showcasing the Waikato River to attract strong regional, national and international visitation. • The proposed Hamilton programme for March 2024 includes: ○ HAKA Māori Cultural Experience, Hamilton Gardens; ○ Toia Mai Multidisciplinary Performance, Victoria on the River; ○ Ki Te Hoe Waka Sprints, Ferrybank Precinct; ○ Tohi Light Installation, Between Victoria & Claudelands Street Bridge ○ Pou Whenua Cultural Art Trail Launch, Te Puna o Waikato; ○ The Mighty Waikato Bombing Competition, Wellington Street Beach; ○ 'Waikato Te Awa' Video & Historical Kōrero Series, Waikato Museum; ○ Guided Cultural Tours, Hamilton Riverwide/CBD; ○ Ahi Kaa - Home Fires Concert, Hamilton City (VenueTBC)		
TARGET MARKET	• A range of people from the local community and from outside the region - stakeholder communities from Ruapehu to Port Waikato, Maori communities in Auckland, CNI and Waikato , ethic and new migrant communities and local city residents and ratepayers. • Aim to attract at least 8,000 visitors to Hamilton (and an additional 2,000 to broader programming) with a target of 60% of these visitors being from outside the city.		
EVENT OBJECTIVES	• Stage three Taniwha (Anchor) Events at the northern, central and southern ends of the 72km Te Awa Great River Trail respectively. • Support R&D into 10 Piko (Auxiliary) Events along the 72km Te Awa Great River Trail. • Grow attendance to the HAKA Māori Cultural Experience in Hamilton by 50% (from 2021) . • Attract at least 8,000 visitors to our Taniwha (Anchor) Events with at least 70% of these being out of city/region visitors. • Attract an additional 2,000 visitors to our Piko (Auxiliary) Events with at least 70% of these being out of city/region visitors. • Develop and distribute an inaugural regional calendar (online & print version) that lists all our Inhouse Taniwha and Piko Events and at least 10 other independent community events/experiences allied to the Waikato River Festival umbrella. • Secure at least $665,000 in funding/sponsorship/in kind towards the staging of our 2024 WRF festival programming.		
ATTENDANCE	8,410 total ○ 3,530 from Hamilton ○ 4,880 from outside Hamilton	**BED NIGHTS**	800 bed nights
EXTERNAL FUNDING	The budget provided shows some confirmed external funding from NZ Lotteries Grants Board, Community Development Rust and Waikato River Authority. A number other parties are yet to be confirmed included WEL Energy, Waikato Tainui, NZ Māori Tourism, Creative NZ.		
PREVIOUS COUNCIL SUPPORT	The organiser has had two event sponsorship applications for this event (2021 $25k, 2022 and 2023 $16k) approved. All events were impacted by the pandemic. In 2022 a		

	revised format of the event took place with only $5K funding paid to reflect.		
PAST EVENT PERFORMANCE	Aotearoa Experience Ltd is the Event Director of the 2024 Waikato River Festival. Aotearoa Experience has event management and cultural tourism Experience and is Hamilton based.		
SPONSORSHIP BENEFITS AVAILABLE TO COUNCIL	**NATIONAL & LOCAL EXPOSURE**	**ONLINE & SOCIAL MEDIA PROFILE**	**BRAND PROFILE**
	• Strengthens and broadens the cultural tourism offering of Hamilton City and therefore supports a wide range of HCC strategic objectives • Enhanced use of Hamilton's riverbank venues by the māori community in acknowldgement of the historical and cultural significance of these sites • Support of Council's River Plan vision – "the Waikato River will be the defining heart of Hamilton!" • Support of Council's He Pou Manawa Ora – Pillars of Wellbeing	• Council being acknowledged online via social media and website • Interview with Council representatives for promotion through social media platforms. • Complimentary HCC promotional images from event	• Logo inclusion on all marketing collateral including websites, • posters, fliers or anything prepared • o Venue signage opportunities and exhibition and banner space
Sponsorship Benefits Available to Council	**COMPLIMENTARY AND DISCOUNTED TICKETS OR HOSTING OPPORTUNITIES**	**RECOGNITION AND ACKNOWLEGDMENTS**	
	• Council representatives invited and hosted at key events • Complimentary workshop tickets and personalized tours	• Acknowledgement at trust and stakeholder meetings • Verbal acknowledgement at the launch event • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public	

MANAGEMENT RECOMMENDATION	
SPONSORSHIP REQUESTED	$25,000 for one year (2023)

MANAGEMENT ASSESSMENT AGAINST CRITERIA	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	2
Generation of overnight visitation to city	2
Generation of incremental income to city businesses	2
Number of anticipated participants	2
Utilisation of city assets	3
Total	**15 / 30**

MANAGEMENT COMMENT

DECLINE

It has been noted that in previous years applications the event concept and capability of the organiser has warranted testing but unfortunately to factors (some pandemic related), this has not happened. Unfortunately, due to highly contestable funding availability, unable to support via the MESF.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0142023 From Tainui Waka Tourism Inc
Form Submitted 31 Mar 2023, 11:13am NZDT

Event Details

*** indicates a required field**

2023/24 Funding Round

The funding from the 2023/24 round is available for events taking place in Hamilton from 1 July 2023 - 30 June 2024.

Hamilton City Council has a goal to promote the city through the support of events in Hamilton and has a priority to focus on events and business tourism. The goal is best described as the promotion of Hamilton as a business and event visitor destination of note.

Hamilton's Major Event Sponsorship fund is designed to provide support to organisations delivering events in line with Hamilton's objectives. The application of the Event Sponsorship fund will focus on larger event opportunities where exposure will reach well beyond Hamilton delivering high profile coverage and where it will attract significant numbers of visitors.

Hamilton receives many requests for sponsorship therefore allocation of funds is highly contestable. The money is a sponsorship and not a grant. Hamilton is to be treated as any commercial sponsor would in terms of recognition and benefits and this is negotiated on an individual basis with approved applicants. Sponsorship funding will be allocated to support the effective organisation and marketing of events, and is not intended to fund operating shortfalls.

Objectives

Applicants interested in applying for funding need to ensure their events help to achieve these objectives and meet the criteria of Council's Event Sponsorship Policy

- To ensure best value from Council's investments and that a fair and transparent process is used in the allocation of event sponsorship funds.
- To develop new long term business opportunities for Hamilton Businesses.
- Establish event tourism strategies and new community opportunities as a result

Showing you meet the criteria

You'll need to successfully show us that your event will result in at least one of the benefits listed under the criteria:

1. **Exposure and promotion for the city** The event lifts the status, awareness or profile of Hamilton through the media exposure it receives (international/national & local). It helps position Hamilton as New Zealand's premier events destination and provides proof of Hamilton's positioning as a go-ahead, modern, achieving and well-balanced city.
2. **Economic benefits for the city** The event increases the number of people who would normally come into the city at that time thereby providing potential benefit to local businesses. Events that bring in new money and result in people staying in Hamilton are more desirable. Supports events that bring visitors to Hamilton.
3. **Promote pride and sense of place for Hamilton residents** The event gives local residents and those living outside Hamilton, additional entertainment choice and recreational opportunities as well as creating a more vibrant and interesting local lifestyle.

More information can be found here - https://hamilton.govt.nz/community-support-and-funding/funding/major-event-sponsorship-fund

Name of the Event *

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Waikato River Festival - He Piko He Taniwha

Start date of Event *
01/03/2024
Must be a date.

Finish date of Event *
31/03/2024
Must be a date.

Time of the Event *
Various Times

Location or Venue *
Various

Is the Event *
☑ Annual ☐ Biennial (every two years) ☐ Neither

What type of Event are you seeking funding for? *
Other

If Other, please describe
Multidisciplinary Festival

Amount of Hamilton sponsorship sought *
$25000

Are you wanting this sponsorship amount for: *
☑ One year ☐ Two Years (same amount each year) ☐ Three Years (same amount each year)
Any multi-year sponsorship will be paid the same amount each year over the term of the agreement .

Applicant Details

*** indicates a required field**

Organisation Name and Contact:

Applicant Organisation name *
Tainui Waka Tourism Inc
Please enter the registered (legal) name of your organisation.

Is your Organisation a Legal Entity? *
☑ Yes
☐ No

Please state the type of entity?
Incorporated Society

If other, please state

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Is your organisation GST registered? *	☑ Yes ☐ No
If 'Yes' please provide your GST number	119-957-869 Please enter your GST number.
Contact Person for this Application *	Mr Craig Muntz Please enter the name of the primary contact person for this application.
Organisation postal address *	PO Box 4397 Hamilton East Hamilton East Hamilton East 3247 New Zealand Must be a New Zealand post code.
Contact mobile phone number *	(02) 7346 6512 Please enter the contact phone number for the primary contact given above.
Contact email address *	craig@aeltd.nz Please enter the email address for the primary contact given above.
Name of Event Organiser *	Mr Craig Muntz
Event Organiser Address (if different from above)	
Event Organiser mobile phone number *	027 346 6512
Event Organiser email address *	craig@aeltd.nz
Please list prior event experience of both the organisation and event organiser *	Governing Body – Tainui Waka Tourism Inc. Tainui Waka Tourism Inc. (TWTI) is a Regional Māori Tourism Organisation, formed in 2011 with the mandate of the Tainui Waka Alliance (i.e. Waikato, Raukawa, Maniapoto & Hauraki Iwi Chairs). TWTI is a strategic partner of the Waikato River Festival and has supported the event since its inception. In addition to governance and event secretariat support, TWTI provides an umbrella for funding and sponsorship. Our Vision is: “Sharing our stories with the world”. Our Mission is “To foster the development of Māori Tourism throughout the Tainui Waka region”. Festival Director - Aotearoa Experience Ltd: Aotearoa Experience Ltd (AE Ltd), a Hamilton-based company, is the Festival Director and will be responsible for the overall curation of the event programme in Hamilton. AE Ltd has significant event management and

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cultural tourism experience and a particular interest in the promotion of Intangible Cultural Heritage (ICH). This experience includes:

- Festival Director, Waikato River Festival
- Producer, HAKA Māori Cultural Experience
- Event Manager, Tainui Waka Kapa Haka Festival
- Producer, Tainui Waka Performing Arts Showcase
- Project Manager, Experience Māori (2010 Rowing World Champs)
- Producer, Ahi Kaa – Home Fires Concert
- Sponsorship & Events Manager – WIPCE & Ihi Cultural Extravaganza
- Inbound/Outbound Bespoke Tour Planning & Management
- Co-Producer, Hurihuri – Movement of the Human (HGAF)
- Executive Producer – Videos, CD's, TV Programmes, Documentary
- Executive Producer – Waiora & Tupuna Awa Exhibition

Is there a contract in place with the event organiser or organisation team? *

☑ Yes
☐ No

Does your organisation hold intellectual property rights to the event? *

☑ Yes
☐ No

If not, who?

Event Description and Attachments

*** indicates a required field**

Event Outline

This should include a basic description of your event, the objectives and history of the event and if there is a special theme or focus of the event.

Event Outline *

The Waikato River, flows through the heart of Hamilton City. It is an intrinsic part of our city's identity. It is also of great cultural, spiritual, physical, historical, economic, recreational, environmental and social value to mana whenua and Hamiltonians alike.

The Waikato River Festival aims to weave the diverse stakeholders and communities of the Waikato River to

resource, plan and deliver a unique multidisciplinary festival programme with the scope and scale required to attract strong regional, national and international visitation.

Our strategic intent is to provide a platform for the realization of the following proverbial saying by King Tāwhiao - "Tērā ōku nei hoa kei ngā tōpito o te ao" (Our friends will come from the four corners of the globe) as well as the TWTI vision "Tākiri Tū Te Kōrero Ki Te Ao" (Sharing our stories with the World).

Of particular note, our Hamilton programming aims to bring to life the HCC River Plan vision - "The Waikato River will be the defining heart of Hamilton". Our event programme will broaden and strengthen Hamilton City's cultural and event tourism attributes. It will also position Hamilton as the hub of the regional Waikato River Festival.

Our proposed Hamilton programme for March 2024 includes:

• HAKA Māori Cultural Experience, Hamilton Gardens;

• Toia Mai Multidisciplinary Performance, Victoria on the River;

• Ki Te Hoe Waka Sprints, Ferrybank Precinct;

• Tohi Light Installation, Between Victoria & Claudelands Street Bridge

• Pou Whenua Cultural Art Trail Launch, Te Puna o Waikato;

• The Mighty Waikato Bombing Competition, Wellington Street Beach;

• 'Waikato Te Awa' Video & Historical Kōrero Series, Waikato Museum;

• Guided Cultural Tours, Hamilton Riverwide/CBD;

• Ahi Kaa - Home Fires Concert, Hamilton City (Venue TBC).

In addition, we envisage a variety of independently produced events & exhibitions will be staged and/ or promoted by allied Waikato River stakeholders in support of a Hamilton City-based Waikato River Festival programme. These river-based events and activities will be listed in a regional Waikato River Festival calendar/programme that will serve to broaden the scope and scale of our festival and regional/national/international interest in the event.

We aim to attract at least 8,000 visitors to our Hamilton City programming (and an additional 2,000 to our broader programming) with a target of 60% of these visitors being from outside the city. Many of our events will appeal to international visitors travelling within the country. We envisage over 300 local performing artists,

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cultural exemplars and production crew will be involved in producing our Hamilton programming.

We aim to secure approximately $665,000 in income to deliver the 2024 Waikato River Festival programme with 78% of this income being dedicated to Hamilton City-based programming.

We are kindly seeking an Event Sponsorship investment of $25,000 from Hamilton City Council towards our proposed Hamilton-based programming. This includes a number of Taniwha (Anchor) events as well as Piko (Ancilliary) events as outlined above and in the attached Event Business Plan.

Mā te huruhuru, ka rere te manu

(With feathers, the bird will fly)

No more than 500 words

Attach any other event outline documents here

Filename: HAKA 2020 DLE Red Version Front Page.jpg
File size: 448.8 kB

Filename: HPHT Cultural Tourism Symposium - Online Poster.jpg
File size: 105.7 kB

Filename: Karapiro Waka Banner.jpg
File size: 428.7 kB

Filename: Toia Mai Poster WRF2020.pdf
File size: 918.2 kB

Filename: TWTI Banner - Final (with Pataka).jpg
File size: 1.6 MB

Filename: WAIORA FB Event Cover 1920x1080px (002).jpg
File size: 497.4 kB

Filename: WRF Banner Digital Version.jpg
File size: 367.0 kB

Business Plan for the Event

This should include the following:

- Event goals, objectives and strategies. Current Project Plan – including milestones and timeframes
- Projected budgets
- Organisational structure

Attach your Business Plan for the Event here *

Filename: WRF 2024 Business Plan to HCC.pdf
File size: 902.9 kB

Current Event Budget

2023 Major Event Sponsorship Fund
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This should include the following:

- Detailed budget including cash flow projections, profit and loss forecasts
- A list of confirmed and potential sponsors both financial and in kind (and dollars confirmed/ sought)

Attach your Current Event Budget here *

Filename: WRF 2024 Business Plan to HCC.pdf
File size: 902.9 kB

Marketing and Promotion Plan

This should include the following:

- Target markets
- Marketing objectives
- Marketing strategies including advertising/PR activity and timeline
- Who is responsible for the marketing and promotions plan?
- Do they have experience in either events/marketing/PR? If so, what experience?
- Itemised marketing and promotions plan budget

Attach your Marketing and Promotion Plan here *

Filename: WRF 2024 Business Plan to HCC.pdf
File size: 902.9 kB

Sponsorship Proposal Package

Please attach the specific benefits being offered to Hamilton as a sponsor of your event.

Attach your Sponsorship Proposal Package here *

Filename: WRF 2024 Business Plan to HCC.pdf
File size: 902.9 kB

Economic Impact and Profile

Do you have any existing economic impact data (or a commissioned economic impact report) for this event? *

☐ Yes
☑ No

If yes, please attach latest data along with who collated this material.

Filename: WRF 2024 Business Plan to HCC.pdf
File size: 902.9 kB

Attendance

Please do not exaggerate

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0142023 From Tainui Waka Tourism Inc
Form Submitted 31 Mar 2023, 11:13am NZDT

Numbers Expected	Hamilton	From outside Hamilton	Overseas	
Participants	250	30	40	
Spectators	3,200	3,600	1,200	
Trade	80	10		

Entry Fees

Adult	Child	Older people	Other
Varies	Varies	Varies	Varies

Accommodation

Anticipated number of beds needed

Source	Number of beds	Number of nights
Hotels	200	1
Motels	300	1
Camping ground	50	1
Schools/Marae	50	1
Home hosted	200	1

Will all accommodation be located in Hamilton? If not, where? *
☑ Yes
☐ No
☐ Other:

What is the anticipated average stay in Hamilton for participants?
1

Benefits to Hamilton City Council

Please list your ideas of any benefits of sponsorship that could be offered to Hamilton City Council:

Idea 1
This event will broaden and strengthen the cultural tourism attributes of Hamilton City through research, development & delivery of cultural events and cultural tour experiences in the city with a specific focus on the CBD. It will enhance the utilization and promotion of city parks/reserves and event infrastructure.

Idea 2
This event directly supports the realisation of the stated vision of the HCC River Plan - “The Waikato River will be the defining heart of Hamilton”, through the development of a multidis ciplinary festival programme of river focused events and activities. In also supports the HCC Sponsorship policy by "providing exposure and promotion for the city; economic benefits for the city & promoting pride and sense of place for residents". Of particular note, this event provides a platform for HCC to demonstrate support for the cultural and arts sectors of the city and acknowledge the significant Maaori population of the city given the nature of our event.

Idea 3
HCC Sponsorship will be acknowledged through the placement of the HCC Logo on collateral associated with the Hamilton City programming as well as placement of the HCC logo on generic Waikato River Festival collateral distributed across the wider region. We are also happy to erect HCC banners and flags at all events supported by HCC event sponsorship and our event MC's will be briefed to provide verbal acknowledgement of HCC support.

Idea 4
HCC Councillors, Maangai Maaori and/or key staff will have the opportunity to be invited and hosted at the various events and experiences associated with the HCC programming and we will also facilitate media interviews with HCC representatives for promotion to the community.

Idea 5
HCC sponsorship will be acknowledged through formal press releases and at key Waikato River Festival stakeholder meetings.

Idea 6
This event will bring in new funding and sponsorship to the city which will be used to support local artists and suppliers to our event - many of whom will be HCC ratepayers and residents.

Idea 7
HCC support will greatly enhance our marketing and promotional efforts to drive visitation to Hamilton (particularly from outside of the city) thereby providing economic benefits and increased visitor spend within the city.

Declaration And Privacy Act Authroisation

*** indicates a required field**

In signing this declaration I verify that:

1. This Event Sponsorship Application Form contains information that Hamilton City Council may hold about me/us now or in the future.
2. We are authorised to submit this application and agree that any sponsorship monies received from Hamilton City Council will be used for the project for which it was approved.

2023 Major Event Sponsorship Fund
2023 Major Event Sponsorship Application Form
Application No. MESF0142023 From Tainui Waka Tourism Inc
Form Submitted 31 Mar 2023, 11:13am NZDT

3. We authorise Hamilton City Council to use the information contained in this application for the purposes of administration and promotion of Hamilton City Council.
4. We authorise Hamilton City Council to obtain further information as it may require when considering this application.
5. We authorise Hamilton City Council to publicise, promote and market its involvement in the project and/or activity we request sponsorship for.
6. That our organisation is fully compliant with all applicable legislation, including the requirements under the **Children's Act 2014** to safety check your volunteers and staff (if applicable).
7. We declare that the information provided in this application is true and correct.
8. We acknowledge that any decision made by Hamilton City Council is final and that no reasons for such decision will be given, nor will any correspondence be entered into.

Important privacy information

The personal information that you provide in this form will be held and protected by Hamilton City Council in accordance with our Privacy Statement. A copy of the policy is available here Privacy Policy, and at our libraries, pools and the Municipal Building, Garden Place in accordance with the Privacy Act 1993. The Privacy Statement explains how we can use and share your personal information in relation to any interaction you have with the Council, and how you can access and correct that information. You should familiarise yourself with this Statement before submitting this form.

I confirm that I have read the privacy statement above *	☑ Privacy Statement read
I confirm that I agree with the declaration statement above *	☑ Yes
Full Name of Organisation *	Tainui Waka Tourism Incorporated
Full Name of Authorised Signatory *	Craig Muntz
Position of Authorised Signatory *	Secretariat Officer
Date of Declaration *	31/03/2023

WAIKATO RIVER FESTIVAL

He Piko He Taniwha

2024 EVENT PLAN FOR HAMILTON CITY COUNCIL

i CONFIDENTIALITY STATEMENT

The information contained in this document is confidential, privileged and only for the information of the intended recipient and may not be used, published or redistributed without the prior written consent of Tainui Waka Tourism Inc.

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iii. EXECUTIVE SUMMARY

Kia ora koutou katoa.

Thank you for the opportunity to apply for event sponsorship from Hamilton City Council. We are seeking event sponsorship of $25,000.00 towards the staging of the following Waikato River Festival – He Piko He Taniwha event programming in Hamilton over the month of March 2024:

- HAKA Māori Cultural Experience, Hamilton Gardens
- Toia Maia Multidisciplinary Performance, Victoria on the River
- Pou Taniwha Cultural Art Trail Launch, Te Puna o Waikato
- Mighty Waikato Bombing Competition, Wellington Street Beach
- Waikato Te Awa Video Projection & Historical Kōrero, Waikato Museum
- Te Awa River Ride Cultural Tourism Activation - Hamilton
- He Piko He Taniwha Regional WRF Programme Launch
- Ki Te Hoe Waka Sprints, Ferrybank Precinct
- Tohi Light Installation, location between Claudelands & Victoria Street Bridge
- Ahi Kaa – Home Fires Concert, Hamilton (Venue TBC)

We aim to attract at least 10,000 visitors to our event programming and envisage that over 320 performing artists, visual artists, cultural exemplars and event production crew will be involved in producing this programming.

This event is being staged by Tainui Waka Tourism Inc. (TWTI), a Regional Māori Tourism Organisation formed in 2011 with the mandate of the Tainui Waka Alliance (Waikato, Raukawa, Maniapoto & Hauraki Tribal Chairs). Our vision is: "Tākiri Tū Te Kōrero Ki Te Ao" (Sharing our stories with the world").

The Waikato River, New Zealand's longest river, flows through the heart of Hamilton and is an intrinsic part of our identity. The Waikato River is also of great cultural, spiritual, physical, historical, economic, recreational, environmental and social value to mana whenua and Hamiltonians alike. A dedicated programme of events along the Hamilton riverbanks and focused on showcasing the Waikato River is therefore a most appropriate event for Hamilton City's event sponsorship portfolio.

By way of illustration, this event aligns to the Vision of the Hamilton City River Plan *"The Waikato River will be the defining heart of Hamilton!"* and to the Vision of the Hamilton & Waikato Tourism RTO *"The Waikato River is the vibrant lifeblood of a region recognized for its manaakitanga and alive with visitors enjoying authentic experiences, journeys and communities".* The Waikato River Festival also aligns to Iwi aspirations as outlined in the Waikato Tainui Environmental Plan Tai Tumu, Tai Pari, Tai Ao, Te Ture Whaimana - The Waikato River Vision & Strategy and the Waikato-Tainui Arts Strategy.

The intention of the Waikato River Festival is to weave together the diverse stakeholders and communities of the Waikato River to plan and deliver a multidisciplinary festival programme with the scope and scale required to attract national interest. Our Hamilton programming aims to broaden and strengthen Hamilton City's cultural tourism attributes and position Hamilton City as the hub of the regional Waikato River Festival. The strategic aspirations for the Waikato River Festival are reflected by the following proverbial saying of King Tāwhiao: "*Tērā ōku nei hoa kei ngā tōpito o te ao" (Our friends will come from the four corners of the globe)* and by the TWTI Vision *"Tākiri Tū Te Kōrero Ki Te Ao" (Sharing our stories with the world).*

The development of a regional festival focused on the iconic Waikato River aligns naturally to Hamilton's uniqueness as a river city; historic cultural foundations, current & future cultural tourism offering and stated HCC Event Sponsorship Criteria.

As New Zealand's largest river based city and with a significant Māori population we believe there is a need for HCC to make a strategic investment into supporting the development of kaupapa Māori led events to complement its existing event sponsorship portfolio and to demonstrate support for kaupapa Māori events and the arts/creative sector in general. We also believe that the Waikato River Festival, with it's strong cultural tourism and Hamilton CBD programme focus, is an ideal and logical event sponsorship investment for Hamilton City.

Furthermore, the Waikato River Festival includes the development of events and cultural tourism along the 72 km Te Awa Great River Ride (with Hamilton City being the central hub, Ngāruawāhia the northern anchor and Karāpiro the southern anchor). The Hamilton City hospitality sector will be the major beneficiary of this broader programming as the main WRF programming hub and as the main hospitality and commercial hub for the region. Hamilton City will also benefit from WRF programming along the Te Awa River Trail including the Ki Te Hoe Long Distance Waka Ama race at Lake Karāpiro, Turangawaewae Regatta and Hākari Kai Festival at Ngāruawāhia. Hamilton stakeholders will also be invited to participate in WRF programming at other locations along the awa including Waikato Iti (Ruapehu) and Te Puaha o Waikato (Franklin).

An estimated $518,000 will be invested into staging of the Hamilton based WRF programming. The majority of these funds will also be spent on Hamilton based suppliers. With HCC sponsorship of $25,000 we aim to leverage the additional funding from a combination of regional and national funders such as Creative NZ, NZ Maori Tourism, Ministry of Culture & Heritage, Te Puni Kōkiri, Trust Waikato and Waikato-Tainui. We have already confirmed significant grant funding from a number of organisations, including a $120,000 grant from the NZ Lottery Grants Board. Whilst grant funding and sponsorship is vital to the staging of this programme, considerable in-kind support will also be secured from our diverse stakeholder communities – including local and visiting performing artists. We also aim to stage a number of ticketed events to help diversify our funding streams and enhance our financial sustainability.

We look forward to delivering the 2024 Waikato River Festival programme and to growing the scope and scale of our WRF programming in Hamilton through the support of Hamilton City Council.

Mā te huruhuru, ka rere te manu
(With feathers, the bird will fly)

1. BACKGROUND AND HISTORY

1.1 Event Team

1.1.1 Governing Body – Tainui Waka Tourism Inc.

Tainui Waka Tourism Inc. (TWTI) is a Regional Māori Tourism Organisation, formed in 2011 with the mandate of the Tainui Waka Alliance (Waikato, Raukawa, Maniapoto & Hauraki Iwi Chairs). TWTI is a strategic partner of the Waikato River Festival and has supported the event since its inception. In addition to governance, TWTI provides an umbrella for funding and sponsorship and in-kind administrative support. Our Vision is: *"Tākiri Tū Te Kōrero Ki Te Ao" (Sharing our stories with the world).* Our Mission is "To foster the development of Māori Tourism throughout the Tainui Waka region". The "Tainui Waka" region covers a significant part of the central North Island as highlighted by the green area in Figure 1 below. Of particular note, Hamilton City is the main commercial hub of the region.

Figure 1: TWTI Geographic Boundary – "Tainui Waka"



1.1.2 Festival Director

Aotearoa Experience Ltd (AE Ltd), a Hamilton based company, is the Festival Director and will be responsible for the overall curation of the event programme. AE Ltd has significant event management and cultural tourism experience and a specialist background in the promotion of Intangible Cultural Heritage (ICH). This experience includes:

- Festival Director, Waikato River Festival
- Producer, HAKA Māori Cultural Experience
- Event Manager, Tainui Waka Kapa Haka Festival
- Producer, Tainui Waka Performing Arts Showcase
- Project Manager, Experience Māori
- Producer, Ahi Kaa – Home Fires Concert
- Sponsorship & Events Manager – WIPCE & Ihi Cultural Extravaganza
- Inbound/outbound Tour Manager
- Co-Producer, Hurihuri – Movement of the Human
- Executive Producer – Videos, Cd's, TV Programmes, Documentary
- Executive Producer, Waiora & Tupuna Awa Exhibition

AE Ltd has direct hands on experience in staging events at all the key venues associated with the proposed 2024 Waikato River Festival programming in Hamilton City. This includes the Hamilton Gardens, Meteor Theatre, Victoria on the River, Waikato Museum, Garden Place and various riverside reserves. AE Ltd will work in collaboration with a number of contracted Event Managers, Mana Whenua, Toi Waikato and project specific stakeholders to curate and deliver the Hamilton programming.

1.1.3 Mana Whenua / River Iwi

Given our interest in anchoring Māori cultural values and programming as a core part of the festival offering and given the legislative mandate of river iwi, our focus to date has been to work with mana whenua/Iwi along the Waikato River to socialise the concept of a regional festival that showcases the Tupuna Awa (ancestral river) - Waikato.

Our intention is to establish kaupapa Māori events and activities that reflect the interests, values and priorities of mana whenua and to embed these events and experiences as core elements of the Waikato River Festival programme.

We have created a number of multimedia resources in support of our initial efforts to raise awareness of the Waikato River Festival. These resources include the filming of the entire 425km of the Waikato River in collaboration with Google Street View and the filming of a video that follows a journey by waka (canoe) as described in the well-known Waikato Tainui traditional chant called 'Waikato Te Awa' (the Waikato River). These resources provide invaluable promotional platforms to reach out to the wider community. For example, the video of the Waikato Te Awa chant has received over 350,000 views to date.

1.1.4 Event Production Companies

We have an excellent track record of working with Hamilton event production companies to ensure that our events are delivered to very strong production values. Specialist expertise will also be contracted as required and reputable Gourmet Food Stall operators and experienced cultural exemplars will be engaged to support our F&B offering.

1.2 Event History

1.2.1 Context

The Waikato River, New Zealand's longest river, flows through the heart of Hamilton and the Waikato region. It is an intrinsic part of our city identity and of great cultural, spiritual, physical, historical, economic, recreational, environmental and social value to a diverse range of river stakeholders and riverside communities, including Hamilton City Council.

For Tainui Waka Tourism Inc. the Waikato River Festival provides an appropriate and logical platform to develop kaupapa Māori events and cultural tourism experiences in support of our cultural tourism strategy "He Piko He Taniwha – Realizing the Cultural Tourism potential of the Waikato". To date we have focused our limited time and resources to work with mana whenua to socialize the concept of a regional festival focused on their ancestral river. We have also focused on R&D into establishing events and experiences that reflect the cultural values and interests of mana whenua so that these are embedded as a core part of the Waikato River Festival programme.

We have chosen March for the festival delivery as March falls outside of the peak summer tourism season and the weather is still conducive to enable outdoor programming along the river. Furthermore, a number of significant river events (such as, the NZ Iron Man, Tūrangawaewae Regatta, Maadi Cup and Kirikiriroa Marathon) are traditionally held in March and the aim is to complement these significant community events by developing cultural events and experiences along the river to provide a diverse multidisciplinary programme that can be promoted as an integrated Waikato River Festival regional programme offering.

The Waikato River Festival aims to weave together the collective interests and resources of the diverse stakeholder communities along the Waikato River to plan, package and deliver a programme of events and activities with the scope and scale required to attract national and international interest. Such a festival will serve to broaden and strengthen Hamilton's arts and cultural tourism attributes and help realise the TWTI vision of "Sharing our stories with the world". Such a festival draws upon our iconic cultural and geographical identity and comparative advantage with NZ's longest river cutting through the heart of Hamilton City and the Waikato region.

1.2.2 Programming to Date

We begin each Waikato River Festival programme with dusk karakia and ceremonial at Waikato Iti, the starting point of the Waikato River, located in the shadow of Mt Ruapehu. This opening event is hosted by Ngāti Rangi, Ngāti Hikairo and Ngāti Tuwharetoa Iwi with representatives from other Waikato River Iwi and key stakeholder organisations in attendance. We end each festival with dusk karakia and ceremonial at Port Waikato, where the river enters the Tasman sea. This closing event is hosted by Te Pūaha O Waikato Iwi Development Trust, Huakina Iwi Development Trust and the Taniwha Marae collective. In between these two points we aim to establish and grow a diverse programme of events and activities that showcase and celebrate the Waikato River. The intention of our Hamilton programme is to anchor Hamilton City as the main hub of the regional Waikato River Festival programme.

We have staged four Waikato River Festival programmes to date. It must be note that these programmes have been delivered with limited resourcing. It is also important to note that our work efforts to date has been largely dictated by the timeframes, priorities and interests of mana whenua / river iwi. Covid-19 restrictions and concerns have also forced the cancellation of programming in 2021, 2022 and 2023. Events and experiences delivered to date cover multiple sectors and genres, including:

- Ceremonial (e.g. Karakia)
- Art Exhibitions (e.g. Tupuna Awa, Waiora)
- Concerts (e.g. Riverfest)
- Educational (e.g. He Piko He Taniwha Cultural Tourism Symposium)
- Cultural Tourism (e.g. Haka Māori Cultural Experience)
- Multimedia Resources (e.g. Waikato Te Awa Video production)
- Sports/Recreation (e.g. Karāpiro Waka)
- Promotional (e.g. Google Virtual Tour of the river)
- Environmental (e.g. Riparian planting)
- Economic (e.g. Cultural Tours / R&D)
- Social (e.g. Woo Table Talk)
- Political (e.g. Regional/National Advocacy)

Our initial programming has raised awareness and attracted strong interest from a diverse cross section of the community. We have also developed a range of multimedia resources and collateral that showcase the Waikato River and provide invaluable promotional platforms in support of the Waikato River Festival moving forward.

"He Piko He Taniwha" (On every bend a chief).
The Waikato River Festival aims to bring this famous proverbial saying to life through the development of a unique festival programme that leverages off the comparative advantages of Hamilton City and that truly reflects our point of difference in the world as New Zealand's largest river-based city. The development of a strong Hamilton programme will serve to support and showcase our cultural tourism and creative sectors, complement the existing mainstream events calendar and enhance social, cultural, environmental and economic well-being in Hamilton.

1.2.3 HCC Support to Date

We were very pleased to be awarded a grant of $25,000.00 from the HCC 2022-2023 Event Sponsorship in support of the 2023 Waikato River Festival programme. We understand that there is limited Event Sponsorship available and that there is very strong competition for such funds. Unfortunately, as a result of Covid-19 we made the decision to cancel our 2023 programming due to concerns relating to Covid-19. As a consequence, the HCC grant of $25,000.00 was not drawn down. Looking ahead we believe the city, region and country is in a much better position for us to plan and deliver a festival programme in March 2024.

2. EVENT OVERVIEW – 2024

2.1 Vision & Mission

2.1.1 Vision

Our vision for the 2024 Waikato River Festival is: "He Piko He Taniwha – Realising the cultural tourism potential of the Waikato".

Our 2024 Waikato River Festival programme will have a particular focus on the 72km Te Awa Great River Trail which commences at Ngāruawāhia, flows through the heart of Hamilton City and ends at Lake Karāpiro. Hamilton will be the primary hub for our 2024 WRF programming.

2.1.2 Mission

Our Mission for the 2024 Waikato River Festival is: "To plan and deliver a multidisciplinary regional festival that showcases and celebrates the Waikato River and provides a platform to broaden and strengthen our city and regional events and cultural tourism offering".

2.2 Goals & Objectives

2.2.1 Goals

a. Build upon the success, awareness and interest generated by previous Waikato River Festival programmes by sharing our Vision & Mission with a broader cross section of the community.
b. Continue to strengthen the cultural foundation and values of the Waikato River Festival by working with mana whenua and Waikato River Iwi.

c. Grow the scope and scale of events and experiences allied to the Waikato River Festival programme with a particular focus on activating the Te Awa Great River Trail and the development of programming in Hamilton City.
d. Develop new Taniwha (Anchor) Event potential and Piko (Auxiliary) Events that engage a broader cross section of stakeholders from across the Waikato River catchment and neighbouring regions.
e. Develop and stage events and activities that provide enduring benefits for Hamilton City and the region and that enhance cultural, environmental, social and economic well-being.
g. Realize the full potential of the Waikato River cycle trails through the development of events and experiences that bring the trails to life, enhance the mauri (lifeforce) of the river and provide a platform for sharing our unique stories with the world.
f. Develop a regional umbrella campaign that lists and promotes all events and activities held in March that are related to the Waikato River.

2.2.2 Objectives

a. Stage three Taniwha (Anchor) Events at the northern, central and southern ends of the 72km Te Awa Great River Trail respectively.
b. Support R&D into 10 Piko (Auxiliary) Events along the 72km Te Awa Great River Trail.
c. Grow attendance to the HAKA Māori Cultural Experience in Hamilton by 50% (from 2021) .
d. Attract at least 8,000 visitors to our Taniwha (Anchor) Events with at least 70% of these being out of city/region visitors.
e. Attract an additional 2,000 visitors to our Piko (Auxiliary) Events with at least 70% of these being out of city/region visitors.
f. Develop and distribute an inaugural regional calendar (online & print version) that lists all our Inhouse Taniwha and Piko Events and at least 10 other independent community events/experiences allied to the Waikato River Festival umbrella.
g. Secure at least $665,000 in funding/sponsorship/in kind towards the staging of our 2024 WRF festival programming**.**

2.3 Hamilton Event Programming

The development of a strong Hamilton WRF programme provides an ideal platform for the realisation of the HCC River Plan vision - “The Waikato River will be the defining heart of Hamilton!” Such a programme also provides a platform to acknowledge the many historical paa sites and places of deep cultural significance that exist along the Hamilton city riverbanks and the importance of the river to Hamilton’s past, present and future cultural identity. It is also appropriate that a kaupapa Māori led organisation (such as Tainui Waka Tourism Inc.) is supported to develop programming focused on the ancestral Waikato River and cultural tourism development in the city. Events proposed for our 2024 Hamilton programme are as follows:

a. HAKA Māori Cultural Experience

This will be a showcase of Māori art and culture in the heart of the international award-winning Hamilton Gardens. Over 120 performing and visual artists are expected to deliver a wide range of cultural performances, interactive arts/cultural workshops and entertainment at this event. This event will also include live hangi and traditional food offering as well as guided walking tours around the Hamilton Gardens and guided waka and e-bike tours from Hamilton Gardens to the Hamilton CBD. This event will complement the opening of the newly redeveloped Hamilton Gardens Visitor Centre.

b. Toia Mai Multidisciplinary Performance

The Toia Mai work will comprise of a fusion of taonga puoro, story-telling, karetao and projection art performance. The proposed venue is the Victoria on the River park (subject to availability). Small grand stand seating will be brought in to add to the seating capacity of the venue. This event is designed to support the local CBD hospitality sector.

c. Pou Taniwha Cultural Art Trail Launch

This event will include performances and presentations in support of the launch of the Pou Taniwha cultural art trail from Port Waikato to Lake Taupo. A number of existing installations in Hamilton (such as Miropiko Pā, Toia Mai, Te Arero o Te Kuri, Ngā Pou Whakamahara o Kirikiriroa, Te Kohao o te Ngira, Riff Raff, Ripples, Te Tiaho o Matariki etc.) will be considered for inclusion in this regional river focused cultural art trial. More importantly Pou Taniwha aims to act as a catalyst for other works to be developed and installed at key sites along the riverbank.

d. Waikato Te Awa Video Projection, Live Performance & Historical Table Talk

This event will comprise of live performance and video projection of the Waikato Te Awa chant (an anthem of the Waikato region). It will be followed by kōrero by cultural exemplars into the sites of significance and historical context described within the chant (which traces a journey by canoe from Port Waikato to Lake Taupo).

e. He Piko He Taniwha Regional Programme Launch

This event will involve the launch of the WRF He Piko He Taniwha Regional Festival Programme. This programme will include in house produced events as well as other independently produced river events and activities held in Hamilton and along the Waikato River over the month of March. There are many significant recreational and cultural events held in March that have expressed interest in being part of this regional promotional calendar. The inclusion of these events and activities will dramatically increase the scope and scale of the umbrella Waikato River Festival programme, thereby enhancing interest and visitation.

f. The Mighty Waikato Bombing Competition

This youth focused event will include live dj's, a river bombing competition and live graf performance art (bombing) on giant billboards located at Wellington Street beach. It will be supported by river safety awareness and promotion.

g. Tohi Light Installation

This event involves the commissioning and display of a light installation on or over the Waikato River. At present we are considering locations between Claudelands and Victoria Street bridge. This installation aims to be the catalyst for the development of a larger stand-alone river-focused art illumination event.

h. Ki Te Hoe Waka Sprints

This event involves the establishment of a new format of short distance waka sprint racing. The proposed course is along the Ferrybank promenade which will provide spectators with excellent views of the water action. Races will comprise of various waka competing against each other over a heat programme to qualify for a final programme. A range of on and off water entertainment will complement the waka racing and event offering.

i. Guided Cultural Tours, River/CBD;

A number of promotional guided walking, waka and ebike cultural tours will be offered throughout the month. Tours will be packaged to provide a range of experiences for the general public, visitors and media.

j. Ahi Kaa - Home Fires Concert, Hamilton City;

The Ahi Kaa – Home Fires Concert will build off the success of previous concert reiterations staged in support of the Hamilton Gardens Arts Festival and Matariki Ki Waikato Festival. A number of international groups are proposed for the 2024 Ahi Kaa – Home Fires concert line up. These international groups will be supported by our leading contemporary and traditional entertainers. We are collaborating with the Auckland Festival to host the proposed international acts from Alaska, Hawaii and Taiwan.

2.4 Hamilton Programme Development

The Waikato River is an iconic feature of Hamilton City and it is appropriate that a strong programme is developed in the city. Our aim is to establish the Waikato River Festival as a truly unique regional festival offering on our national events calendar, with Hamilton City as the regional festival hub.

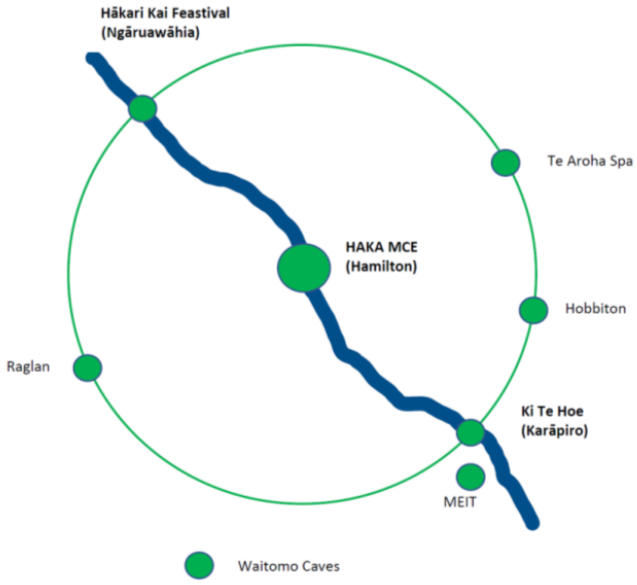
This festival also has a very strong cultural tourism focus which aligns to the key goals of the HCC Event Sponsorship Policy and the TWTI cultural tourism strategy “He Piko He Taniwha – Realising the cultural tourism potential of the Waikato”.

Hamilton City stands to benefit significantly through the growth of our festival programme, as the major accommodation and hospitality hub of the region, and given our focus on the development of events and activities along the 72km Te Awa Great River Ride trail. Some of the events planned along the Te Awa Great River Ride (but outside of the Hamilton City boundaries) include:

a. Ki Te Hoe – a significant long distance Waka Ama event at Lake Karāpiro.
b. Cultural tourism product development at Lake Karāpiro and Sanctuary Mountain in collaboration with Karāpiro Waka.
c. Promotion and support of the Turangawaewae Marae Regatta as an iconic river & cultural tourism event for the region.
d. Haakari Kai Feastival at Durham Street Precinct and The Point in Ngāruawāhia.
e. Development of cultural tourism product at Ngāruawāhia (Taawhia Te Ao Walking Tours).
f. Development of ebike tours from Hamilton to Ngāruawāhia and to Karāpiro in collaboration with Gourmet at the Lake, Dinner on Durham, Karāpiro Waka and River Riders.
g. Opening ceremony and event at Waikato Iti (Ruapehu District).
h. Closing event and ceremony at Port Waikato (Franklin District)

The aim is to schedule and package Taniwha (anchor) and Piko (Ancillary) Events in support of our He Piko He Taniwha Cultural Tourism Strategy (as illustrated in Figure 2) with Hamilton City being the central hub and primary hospitality base.

Figure 2: Te Awa Great River Ride Cultural Tourism Strategy



The Haakari – Kai Feastival, HAKA Maori Cultural Experience and Ki Te Hoe – Festival of the Paddle are proposed inaugural Taniwha (Anchor) Events along the Te Awa Great River Ride. Furthermore, a number of the proposed Piko (Auxiliary) Events also have very strong potential to be developed into Hamilton based Taniwha (Anchor) Events. These include: the Tohi Light Installation event, Ki Te Hoe Waka Sprints and the Ahi Kaa – Home Fires concert.

2.5 Stakeholder Involvement and Benefits

2.5.1 River Iwi Stakeholder Benefits

The well-known proverbial saying *"Ko au te awa. Ko te awa ko au".* (I am the river. The river is me) reflects the intrinsic relationship that Māori have with Waikato River. It is a core part of the cultural identity of river Iwi and the Waikato River Festival naturally aligns to many of the stated aims and objectives of river Iwi, as outlined in the following strategic plans:

- Te Ture Whaimana - The Waikato River Vision & Strategy
- Tai Tumu, Tai Pari, Tai Ao – Waikato Tainui Environmental Management Plan
- Raukawa Environmental Management Plan
- Waikato River Authority Trust, Vision and Strategy for the Waikato River
- Ngā Tapuwae o Hotumauea Riverside Reserves Management Plan
- Ngāti Hauā Environmental Management Plan
- Ngāti Koroki Kahukura Maunga Ki Te Awa Strategic Plan
- Toi Waikato - Kia Hua Kia Puāwai Māori Arts Report

- Tainui Waka Tourism Inc. Strategic Plan
- Ngāti Tahu – Ngāti Whaoa Iwi Environmental Management Plan
- Te Arawa River Iwi Environmental Management Plan
- Ngāti Hikairo Iwi Management Plan – Freshwater
- Ngāti Tūwharetoa Iwi Environmental Management Plan
- Ngāti Rangi Taiao Management Plan
- Waikato Tainui Arts Plan

The opportunity exists for the Waikato River Festival to develop programming in support of many KPIs contained within the Environmental and Strategic Plans of river Iwi & mana whenua stakeholder groups.

2.5.2 Māori Community Stakeholder Benefits

There is an intrinsic relationship between tourism and land, language, culture, arts and identity. Our interest in fostering cultural tourism is derived from our passion for our unique intangible cultural heritage, our natural environment and our desire to advance the social, cultural, spiritual, economic and environmental well-being of our stakeholders and the wider community. Positive benefits to be derived by Māori through this event can be summarised as follows:

Whakapapa (Identity): The Waikato River Festival provides a wonderful opportunity to celebrate and promote ancestral connections to the Waikato River. The regional scope brings river iwi, river authorities and river communities together to strengthen their historical relationships and promote Māori cultural values, histories and sites of significance along the ancestral river.

Oranga (Wellbeing): Māori being confident of enjoying both opportunities and outcomes that are equal to those of all New Zealanders. The awa provides an appropriate platform to develop a wide range of recreational, educational & cultural opportunities for Māori that enhance physical, mental, spiritual and cultural well-being.

Whairawa (Prosperity): The Waikato River Festival also provides an invaluable platform to research & develop cultural tourism events and experiences along the length of the river that will realize economic benefits for Māori and enhance their connection to their ukaipo (ancestral homelands).

Whanaungatanga (Relationships): The Waikato River Festival provides an excellent opportunity for Māori to engage with agencies, organizations and communities across the region with shared interests in the protection and promotion of the river and the realization of its full economic, cultural, recreational, environmental and educational potential.

Reconnecting with place (e.g. the Whenua/Awa) is the foundation of the well-known "Te Whare Tapa Wha" health model, which focuses on the following areas of well-being:

- taha wairua (spirituality)
- taha hinengaro (mental health)
- taha tinana (physical health)
- taha whānau (social relationships)

The Waikato River Festival programme provides an invaluable platform to achieve positive outcomes of well-being for Hamilton's significant (and rapidly growing) Māori population in line with the Te Whare Tapa Wha model by:

- Providing Māori with the opportunity to showcase their unique art and cultural values and by providing non-Māori the opportunity to enhance their appreciation and understanding of such
- Enhancing cultural awareness and understanding – through storytelling and the learning and sharing of local history and stories.
- Safeguarding of matauranga Māori – through researching, learning, developing and sharing of traditional knowledge and practices within our respective communities.
- Enhancing environmental wellbeing - by protecting and restoring sites of scenic & historic value in support of our cultural tourism offering.
- Enhancing social relationships through the staging of cultural events and community activities that bring people together to learn, share & celebrate.
- Strengthening cultural identity – by supporting Ahi Kaa and the physical connection and relationship between Māori (as tangata whenua) with our lands and waterways.
- Boosting mental by providing meaningful and sustainable employment pathways, performance, learning and earning opportunities for Māori cultural exemplars and artists through the development of social enterprises.
- Growing community cohesiveness – by helping to retain and/or attract youth back to the region through the development of cultural tourism initiatives (particularly in more isolated rural areas).
- Building resilience and physical well-being through the offering of recreational programming and activities such as waka ama and physical challenges such as the Hakarimata Steps.

2.5.3 RTO Stakeholder Benefits

From a regional tourism perspective, the Waikato River Festival complements the stated aims and goals of our Regional Tourism Organisation (RTO). For instance, our event aligns with the stated Vision of the Hamilton & Waikato Tourism, Tourism Opportunities Plan "the Waikato River is the vibrant lifeblood of a region recognized for its manaakitanga and alive with visitors enjoying authentic experiences, journeys and communities".

This event also benefits the Hamilton & Waikato Tourism RTO by:

- enhancing collaboration and connectedness across the sector;
- boosting awareness of the diverse offering across the city/region with a particular focus on experiences along the Waikato River catchment;
- supporting product development opportunities with a particular focus on cultural tourism in Hamilton and along the Waikato River; and
- providing a unique point of difference to compete against other regions for our share of visitor growth in a post Covid19 operating environment.

Of particular note, it is well recognised that there is a real absence of Māori cultural tourism experiences in Hamilton City and the Waikato region - despite the presence of a significant Māori population and the existence of significant Māori arts and cultural capital and capacity. The Waikato River Festival aims to address this gap in the market.

2.5.4 Regional Economic Development Agency Benefits

The Waikato River Festival aligns with many goals and strategies of regional economic development agencies. For instance, a Te Waka Ministerial Briefing Paper identified cultural tourism development along the Waikato River as a key platform for boosting regional economic activity and employment and the Mayoral Forum - Waikato Plan also identifies the potential of cultural tourism along the river as a key platform for regional economic growth.

2.5.5 Hamilton City Council Benefits

As previously mentioned, this event aligns to the central Vision of the Hamilton City River Plan - *"The Waikato River will be the defining heart of Hamilton!"* and to HCC Event Sponsorship criteria by providing:

- *exposure and promotion for the city;*
- *economic benefits for the city;*
- *promoting pride and sense of place for residents; and*
- *broadening and strengthening the city/regional brand.*

The Waikato River Festival also complements the stated aims contained within other key HCC plans such as:

- HCC Draft Hamilton Gardens Management Plan;
- HCC Hamilton Arts Agenda Plan;
- HCC Council Partnership with Māori;
- HCC Central City Transformation Plan;
- HCC Economic Development Agenda; and
- HCC He Pou Manawa Ora – Pillars of Wellbeing.

In addition, a tailored sponsorship benefits package can be designed to meet HCC's specific marketing and communications objectives. These benefits could include:

Prior to the event:

- acknowledgement of HCC at trust & stakeholder meetings;
- inclusion of HCC logo in the event programme & all event collateral;
- acknowledgement of HCC support in media releases & interviews; and
- inclusion of HCC logo and support status on all promotional material.

During the event:

- presentation rights for specific events/activities;
- verbal acknowledgment of HCC support by MC's;
- HCC logo acknowledgement on multimedia presentations;
- free premium banner & exhibition space at events;
- VIP passes & hospitality for HCC representatives; and
- Complimentary tickets & personalised tours.

After the event:

- inclusion of HCC logo and display footage in event archival material;
- acknowledgement of HCC in post event media releases and editorial;
- inclusion of HCC logo and acknowledgement in evaluation report & annual report;
- complimentary HCC promotional images from the event; and
- accountability report including quantifiable outcomes & relevant post event data.

2.6 Delivery Mechanism

Given the regional focus of the Waikato River Festival it is necessary to engage with a diverse range of stakeholders across the city and region to plan and deliver this event. We start and end our festival programme with Mana Whenua opening and closing the event at the beginning and ending points of the river. Mana whenua are also involved in the delivery of our inhouse event programming along the entire river.

We will contract in event production companies and organisations to provide core infrastructure (such as staging, sound and light) and specialist support (such as, waka tours). Of particular note, our respective Taniwha and Piko Event Managers will be charged with responsibility for delivering these events in support of our programme. They will work in collaboration with the Festival Director, with Tainui Waka Tourism Inc. providing governance oversight and an umbrella body for funding.

This year we intend to undertake a call for EOI for other independent events and activities that wish to be part of the Waikato River Festival kaupapa. This promotional calendar will include our Taniwha and Piko Events and other independently produced river focused events and experiences held in the month of March. We have already received very strong interest from a diverse range of mainstream events and activities wishing to be part of this umbrella regional promotional campaign, and the inclusion of these events will greatly enhance the scope and scale of the Waikato River Festival as an integrated regional programme offering to the region and country.

Given our specialist tourism focus, our strategic tourism relationships and our tourism experience at the national, regional and local level; Tainui Waka Tourism Inc. is the logical vehicle for bringing about transformational change in our sector and the realization of our regional Māori community aspirations through the Waikato River Festival project. Of particular note, Tainui Waka Tourism Inc. is the most appropriate vehicle for a festival programme focused on the ancestral river and the development of cultural tourism along the Waikato river.

3 STRATEGIC DEVELOPMENT PLAN (2024-2026)

3.1 Strategic Vision & Mission

3.1.1 Strategic Vision (2024-2026)

Our longer-term vision is reflected by the following proverbial saying by King Tāwhiao:
Tērā ōku nei hoa kei ngā tōpito o te ao
(Our friends will come from the four corners of the globe)

Whilst the Covid19 pandemic has had a devastating impact on our tourism and hospitality sectors the sector is now in full recovery mode and our international borders have reopened. The sector projects the return of very strong international visitation by March 2024 (given pre-Covid19 demand and current post recovery growth). The Waikato River Festival is very much focused on ensuring that our key stakeholders, city and the region is better positioned to capitalise on future visitor demand and growth.

3.1.2 Strategic Mission (2024-2026)

Our strategic mission is: "To develop an iconic multidisciplinary regional festival programme of national and international interest that provides an invaluable platform for sharing our stories with the world".

To realize our Vision and Mission we have established the following Strategic Goals and Objectives for the Waikato River Festival for 2024 to 2026:

3. Strategic Goals & Objectives

3.2.1 Strategic Goals

a. Establish Taniwha Events and Piko Events along the Waikato River in collaboration with river Iwi, Māori tourism sector and community stakeholders to broaden and strengthen our cultural tourism offering.
b. Establish relationships with stakeholders across the region & country that wish to provide independently produced events and experiences as part of an integrated regional programme allied to the Waikato River Festival.

3.2.2 Strategic Objectives

a. Establish at least seven Taniwha (Anchor) Events and 15 Piko (Ancillary) Events along the Waikato River.
b. Provide an advocacy platform in support of Māori cultural tourism development along the Waikato River and in Hamilton City.
c. Attract at least 37,500 visitors to the Taniwha events along the Te Awa Great River Ride with 60% of these being visitors from outside of Hamilton and/or international visitors.
d. Attract an additional 19,500 visitors to our wider regional event programming with 60% of these being visitors from outside of Hamilton and/or international visitors.
e. Develop and distribute a regional calendar (online & print version) promoting our Taniwha and Piko Events and a minimum of 15 independently produced allied events and experiences.
f. Secure income through grant funding, sponsorship, in kind and box office revenue of at least $1.8 million in support of the 2024, 2025 & 2026 Waikato River Festival programmes.

3.3 Values

In pursuing our strategic goals and objectives our actions will be underpinned by the following traditional Māori values of the Kīngitanga:

a. Whakaiti (Humility)
b. Whakapono (Belief)
c. Aroha (Affection)
d. Rangimarie (Peacefulness)
e. Manaakitanga (Hospitality)
f. Kotahitanga (Unity)
g. Mahitahi (Togetherness)

Given our mandate to represent the Māori tourism sector throughout the Tainui Waka region, our activities will also be guided by the following traditional values:

h. Mana Motuhake (Authority)
i. Rangatiratanga (Self Determination)
j. Kawanatanga (Governance)
k. Kaitiakitanga (Guardianship)
l. Kawenga (Responsibility)

We believe Māori participation in the tourism and events sector needs to be brought to the forefront to complement and grow our distinctive regional tourism offering and to ensure that tourism and events development and promotion is undertaken in a manner that is environmentally responsible, economically sustainable, culturally appropriate and acknowledges the spiritual, physical and cultural values of tangata whenua (the indigenous people of Hamilton City and the Waikato region).

3.4 SWOT analysis

a. Strengths:

- Strong concept & unique events based on tikanga/history
- Tainui Waka / Iwi mandate
- Strong cultural tourism development focus
- Past experience in delivering 4 programmes
- Personal networks – mana whenua
- Event managers with strong site specific experience/understanding
- Have developed brand collateral
- Strong social media platform established
- Known for delivering high production values
- Significant promotional resources developed
- Timing of event (e.g. outside of peak tourism)
- Regional reach – includes major centres & smaller communities
- Kaupapa Māori organisation & event
- Diverse range of programming experience
- Strong relationships established along the river

b. Weaknesses:

- Limited funding/resources
- Administrative constraints
- Still a relatively new event
- Lack of dedicated marketing and comms resource
- Risk adverse
- Limited mainstream advocacy undertaken to date
- Working to stakeholder priorities, timeframes and capacity (e.g. mana whenua)
- Heavily reliant on volunteers / goodwill of stakeholders
- Regional focus requires greater consultation/ground work

c. Opportunities:

- Build upon existing mana whenua, Iwi and community support
- Growing interest & support from local government & funders
- Opportunities to tap into educational market – sharing our stories
- Potential to weave together a diverse stakeholder base to support programming
- Align programming to support Iwi Strategic & Environmental KPI's

- Widespread regional acknowledgement of the cultural tourism potential of the river
- Build upon strong relationships with production companies & creative community
- Collaborate with Perry Foundation regarding activation along the Te Awa Great River Ride
- No direct competition – develop/grow financially sustainable events
- Events with strong traditional and historical relevance.
- Large Auckland market on our doorstep
- Large corporate entities dependent on the Waikato River (e.g. Mercury)
- Seek corporate sponsorship/major partner funding
- Strong events infrastructure and attractions along the river
- Grow administrative support from TWTI / community
- Wide range of potential funders/sponsors – local, regional, national
- Develop umbrella calendar to boost scope and scale of regional programme
- Iwi social, political, community and economic power base is growing

d. Threats:

- Direct competition for funding/sponsorship
- Lack of local government event sponsorship funding in Hamilton (V8 legacy)
- Lack of cultural representation / interests on funding bodies
- Short term KPI focus of local government staff / venues
- Covid19
- Clashes with other events

Our SWOT analysis provides a useful reference point to inform future actions to capitalise upon our strengths and opportunities and mitigate the impact of identified weaknesses and threats. Our biggest constraint to date has been a lack of administrative resourcing and dedicated Festival Secretariat. The multi-year Community Impact Grant from Trust Waikato to Tainui Waka Tourism Inc. has enhanced our administrative capacity to address some of the SWOT Analysis points, which in turn will be of benefit to the Waikato River Festival.

Our work programme is also designed to provide an important foundation to progress the development of a number of event concepts proposed for delivery in a post Covid19 environment. These include:

- Ahi Kaa – Home Fires Concert
- Tohi Light Installation
- Ki Te Hoe Waka Sprint Festival
- Collaboration with other Festivals (e.g. Matariki Ki Waikato, Auckland Festival, HAF)
- He Piko He Taniwha – support and grow cultural tourism

4. EVENT REQUIREMENTS

4.1 Venues

Liaison with the respective Taniwha (Anchor) Event Managers, venue operators, mana whenua and key stakeholders is already underway. Key venues (such as the Hamilton Gardens) have already been tentatively booked. Tentative enquiries have also been made with respect to our Piko (Auxiliary) Event venue options. However, we are not too concerned about the Piko Event venues at this stage as we have greater flexibility regarding the scheduling of these events.

4.2 Facilities

Key infrastructure required to deliver our Taniwha (Anchor) Events include:

Infrastructure	Status
Waka Ama	• TWOA has agreed to sponsor
Ablutions	• Sufficient on site and/or hired as required
Parking	• Sufficient on site and/or temporary street/parks
Communication RT's	• To be hired from Dove Radio Communications

4.3 Services

Key services and the proposed suppliers of these services are as follows:

Service	Proposed Supplier
Tikanga	• Mana Whenua
Security	• NZ Māori Wardens
Traffic Management	• NZ Māori Wardens, Mana Whenua Groups
Fire	• Fire Permit for Hangi (if required)
Personal Health	• Tu Tonu (PT's, Massage Therapists etc.)
First Aid	• St Johns / NZ Red Cross
Police	• NZ Police - Māori Liaison Officers (if required)
VIP / Staff Catering	• Mana Whenua
Event Transport	• Ruakura Fleet Management (Shuttles)
Public Transport	• Coordinate bus services with Waikato Regional Council
Staff/Artist Accommodation	• Commercial accommodation

4.4 Production

Key production equipment requirements for our Taniwha & Piko Events and proposed local suppliers are as follows:

Production Equipment	Possible Suppliers
Staging	• Stronglite Staging
Power	• ACLX
Sound	• ACLX / Above Productions
Light	• ACLX
Vision	• SBI Productions
Fencing	• Central Rent A Fence

We have worked well with all these production companies in the past and have a good relationship with each of them. We will however be seeking competitive quotes from various suppliers for each production value.

4.5 Legal & Insurance

Our Event Managers have direct experience in running events at each venue and are therefore well aware of the venue hire terms and conditions, permits, insurance and documentation requirements pertaining to each site. Venue Hire Agreements will be completed by the Festival Director in collaboration with each Event Manager. Key insurance and legal requirements are listed below:

Insurance & Legal Requirement	Status
PL Insurance	• Standard condition of venue • Minimum of $2 million to be secured through Vero
Liquor Licensing	• Application to Hamilton City Council, NZ Police
Traffic Management	• Adopt existing Traffic Management Plans
Venue Booking	• Venue Agreement/Permits to Hamilton City Council
Waka Ama	• Sanctioned event covered by the national body
Health & Safety	• Event Health & Safety plan to Venue Operator
River Closure	• Temporary Maritime Event Application to WRC
Waka Ama Paddlers	• Individual paddlers to sign standard waiver
Tour Participants	• Individual participants to sign standard waiver
Tour Operators	• Have own Public Liability & H&S Policies
Commercial Food Stalls	• Permits from Council (as required)
Event Production Suppliers	• Have own Public Liability & Equipment Certification
Artists / Event Leads / Staff	• Service Contracts/JD's, Complete IRD330C/Invoices
Public Notifications	• Processed through Venue Operators
Financial Reporting	• Accounts to be Audited by independent Auditor
Covid 19	• Covid 19 Policy to mitigate impact of restrictions

2.6 Event Feasibility

4.6.1 Logistical Feasibility

We have no concerns relating to the capacity of the proposed venues to cater for our Hamilton based events. Of particular note, the Hamilton Gardens is a dedicated event venue and is well set up to cater for the Haka Māori Cultural Experience. Traffic Management Plans (including possible temporary partial street closure) may be required for some events (e.g. Toia Mai along the Ferrybank Precinct). The scope and scale of the proposed Ahi Kaa – Home Fires concert will dictate choice of venue.

2.6.1 Financial Feasibility

From a financial perspective each event has potential to attract support from a combination of local, regional & national stakeholders with TWTI providing an umbrella for funding and sponsorship development. The aim is to establish our Taniwha Events as independently produced anchor events in support of the Waikato River Festival. This will enable the Secretariat to focus on the development of select Piko Events into future Taniwha Events. We would like to develop at least 3 Taniwha (Anchor) Events in Hamilton City within the next three years.

Our Event Budget provides a breakdown of proposed Income and Costs and includes the investment of $25,000 from HCC. At present, the TWTI Secretariat is assisting with the development of funding and sponsorship in support of this event programme.

As the Waikato River Festival programme grows it is envisaged that a separate charitable trust and Secretariat will be established for the event. Through the support of HCC we aim to boost investment in Waikato River Festival infrastructure and event capacity on the ground. This is required if we are to boost the marketing and promotion of these events to reach and attract our respective target markets and audiences.

5. MARKETING AND COMMUNICATION PLAN

5.1 Situational Analysis

This section provides preliminary details relating to our Marketing and Communications activity. As we are still in the early stages of planning there is more detail to be included in time. Furthermore, we aim to engage a dedicated Marketing & Communications specialist who will be responsible for reviewing, amending (as required) and implementing a marketing and communications plan that generates strong media interest, integrates all communications across the festival and creates a cohesive online strategy utilising website, EDMs and social media.

We envisage making extensive use of social media and will seek the support of event partners such as Te Wānanga o Aotearoa to help leverage publicity, news stories and advertising through their existing media partners, agencies and channels. We will also be making direct approaches to print, radio and TV media to support our events as media partners and/or through publicity. Of particular note, the Waikato River Festival provides an invaluable opportunity for media organisations like Stuff Media to complement the "Our Truth, Tā Matou Pono" campaign - by supporting a kaupapa Māori led festival initiative, to address the historical imbalance of their reporting to date. Respective event stakeholders (e.g. Waikato Tainui) also have invaluable channels to reach our target markets.

5.1.1 Existing Marketing Collateral

We have established a strong marketing and promotional platform that we can draw upon to help promote our kaupapa and event programming, including:

- A video of a traditional chant titled 'Waikato Te Awa' that follows a journey by waka along the entire river. (This video has been viewed over 320,000 times to date).
- A Virtual Tour of the entire river (425km) with a separate gallery featuring sites of significance along the river (including our Taniwha sites - Karāpiro, Te Parapara & Ngāruawāhia).
- We have an established social media presence i.e. www.facebook.com/waikatoriverfestival
- We have developed a festival logo, flags and allied event collateral
- Waiora Exhibition Video x 1 and Artist Profile Videos x 2
- Various media reports and stories e.g. ReNews HAKA Māori Cultural Experience stories

5.1.2 Proposed Marketing Collateral

We intend to develop the following promotional resources:

- "Pou Taniwha" - a promotional brand with a vision of showcasing/establishing 100 cultural art installations along the length of the Waikato in acknowledgement of the proverbial saying "Waikato Taniwharau" (Waikato of a hundred chiefs).
- A Waikato River Festival calendar that will list all Taniwha Events, Piko Events as well as allied mainstream events wishing to be part of the Waikato River Festival whānau.
- Design and build an attractive and functional Waikato River Festival Website.
- Prepare a Brand Management Guide for Waikato River Festival stakeholders.
- Product an album featuring karakia, waiata & haka (by river iwi) and supported by soundscapes of the river.

5.2 Competitor Analysis

5.2.1 Indirect Competitors

At this stage, we are competing indirectly against other events for funding and sponsorship. We are also competing against other activities for a share of our target market(s) time and discretionary spend. And from an organisational perspective, we are competing against the demands and pressures on our own limited resourcing and the short-term sales promotional focus of some agencies and venue operators that tend to have a bias for supporting large sporting events. We face the added challenge of a very limited HCC Event Sponsorship budget.

Our natural environment and unique intangible cultural heritage provide the greatest potential to broaden and strengthen our tourism attributes to strategically grow visitation throughout our region. We therefore strongly believe that funding agencies such as HCC need to invest in a balanced portfolio of events, including kaupapa Māori led arts and cultural events (such as the Waikato River Festival), to realize broader investment in our cultural, social, environmental and economic wellbeing.

5.2.2 Direct Competitors

We are not aware of any direct competitors that intend to provide similar programming in our region in March 2022. The Tūrangawaewae Marae regatta is held in the third weekend of March and we will be supporting this event through our Waikato River Festival stall and other activities. For example, this year we were involved in supporting the Regatta through the hosting of indigenous guests and three TWTI stall sites and we are working with whānau from the marae to explore and develop local cultural tourism opportunities.

Our Taniwha Event and Piko Events are unique as they have been developed from very strong cultural foundations and draw upon our regions core comparative advantages, namely:

- Te Awa Waikato (our iconic Waikato River)
- Te Kīngitanga (the Māori King Movement)
- Toi Māori o te rohe (our unique intangible cultural heritage)

The combination of rich site-specific history, strong cultural foundations, leveraging off our comparative advantages, utilising existing built capital and strong production values, provides a very persuasive and compelling source of competitive advantage to promote our events to the wider community.

We do however need to remain vigilant to protect our interest in the development of cultural tourism events and experiences focused specifically on the Waikato River and we need to step up our advocacy for direct funding in support of kaupapa Māori led arts and cultural events by local, regional and national funding bodies.

There is potential to collaborate with Hamilton Arts Festival and Balloons over Hamilton regarding programming and scheduling.

5.3 Target Audience

The target audience for our HAKA Māori Cultural Experience Taniwha Event in Hamilton is as follows:

Taniwha Event	HAKA Māori Cultural Experience
Visitation	5,000
Regional/Intl	60%
City	40%
Demographics	WHAANAU / FAMILIES • Families interested in Māori Arts/Culture. • Ethnic / new migrant communities • International students / visitors in NZ. • Māori from though out the Central NI. • General public
Emotion Drivers	• Families interested in their respective heritage & engaging with Māori exemplars • Families wishing to experience a showcase of Māori arts and culture in a relaxing setting • Public wishing to view & purchase Māori art direct from artists • Participating in hands-on interactive workshops. • Seeking fun, family day out
Marketing Consumption	• Social Media • Arts & Cultural related media • Ethnic organisations & media • Mainstream media
Information Sought	• Date/Time • Workshop & Entertainment Programme • Venue Details • Food Offering • Parking Details • Ticket Costs
Average Stay	1 night

In addition to the above, our other Hamilton Event programming is designed to appeal to a diverse range of target markets and interest groups – including domestic visitors from outside the city and international visitors in the country.

5.4 2024 WRF Marketing Goals & Objectives

5.4.1 Marketing Goals

a. To raise awareness and interest in the story of the Waikato River Festival amongst the wider community, central north island region and county.
b. To drive visitation to the Waikato River Festival event programming and facilitate support for its ongoing strategic development.

5.4.2 Marketing Objectives

a. Establish a dedicated Marketing & Comms role for the Waikato River Festival.
b. Design and build an attractive and functional Waikato River Festival website.
c. Secure a print and radio media partner in support of the 2022 Waikato River Festival.
h. Grow attendance to the HAKA Māori Cultural Experience by 50% (from 2021) .
i. Attract at least 8,000 visitors to our Taniwha (anchor) Events in 2024 with at least 60% of these being visitors for outside the city / internationals.
j. Attract an additional 2,000 visitors to our Piko Events in 2024 with at least 60% of these being visitors from outside the city / internationals.
k. Develop and distribute an inaugural regional calendar (online & print version) that lists all our Taniwha Events, Piko Events and a minimum of 15 independently produced events and experiences allied to the Waikato River Festival umbrella (e.g. Maadi Cup, NZ Secondary School Rowing, etc).
g. Secure income through grant funding, sponsorship, in kind and box office revenue of at least $665,000 in support of the 2024 Waikato River Festival programme (with $518,000 dedicated towards Hamilton programming).

5.5 Ticket Strategy

Our initial ticketing strategy will need to provide for a mix of ticketed & free events and the processing of registrations fees. We aim to keep ticketing as simple as possible. Key requirements for 2024 are as follows:

- Undertake a scoping exercise into current ticketing options
- Establish simple registration processes for events
- Box office sales for the Haka Māori Cultural Experience
- Establish online booking system for select workshops/artists/performances/tours
- Ensure recording of attendance/visitor statistics is automatically built into ticketing
- Allocate free registrations & tickets for contra media promotion and event ‘ambassadors’

5.6 Indicative Marketing Budget

We have established an indicative marketing and promotional budget of around $82,000 for the 2024 programme (see below). This budget is based on proposed funding targets being achieved with 10% of each individual event budget being dedicated to Marketing and Comms.

Budget	Amount	Activity
Marketing & Comms	**$44,500.00**	• 10% of each individual event budget committed to Marketing & Comms • Advertising (Radio, Print, Outdoor) • Website & Social-Media • Community / Stakeholder Engagement/Comms
Regional Calendar	**$10,000,00**	• Research & Develop Regional Calendar • Print & distribute of calendar (online & print)
Photography/Videography	**$15,000.00**	• Engagement of professional photographers & videographers
Secretariat (In Kind)	**$7,500**	• Dedicated Marketing & Comms (1 month FTE) • Review & Implement Marketing & Comms Plan • Prepare Press Releases / Copy / Newsletter • Prepare brand guidelines • Facilitate PR & Social Media • Leverage media / promotional support
Website	**$5,000**	Wix Website Under development
Total	**$82,000**	

Whilst the above budget is modest in comparison to some major events communications spend, it is a big step-up for the Waikato River Festival. The dedicated Marketing & Comms KPI's within the Secretariat will also include securing In Kind promotional support from Waikato River Festival stakeholders such as Hamilton Waikato Tourism, HCC and Waikato Tainui. Such support will add value to our investment in Above The Line marketing and promotional activities. A festival website is currently under construction, and we already have a strong Facebook presence.

5.6.1 Examples of Past Event Related Media Coverage & Video Resources:

https://www.nzherald.co.nz/waikato-news/news/waikato-river-waka-rides-part-of-new-hamilton-venture/6CUFMN7D5OQRAHL2Y4QHQ3P6WE/

https://www.stuff.co.nz/travel/destinations/nz/105169388/waikato-river-filmed-for-google-street-view

https://www.teaomaori.news/hamilton-mayor-backs-permanent-maori-tourism-initiative-gardens

https://www.stuff.co.nz/waikato-times/business/90083156/waikato-river-tourism-potential-ready-and-waiting

https://futurefive.co.nz/story/you-can-now-wander-down-nz-s-longest-river-with-google

https://www.stuff.co.nz/travel/news/111028390/googles-virtual-tour-of-waikato-river-opens-door-for-inspiration-and-opportunity

https://www.facebook.com/waikatoriverfestival/videos/1119187028270050/

https://www.teaomaori.news/paddle-waka-tangata-highlight-waikato-river-festival

https://www.facebook.com/watch/?v=608770436438180

https://www.facebook.com/watch/?v=5622678507745672

5.7 Proposed Marketing Channels

There are many marketing channels available to us. Once we have confirmed our budget and confirmed Marketing & Comms KPI's we will review and implement our programme, marketing objectives and marketing plan accordingly. It is likely that we will consider the following Channels:

Marketing Channel	Considerations
Social Media	• A key focus of Marketing & Comms Role • Social media & advertising campaign in support of each event • Encourage sharing (incentivise interest) • Leverage links to stakeholder websites and social media platforms e.g. Iwi websites & local government
Radio	• Tainui FM as Official Media Partner • Contra/Paid spots through Iwi & Mainstream radio • Seek publicity support through media contacts • Contra & paid advertising – mainstream/Māori/Ethnic
Print	• Proposal to Stuff /Waikato times as a print media partner • Secure feature / photo stories for each Taniwha event • Press releases to announce key milestones/ appointments • Prepare articles for tribal magazines (Te Hōkioi) • Publicity and paid advertising through regional/national newspapers – e.g. Waikato Times, NZ Herald, Community Papers • Seek printing of Festival Programme insert by major metropolitan
TV	• Approach Māori TV & TVNZ to report on events / festival • Utilise networks to invite programmes/personalities to report live from the awa
Event Listings	• List events on key event listing websites, tourism notice boards, local government comm's etc.
Website	• Design & build functional website linked to social media platforms • Mobile friendly • Consider online hui and webinars (e.g. River – Connection Symposium)
Stakeholders	• Negotiate discounted media rates through corporate partners (e.g. TWOA, Waikato Tainui) • Negotiate sponsorship of Adshel space with Iwi commercial arms (e.g. Tainui Group Holdings) • Develop collateral / content for posting on allied stakeholder websites (e.g. RTO's, Local Government, Funders/Sponsors etc.) • Leverage In Kind creative design & promotional support through key Stakeholders and sponsors such as TWOA
Experiential	• Promote "Give it a Go" opportunities, workshops & tours • Hākarimata Step Challenge • Tainui Discovery promotional tour packages • Approach river operators to support with prizes etc.
Merchandise	• Investigate merchandise options e.g. Caps, Pin's T's • Limited runs to test market & mitigate risk • Event staff/vollies/personalities as event/brand ambassadors
Direct Marketing	• Emails to event stakeholders • Invite Corporates to events

	• Mail inserts/drop's, poster placement • Banner advertising through corporate stakeholders e.g. Mercury Power invoices 😊
International / Tourism Sector	• Ongoing social media posts to raise profile • Develop feature stories / press releases for international publications • Target the tourism distribution sector and publications
Live Event marketing	• Live social media posts from events • Live reporting of events through Māori Television (e.g. Te Ao Tapatahi News Programme) and Tainui FM • Tap into Ethnic Media
Outdoor	• Investigate cross street banner options & flags • Investigate poster & bill-board placement options

5.8 Partnership Strategy

There is strong potential for the Waikato River Festival to develop sponsorship support from corporates that rely on the river for their existence. These corporates include utility companies such as Mercury Energy, Genesis & Transpower. Other major corporates such as Watercare and Fonterra are also very dependent on water taken from the Waikato River. Many of these corporates have partnership funding agreements with river Iwi for projects that could very easily align with Waikato River Festival programming.
The health and well-being or the Waikato River is of great regional and national concern and dedicated funding bodies, such as the Waikato River Authority Trust (WRAT), have been established to provide financial support for community projects designed to address these concerns. Of particular note, the need for a festival as a vehicle for reconnecting the wider community to the Waikato River was clearly identified in the foundational report prepared in support of the establishment of the WRAT. Staff of the WRAT have advised that they are interested in supporting the broader Waikato River Festival programme.

The Waikato River Festival kaupapa aligns to many of the stated KPI's contained within the Strategic and Environmental Plans of River Iwi and local/regional government agencies. Community funding bodies such as Trust Waikato and the Perry Foundation are also potential sources of funding support. The following table identifies potential partners of the Waikato River Festival and the type of support that could be provided:

Potential Partner	Sponsorship Potential
Te Wānanga o Aotearoa	• Waka Ama Fleet & Support Boats • Creative Design & Promotion • Marquees • Corporate Teams • Marketing Channels
Waikato Tainui	• Promotional Support • Grant Funding / Sponsorship • Marquees, Chairs, Tables • Corporate Teams • Marketing Channels
Mercury	• River Iwi Partnership Funding • Sponsorship • Marquees

	• River Flow Control • Corporate Teams • Marketing Channels
Waikato Regional Council	• Support Boats (Harbour Masters) • Public bus services • Grants
Genesis	• Sponsorship • Corporate Teams • River Iwi Partnership Funding
Waikato River Authority	• Grant Funding – Ki Te Hoe • Riparian Planting Support • Future Festival Sponsor • Marketing Channels
Ngāti Koroki Kahukura	• In Kind Use of Venue • Mana Whenua Support / Volunteers • Tikanga
Toi Ki Waikato	• Arts Programming Support & Promotion • Marketing Channels
Matariki Ki Waikato	• Networks & Promotion Support • Collaborative programming
Local City Councils / RTO's	• Grant / Sponsorship Funding • Promotional Support • Comm's Support • Venue Support • Advocacy
Tainui FM	• Live event reporting • Official Iwi Radio Partner • Advertising & promotion
Tainui Group Holdings	• Marketing Channels • Outdoor billboard spaces
Stuff NZ / NZ Herald	• Media Partner & Publicity • Sponsorship to complement Tā Matou Pono – Our Truth Campaign
Perry Foundation	• Activation of Te Awa River Trail

5.9 Public Relations & Communications Plan

5.9.1 Goal

- Raise awareness of the Waikato River Festival and allied events by sharing our stories with the wider regional and national community.

5.9.2 Objectives

- Secure funding / budget for dedicated Comms support to prepare and implement an effective and efficient PR and communications plan for the WRF and allied events.
- Commence Below The Line activities at least 6 months prior to the festival
- Commence Above The Line activities a month prior to the festival
- Secure a patron for the Waikato River Festival

- Engage professional photographers and videographers to produce collateral in support of the event.
- Liaise and secure media regional / national media publicity support & coverage of events.

5.10 Brand Development

WAIKATO RIVER FESTIVAL
He Piko He Taniwha

5.10.1 Logo Description

The Waikato River Festival logo portrays the flowing waters of the river with the figureheads on each end representing the beginning and ending points of the river (Waikato Iti) and Te Pūaha o Waikato (Port Waikato).

The flowing design also reflects the importance of the river as a source of traditional foods such as tuna (eels) and kanae (mullet) and the important role that the river played as a means of transportation and communication.

The manaia motifs at the bends relate to the proverb "He Piko He Taniwha" (At every bend stands a chief) and acknowledges the many communities that have lived and that continue to live along the river. The manaia motifs also represent the obligations that we have as kaitiaki (guardians) of the river and its waterways.

The pākati niho taniwha pattern that runs through the centre of the logo represents the flow of whakapapa (genealogy), kōrero (stories) and the life flow that is the river. This pattern also symbolises the importance of the river as the backbone of our regions spiritual, cultural, physical, environmental and economic well-being.

The swirling patterns flowing from the sides into the central pākati niho pattern represent the currents, tributaries and influences that impact on the physical and spiritual well-being of our tupuna river (our ancestral river).

The river is a taonga that connects and sustains us all. It is an absolutely intrinsic part of our unique regional cultural identity.

5.10.2 Brand Development

We have completed the following brand development to date:

- Design of logo
- Carving of logo
- Whakamarama (Explanation)
- Printing of Flags
- Digitisation
- Domain registration

The Waikato River Festival logo provides ample scope for us to draw upon to create additional collateral (e.g. abstract, contemporary design elements) to represent the future look and feel of our festival brand such as: a website, merchandise (t-shirts, hats, pins etc.), promotional material (posters, DLE's, banners etc.), event signage and advertising.

The strapline "He Piko He Taniwha" will be used as a common source of reference with respect to story lines and press releases by linking in the metaphoric references to events and activities along the river.

We have registered the Waikato River Festival domain name and will look at trademarking our festival brand and all anchor event sub-brands through IPONZ. We will develop a clear brand guideline document to share with allied events and partners that wish to become part of the umbrella Waikato River Festival programme.

A 1800mm x 400mm carving of our logo has been produced by Master Carver, James Webster. This artwork will be a central feature of the Waiora Exhibition event and will share the story of the Waikato River Festival. This artwork could also be used as a mould for the production of fibreglass copies to dress stages at Waikato River Festival events across the city.

6. FINANCIAL PLAN AND CONSIDERATIONS

6.1 Income Projections

We are aiming to secure at least $665,000 in income towards the staging of the 2024 Waikato River Festival programme as illustrated in the following table.

PROPOSED INCOME	AMOUNT	
Advertising / Programme Sales	$5,000	
Auckland Festival - Programming Collaboration	$20,000	
Community Development Trust	$3,000	Confirmed
Corporate VIP Packages	$5,000	
Creative NZ	$35,000	
Exhibitors/Vendors Site Sales	$2,000	
Hamilton City Council	$25,000	
International Funders	$80,000	
International Performers / Volunteers (In Kind)	$50,000	Confirmed
Lion Foundation / NZCT / Gaming Trusts	$20,000	
Local Performers / Volunteers (In Kind)	$20,000	
Merchandise Sales (Apparel, F&B)	$10,000	
Mercury Energy	$20,000	
NZ Lottery Grants Board	$120,000	Confirmed
NZ Māori Tourism	$10,000	
Other Local / Regional Govt – Waikato	$10,000	
Production In Kind (Discounts)	$20,000	
Sponsorship	$10,000	
Tainui Waka Tourism Secretariat (In Kind)	$45,000	Confirmed
Te Puni Kokiri	$10,000	
Te Wānanga O Aotearoa (In Kind)	$25,000	Confirmed
Tertiary Education & Health	$5,000	
Ticket Sales / Registrations / Fees	$20,000	
Trust Waikato	$20,000	
US Embassy	$20,000	
Waikato River Authority Trust	$15,000	Confirmed
Waikato Tainui / River Iwi	$20,000	
WEL Energy Trust	$20,000	
TOTAL INCOME	**$665,000**	

Our primary financial aim for the 2024 Waikato River Festival programme is to breakeven. We already have some key funding confirmed including a significant grant from the NZ Lottery Grants Board.

Our strategic aim is to work towards securing major corporate sponsors for the Waikato River Festival and to develop programming with strong box office potential to help diversity income and enhance financial sustainability. Looking ahead towards future programming, there are opportunities to apply to central government in support of kaupapa Māori events and festivals. Such opportunities include the MBIE Creative & Cultural Incubator Fund and Creative NZ Programmes.

The above income budget provides a useful benchmark for our Secretariat to target and is based on confirmed funding and past experience. Significant time and energy is however required to apply to the various funding and sponsorship bodies.

6.2 Expenditure Projections

The projected costs for the staging the 2024 Waikato River Festival programming is as follows:

EXPENSES	AMOUNT
Accounting, Legal Fees	$ 5,000
Ahi Kaa - Home Fires Concert	$ 90,000
Festival Secretariat – Management, Admin, Mkting	$ 45,000
Governance / Cultural Engagement	$ 5,000
Guided Cultural Tours, R&D & Famils	$ 10,000
Hākari Kai Feastival, Durham Street Precinct	$ 20,000
HAKA Māori Cultural Experience	$ 80,000
He Piko He Taniwha - Te Awa River Ride Activation	$ 5,000
He Piko He Taniwha Regional Programme & Launch	$ 10,000
Ki Te Hoe Long Distance	$ 25,000
Ki Te Hoe Waka Ama Sprints	$ 30,000
Logistics (traffic, ticketing, security, permits etc)	$ 10,000
Marketing & Comms - Creative Designers	$ 5,000
Marketing & Communications	$ 55,000
Merchandise / F&B COGS	$ 10,000
Miscellaneous / Contingency	$ 10,000
Multimedia (Photography & Videography)	$ 15,000
Pou Taniwha Cultural Art Trail Launch	$ 10,000
Taniwha & Piko Event Managers / Coordinators	$ 40,000
Te Puaha o Waikato - Closing Ceremonies	$ 15,000
The Mighty Waikato Bombing Competition	$ 20,000
Tohi Light Installation	$ 50,000
Toia Mai Multidisciplinary Performance	$ 30,000
Travel & Accommodation	$ 10,000
Turangawaewae Marae Regatta	$ 5,000
Venue - Misc Services & Infrastructure	$ 10,000
VIP / Stakeholder Hospitality & Liaison	$ 5,000
Volunteer Expenses - Apparel, F&B	$ 15,000
Waikato Iti - Opening Ceremonies / Event	$ 15,000
Waikato Te Awa Performance & Kōrero	$ 10,000
TOTAL	**$ 665,000**

We are confident that we can deliver our programme within the proposed expenditure budget. Ultimately, we will adjust our programme in line with confirmed funding. Box office income is the biggest risk factor as this will be heavily dependent on the respective event production values and the scale and scope of marketing activity undertaken. However, this risk is mitigated by our relatively conservative funding targets.

With the 2024 Waikato River Festival focusing on the Te Awa Great River Trail and Hamilton City we estimate that approximately $518,000 (78%) of our total festival expenditure will be spent on Hamilton City based programming and suppliers.

6.3 In Kind Support

To successfully stage this event we will also draw upon our extensive networks and stakeholders to provide significant In-Kind support:

- provision of equipment and resources in support of the event;
- establishment of allied events & activities including workshops and exhibitions;
- event management, advocacy & planning;
- marketing & promotional support from project stakeholders;
- training by performing artists/volunteers in preparation for the event;
- event volunteers, ticketing, cleaning, parking, venue & security;
- promotional and publicity support through key regional organisations;
- loan of art works from visual artists & arts organisations for display purposes;
- production and manufacture of works for sale/exhibition;
- participation of local artists and cultural exemplars at discounted rates;
- participation in planning, consultation & evaluation hui.

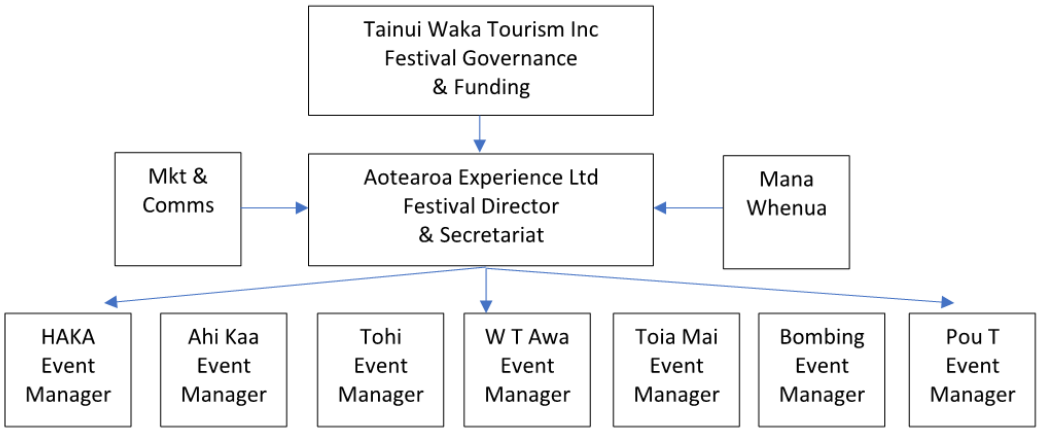
Of particular note we are currently liaising with a number of international indigenous artists regarding their interest in participating in our Festival Programme in collaboration with the Auckland Festival. We have personal relationships with these groups/artists with the HAKA Māori Cultural Experience troupe performing alongside these groups at recent festivals internationally.

7. MANAGEMENT & BUSINESS CONTROLS

7.1 Festival Organisational Structure

The basic reporting structure for organising and delivering this festival programme is outlined in Figure 3 below starting with the TWTI board who will provide governance oversight and the legal umbrella for funding & sponsorship. The Festival Director (Aotearoa Experience Ltd) will report to TWTI and will be responsible for the overall curation of the festival programme working in collaboration with our stakeholder communities. Each project associated with the Hamilton based programming will have a dedicated Event Manager or Operations Manager reporting to the Festival Director and responsible for successful delivery of their respective events. A Marketing & Communications Role will also report to the Festival Director.

Figure 3: Festival Organisational Structure



Our team has successfully staged four Waikato River Festival development programmes to date (i.e. 2017, 2019, 2020 & 2022). We also have past experience in staging events at the proposed Hamilton venues and therefore have a good understanding of the respective administrative and health & safety requirements pertaining to venues. Of particular note, we will engage experienced operators for the delivery of any water-based activities and professional Hamilton based event production suppliers (e.g. ACLX, Stronglite Staging etc.). We also take out $2 million in Public Liability insurance for the duration of the festival.

7.2 Event Action Plan Template

The following Event Action Plan provides an indicative schedule of key milestones to be undertaken from April 2023 to festival delivery in March 2024. This working document will be reviewed at monthly team meetings and adjusted as required. The general aim is to complete core funding/planning by August 2023. With Below the Line activities commencing by October 2023 and Above the Line activities commencing in February 2024. With festival delivery over the month of March 2024 and festival evaluations and reporting to be completed by May 2024.

Event Date: Mar 2024															
Activity	**Who**	**A**	**M**	**J**	**J**	**A**	**S**	**O**	**N**	**D**	**J**	**F**	**M**	**A**	**M**	**Status**
Governance																
Confirm Programme (D)	TW															Underway
Confirm Programme (F)	TW															
Confirm Budget (D)	TW															Underway
Confirm Budget (F)	TW															
Review Financial Policy	TW															
Festival Secretariat																
Update Business Plan	FD															Underway
Review SOP's	FD															
Draft JD's	FD															
Appt Event Managers	FD															
Appt Accounts Admin	FD															
Appt Mkt & Comms	FD															
R&D Piko Event Tours	TW															Underway

Activity	Who	A	M	J	J	A	S	O	N	D	J	F	M	A	M	Status
Financial																
Funding & Sponsorship	FD															Underway
In Kind	FD															Underway
Venues																
Confirm Bookings	FD															Underway
Complete Agreements	FD															Underway
Review TM Plan	EM															
Review H&S Plan	EM															Underway
Complete Permits	EM															Underway
Programming																
EOI – Events	FD															Underway
EOI – Regional Calendar	FD															
Appt Op's Manager																
Production																
Confirm Sound																
Confirm Light																
Confirm Power																
Confirm Staging																
Confirm Transport																
Event Personnel																
Confirm Artists	EM															
Engage Team Leads	EM															
Confirm Volunteers	EM															
Confirm Merchandise	FD															
Confirm F&B	EM															
Confirm Tours	FD															
Marketing & Comms																
Confirm Mkt & Comms	FD															
Review Mkt Plan	MC															Underway
BTL Activities																
Engage Designer	MC															
Engage Printer	MC															
Collateral Print Ready	MC															
ATL Activities																
Engage Web Designer	FD															Underway
Engage Multimedia																
Launch Website																
Launch Programme	FD															
Live Event																
Pack In	EM															
Programming	EM															
Pack Out	EM															
Post Event																
Complete Evaluations	EM															
Collate Media	MC															
Settle Accounts	FD															
Complete Reporting	FD															

7.3 The Business – Management & Administration systems

Key roles and responsibilities with respect to the delivery of the Waikato River Festival are as follows:

Role	Organisation	Key Responsibilities
Festival Governance	Tainui Waka Tourism Inc	• Oversight of the festival • Umbrella body for funding and sponsorship • Establish Budget • Report to funders / stakeholders
Festival Director	Aotearoa Experience Ltd	• Development & curation of the festival programme • Funding & sponsorship development • Engagement of Festival Suppliers & Key Personnel • Report to Governance body (TWTI)
Event Managers	Various	• Planning & delivery of Respective Events • Report to Festival Director (AE Ltd)
Financial	Maisey Harris & Co	• Festival accounts / statements
Mkt & Comm's Manager	To be appointed	• Review & Implement Marketing & Comms Plan for the Festival, Taniwha Events & Piko Events
Mana Whenua	Various	• Tikanga • Inform Programming

The Festival Director will provide formal reports to Tainui Waka Tourism board on a monthly basis including written reports at all general meetings. The individual event managers and key personnel contracted to support the festival will also provide formal reports to the Festival Director on a monthly basis. The frequency of reporting will increase to fortnightly in January 2024 and to weekly reporting in February 2024.

Each event will have a dedicated event manager and/or operations manager responsible for successful delivery. The budget for each event will be approved by the Festival Director and all project expenditure will be controlled in line with the Festival SOP's and TWTI Financial Policy. Registrations for events will be monitored and supported by sales promotional activity throughout the year.

7.4 Monitoring & Evaluation of Outcomes

We have a strong track record of delivery and reporting to stakeholders and will utilise a range of quantitative and qualitative measures to monitor and evaluate outcomes including:

Quantitative Data:

- Funding / Sponsorship Income
- Registration Numbers
- Box Office / Ticketing Income / Sales
- Number of Events Completed
- Recording Media Coverage
- Google Analytics

Qualitative Data

- Online Comments
- Collating Media Coverage
- Sample Satisfaction Surveys
- Post Event Evaluation Meetings

We will also host key stakeholders at our events to provide them with direct observation and experience of these and greater insight into the aims and aspirations of the Waikato River Festival.

As a community based non-profit organisation it is also in our best interests to ensure full reporting and accountability for all funding and sponsorship received in support of the festival. Our accounts are externally audited.

7.5 Risk Factors & Initial Risk Assessment

Key risks and our initial assessment of the probability and impact of these risks are as follows:

Risk	Mitigation	Probability	Impact
Funding & sponsorship targets not achieved	• Adjust programme to meet budget or scale back as required	Low - Med	High
Poor weather effecting event delivery	• Plan for wet weather delivery and cancellation policy.	Low – Med	Med
Future Covid19 Lockdown	• Develop Covid19 Plan & Policies to protect festival (e.g. cancellation policies etc.)	Low – Med	High
Injuries from recreational activities	• Ensure strong H&S policies are in place and adhered to and that all participants in recreation events sign waivers	Low	Low
Consents / Venue Bookings not obtained	• Secure pencil bookings and complete venue hire agreements and any permit applications as early as possible	Low	High
Audience projections do not materialise	• Invest in event scope/scale & raise awareness as early as possible to mitigate clashes with other events and kaupapa	Low	Med

8. CONCLUSION

Tōku awa koiora me ōna pikonga he kura tangihia o te mātāmuri"
The river of life, each curve more beautiful than the last
- ***King Tāwhiao***

This quote by King Tāwhiao reflects the significance of the Waikato river to our city and region. The development of a festival focused on the iconic Waikato river aligns naturally to our point of difference, our cultural foundations, our current and desired tourism offering and stated HCC aspirations reflected in key documents such as the HCC River Plan and HCC Event Sponsorship Policy.

The Waikato River Festival has the potential to become an iconic festival for Hamilton City.

There is significant community interest in the Waikato River Festival concept and the support of HCC will enhance our capacity and efforts to develop the Waikato River Festival into an inclusive regional celebration and showcasing event for the entire community with Hamilton as the hub of the regional festival programme.

The support of this event will also provide HCC the opportunity to demonstrate support for kaupapa Māori led events and the arts and creative sectors. HCC sponsorship of the Waikato River Festival will also complement sponsorship of existing sporting and mainstream events thereby providing a more strategic and balanced portfolio of investment into Hamilton City events.

There is a line in the traditional chant titled "Waikato Te Awa" that refers to "Te mauri o te motu". This metaphoric reference acknowledges the Kīngitanga as the lifeforce of the region and country. In a similar manner, we aim to develop the Waikato River Festival – He Piko He Taniwha, as a platform to reflect, represent and project the unique mauri (lifeforce) of our city and region to our community and to the rest of the country.

We look forward to discussing this event with you in further detail and to the possibility of receiving HCC sponsorship towards the development and staging of the 2024 Waikato River Festival – He Piko He Taniwha programme in Hamilton.

Mā te hurihuri, te manu ka rere
With feathers, the bird flies

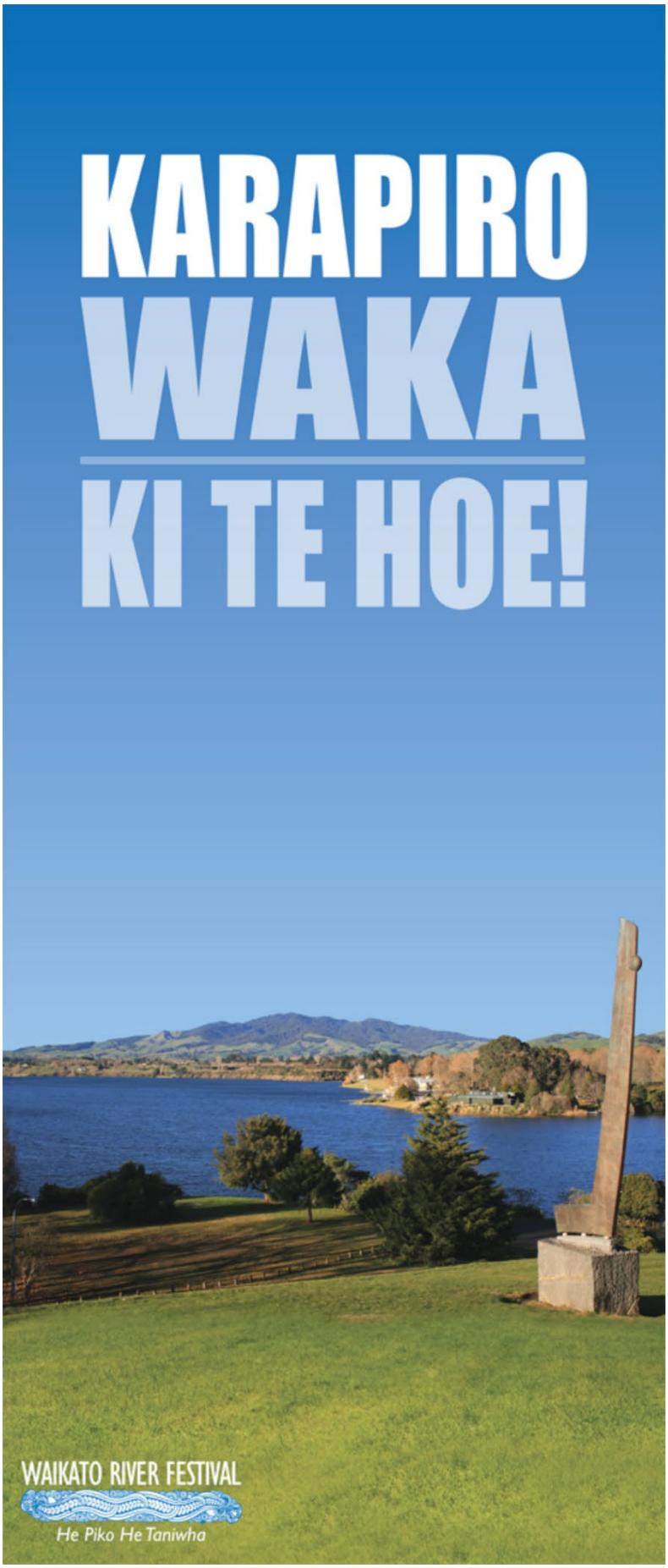
Kia ora / Thank you.

APPENDICES

- Letters of Support
- He Piko He Taniwha - Realising the cultural tourism potential of the Waikato Poster
- Rangatira for A Day Article
- Past Event Collateral
- Past Event Media


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REALISING THE CULTURAL TOURISM POTENTIAL OF THE WAIKATO
CULTURAL TOURISM SYMPOSIUM
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WAIKATO TAINUI
Te Wānanga o Aotearoa
Waipa
Hamilton Waikato
Aotearoa


KARAPIRO
WAKA
KI TE HOE!
WAIKATO RIVER FESTIVAL
He Piko He Taniwha


Tōia
Mai
21.03.20
Ferrybank,
Grantham Street
Saturday 21 March
7:00pm
Performers:
Te Pou o Mangatāwhiri
Adam Whauwhau
Horomona Horo
Waimihi Hotere
Jeremy Mayall
A musical celebration of Waikato te Awa fusing kapahaka, waiata, taonga puoro, and contemporary soundscapes
Waikato Tainui
Trust Waikato
Te Pūna o Waikato
Waikato River Festival
He Pīko He Taniwha
Te Puni Kōkiri
Ministry of Māori Development
ACLX
Wintec

TAINUI WAKA
TOURISM INCORPORATED

GUIDING PHILOSOPHY

Teeraa ooku nei hoa kei ngaa toopito o te ao
(Our friends will come from the four
corners of the globe) - Kiingi Taawhiao

VISION

Sharing our stories with the world

MISSION

To foster the development of
Maaori Tourism within the
Tainui Waka region




Curated by Margaret Aull & Regan Balzer
Waiora
ArtsPost
18 Mar — 17 Apr 2022
WAIKATO RIVER FESTIVAL
He Piko He Taniwha
Part of the Waikato River Festival — this exhibition brings together artists to celebrate this connection to a unique landmark in Aotearoa and who call Waikato and its river home

WAIKATO RIVER FESTIVAL

He Piko He Taniwha



Sharing our stories with the world

Tainui Waka Tourism Inc. · Trust Waikato Te Puna o Waikato · NZ Māori Tourism He Toa Taketini · Te Puni Kōkiri Realising Māori Potential · Te Wānanga o Aotearoa · Waikato Tainui Aotearoa Experience Ltd

www.waikatoriverfestival.nz

MAJOR EVENT SPONSORSHIP FUND: SUMMARY OF 2022-23 ACTIVITY						
EVENT NAME	DATE	APPLICANT / ORGANISER	RESOLVED DATE	FUNDING APPROVED	FUNDING PAID	NOTES
Cambridge to Hamilton Paddle Race 2022	Sept 2022	Boatshed Kayaks Limited	24 May 2022	$5,000	$5,000	Event took place. First year of multi-year agreement (2022-23-24)
Cheer and Dance Factor NZ 2022	Sept 2022	Cheersports Limited	24 May 2022	$10,000	$10,000	Event took place. First year of multi-year agreement (2022-23)
Atalanta Jamboree 2022	Oct 2022	Waikato Badminton Association	24 May 2022	$3,000	$3,000	Event took place. One year agreement.
Round The Bridges 2022	Nov 2022	Hamilton Harriers Club Inc	8 Sept 2020	$10,000	$10,000	Event took place. Last year of multi-year agreement (2021-22-23)
Boon Hamilton Street Art Festival 2022	Nov 2022	Hamilton Arts Trust	8 Sept 2020	$25,000	$25,000	Event took place. Last year of multi-year agreement (2021-22)
Hamilton Arts Festival 2023 | Toi Ora ki Kirikiriroa	Feb 2023	Hamilton Gardens Summer Festival Foundation	8 Sept 2020	$120,000	$120,000	Event took place. Last year of multi-year agreement (2021-22-23)
Porritt Classic 2023	Feb 2023	Athletics Waikato Bay of Plenty	24 May 2022	$6,000	$6,000	Event took place. First year of multi-year agreement (2022-23-24)
Balloons over Waikato 2023	Mar 2023	Balloons over Waikato Trust	8 Sept 2020	$120,000	$120,000	Event took place. Last year of multi-year agreement (2021-22-23)
The Great Kiwi Walk Series 2023	April 2023	SMC Events	8 Sept 2020	$10,000	$10,000	Event took place. Last year of multi-year agreement (2021-22-23)
Matariki ki Waikato 2023	June 2023	Te Ohu Whakaita	24 May 2022	$50,000	$50,000	Event to take place and receive funding. First year of multi-year agreement (2023-24-25)
Achilles Hope &Possibility Marathon 2022	*Nov 2022*	*Achilles Track Club NZ Inc*	*8 Sept 2020*	*$10,000*	*Nil*	*Event did not proceed*
Wheels Along the Waikato 2022	*Feb 2023*	*Rotary Club of Rototuna*	*24 May 2022*	*$10,000*	*Nil*	*Event did not proceed*
Waikato River Festival | He Piko He Taniwha 2023	*Mar 2023*	*Tainui Waka Tourism Inc*	*24 May 2022*	*$20,000*	*Nil*	*Event did not proceed*
Feast Waikato 2023	*Apr 2023*	*Waikato Food Incorporated*	*8 Sept 2020*	*$10,000*	*Nil*	*Event did not proceed*
				$406,500	*$359,000*	

TOTAL MAJOR EVENT SPONSORSHIP FUND 1 JULY 2022 – 30 JUNE 2023	$419,746
Total Funding Paid - forecast by 30 June 2023	-$359,000
2022-23 Year End – forecast fund balance	$60,746

Attachment 3 **Item 13**

HAMILTON
ARTS
FESTIVAL
TOI
ORA KI
KIRIKIRIROA





Hamilton City Council 2023 Post Event Summary

The Hamilton Arts Festival Toi Ora ki Kirikiriroa's unique proposition not only has the potential to put Waikato on the cultural tourism map, but to showcase Hamilton as one of the most liveable places in Aotearoa



The Hamilton Gardens Summer Festival Foundation would like to thank Hamilton City Council for its ongoing vision and understanding that both public and private investment in the arts is for the inherent value of culture: life enhancing, entertaining, defining of our personal and national identities.

The arts provide connection to ourselves, our communities and our sense of place. They help define who we are and who we want to be.

The arts make a huge contribution to the wellbeing of individuals and communities. They are a source of national pride, a chance to learn about different cultures, lifestyles and an opportunity to provide life enhancing experiences.

Hamilton Arts Festival Toi Ora ki Kirikiriroa aims to reach across any cultural, social and economic divide to unite us all in an annual celebration of humanity.



Formerly known as The Hamilton Gardens Arts Festival, the Hamilton Arts Festival Toi Ora ki Kirikiriroa has been the premier arts and cultural event in the Waikato for 25 years.

Featuring a diverse range of local, national and international acts, all have traditionally been staged in the magnificent award winning Hamilton Gardens creating a unique, magical experience for the people of Hamilton and surrounding districts.

More recently, the festival's footprint has extending beyond the gardens to activate key venues within Hamilton's CBD.

Attendance varies between 40,000 and 55,000 each year.



In 2019 the Foundation undertook a review of the Festival to determine both its relevance to Waikato and its ongoing sustainability. The outcome resulted in a revised strategic plan that leveraged off the event's potential to deliver on key outcomes identified in both the The Mighty Waikato Regional Major Events Strategy and The Hamilton Plan.



The Mighty Waikato Regional Major Events Strategy (2018-2025) identifies that major multi-day events attract a significant number of visitors from outside the region.

The Foundation's strategic vision is to:

1. Transition the Hamilton Arts Festival Toi Ora ki Kirikiriroa into a world class Iconic Anchor Event and the Waikato an multi-day destination of choice.

2. Assist in rebranding Hamilton as a vibrant cultural city and the regional arts capital of Aotearoa New Zealand.

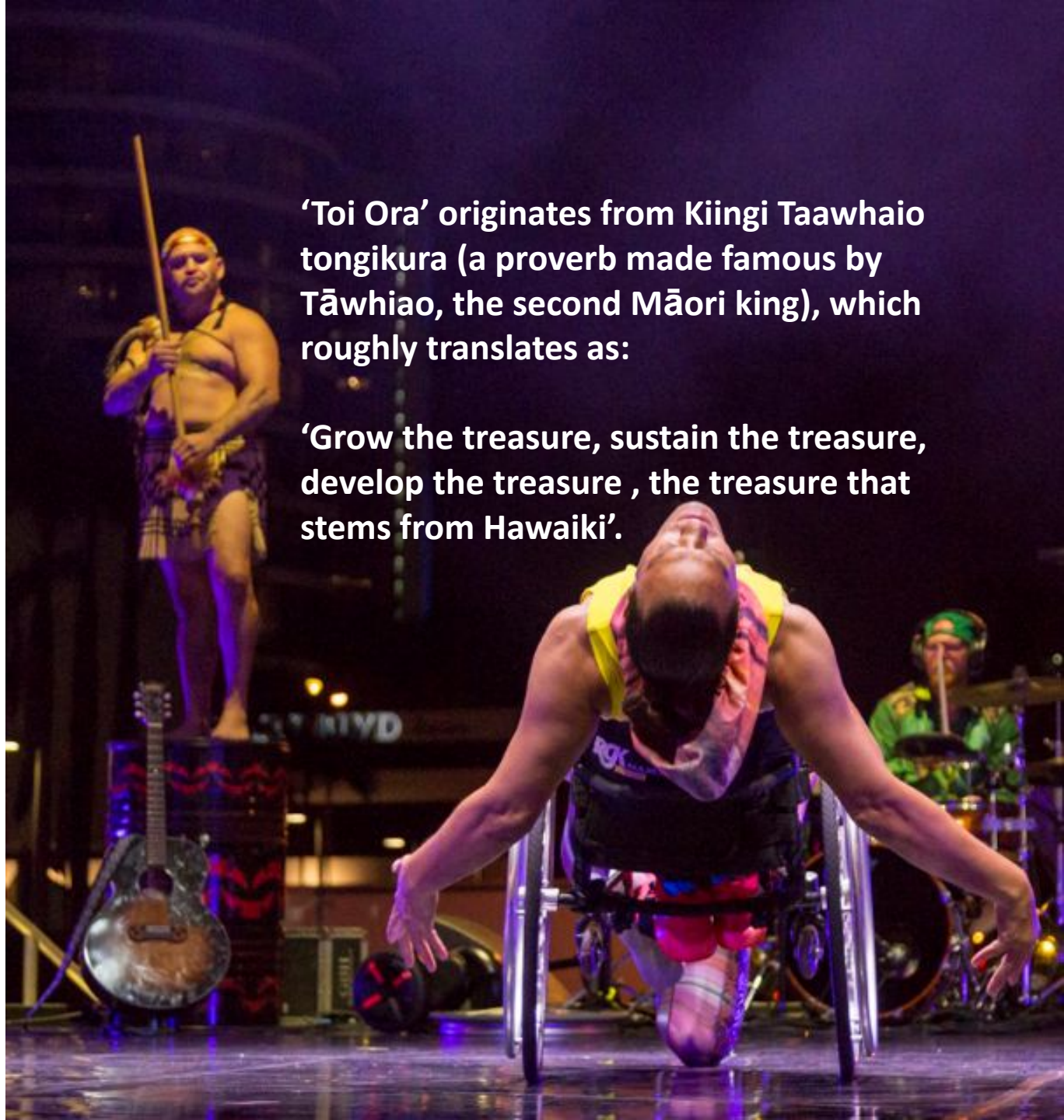
April 2019



This potential was further recognised last year with a three year commitment from the Governments' Thermal Explorer Regional Fund for the express purpose of rebranding the festival to better align the event as one of national significance.

'Toi Ora ki Kirikiriroa', was translated by Te Reo Rangatira expert Rahui Papa, a tribal leader, historian for Kingitanga, and Co-Chair of Pau Tangata, National Iwi Chairs Forum.

Translated literally, 'Toi Ora' means living art. Not only does this reflect the live performance nature of our festival, it also recognises the true artistic beauty of our gardens which, of course, are living, growing works of art in their own right.





The new national message?

WOW!!!

There is no other festival in the country that offers the unique experience that combines the magical garden settings with world-class performance.

Achievements

Despite inheriting significant debt, reduced funding and then the onset of a world pandemic, the Hamilton Arts Festival has managed to implement the following initiatives and therefore has laid the foundation for future growth:

- A full review of artistic curatorial strategies resulting in a more accessible and financially viable programme and an uptake in ticket sales.
- The extension of the festival beyond the Gardens to activate key CBD venues.
- Sustained commitment to keep the price point to ticketed events accessible.
- Greater investment in free and live or low cost family friendly events.
- Greater emphasis on celebrating the diversity of the people of the Waikato.
- Successful new collaborations with Hamilton Central Business Association, Clarence St Theatre, Meteor Theatre, Waikato Museum, Orchestra Central, Indigo Festival and Showing Waikato.
- The successful introduction of zero waste recycling practice.
- The onboarding of a new nimble ticketing service provider
- Full rebrand and name change to better position the event as one of national significance.
- Reduce the inherited deficit to virtually zero.



Hamilton Arts Festival Toi Ora ki Kirikiriroa 2023

The Foundation commissioned an Impact & Strategy Report for the inaugural Hamilton Arts Festival Toi Ora ki Kirikiriroa 2023, this having not occurred since 2016. Data was captured via face to face interviews, post event online surveys and ticketing reports.

Audience Experience

Festival delivery was rated high with 99% of survey respondents saying they were likely to recommend HAF to others and 91% rating themselves as very or extremely likely to recommend HAF to others.

Determining the quality of the curated festival content can be perceived as subjective. However, general feedback from key stakeholders, national industry representatives and audience indicated that the 2023 was one of the strongest lineups seen in many years featuring some of New Zealand's greatest artists performing alongside the best of local.

Attendance

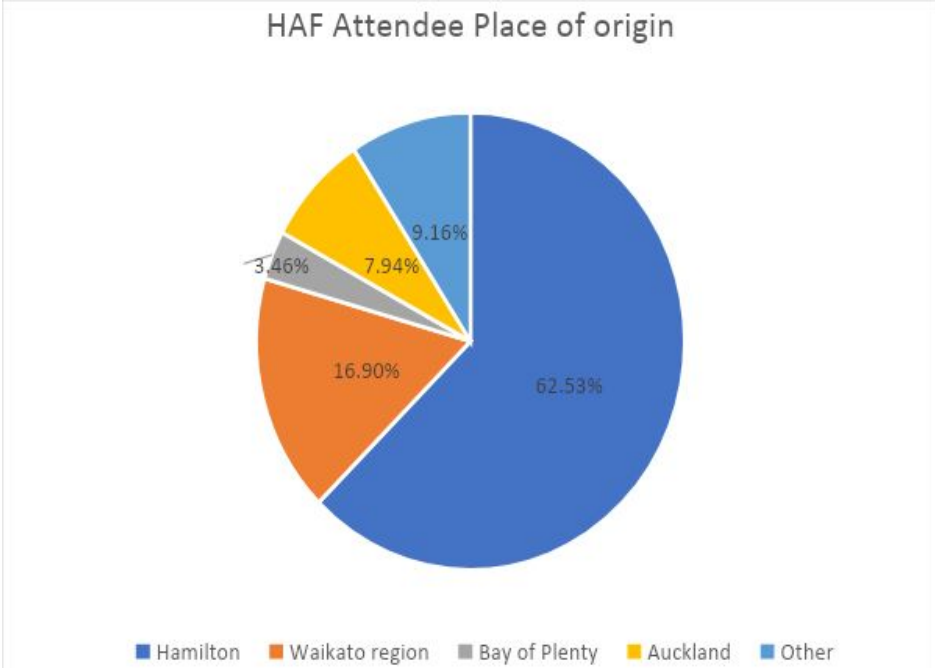
Total attendance was estimated at 42,500

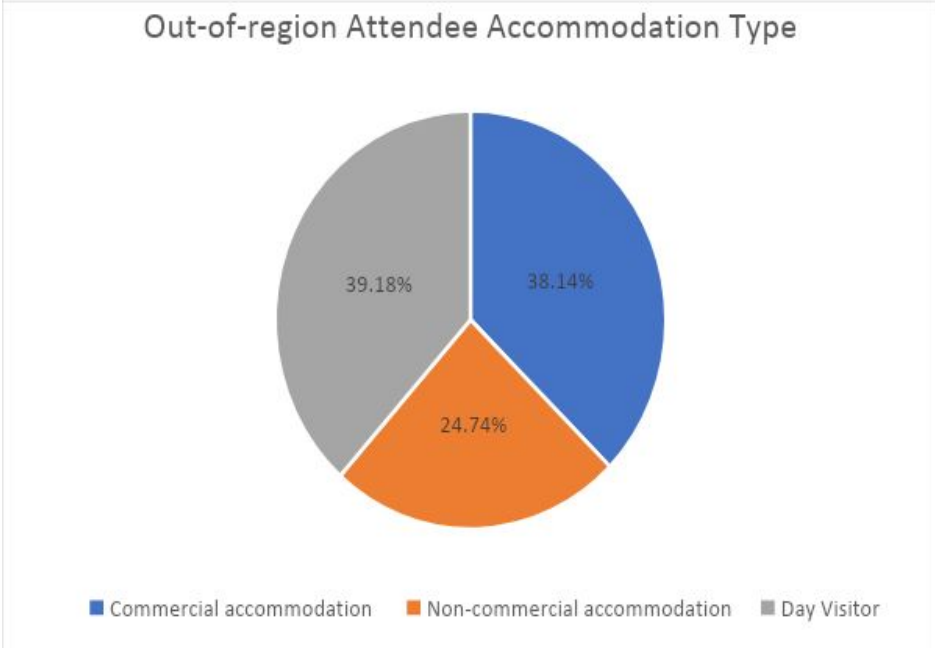
Approximately 37,000 of these attended a free and live event (non-ticketed).

Determining place of origin from attendees still proved to be challenging due to the mix of offerings and multiple venues that the festival provides.

From the interviewed attendees, 20.56% had travelled from outside of the Waikato with an intended stay averaging at 2.2 days.

31.5% of tickets purchased for ticketed events were identified as being from outside of the Waikato (data sourced from Eventfinda ticketing platform)





Impact on Visitation Numbers
Attendance to ticketed events was down on 2021. Despite tracking strongly following the launch of the programme, there was no essential spike in sales in the two weeks prior to the festival as per traditional trading cycles.

It is assumed that is is the result of the abnormally wet weather patterns over Spring and Summer combined with Cyclone Gabriel hitting the country 10 days prior to the festival's opening resulting in a reluctance to commit to purchasing in advance.

Total sales doubled over the final week of the festival once the sun came out.

Financial
Unfortunately, the last minute sales uptake was not enough to salvage total ticketed sales revenue resulting in FY23 delivering a -$48.1K deficit *(full financials can be accessed by **clicking here**)*

Economic Impact
The total economic impact is estimated at $2,548,000 with $749,400 spent on accommodation and $1,800,000 spent in other sectors.

*Access to the full 2023 Impact & Strategy Report can be accessed by **clicking here***



Average price to attend a ticketed event was $35. This was up $4 from 2021 due to rising artist fees, accommodation and travel costs. However, the average cost to attend a ticketed event remains approximately 30% cheaper than any metropolitan centre.

2023 saw a greater representation of content targeted at younger audiences. This included (but was not limited to): Garry Starr Performs Everything (first international act post Covid), Tiny Ruins, A Slightly Isolated Dog's new production 'The Trojan War' and The Great Kiwi Break Off. The festival also started to see greater cultural diversity in its audience as the result of broader targeted programming and marketing.



Current Situation

The Foundation has shown its metal by successfully navigating the festival through a world of unprecedented challenges.

This was achieved with minimal, if any, increase in funding from any of the region's major community trusts since 2016. In some instances, for example from The Hamilton City Council, our annual grant was reduced. The Foundation managed to offset this through a mix of new (pre-COVID) sponsorships and Local and State Government pandemic response packages.

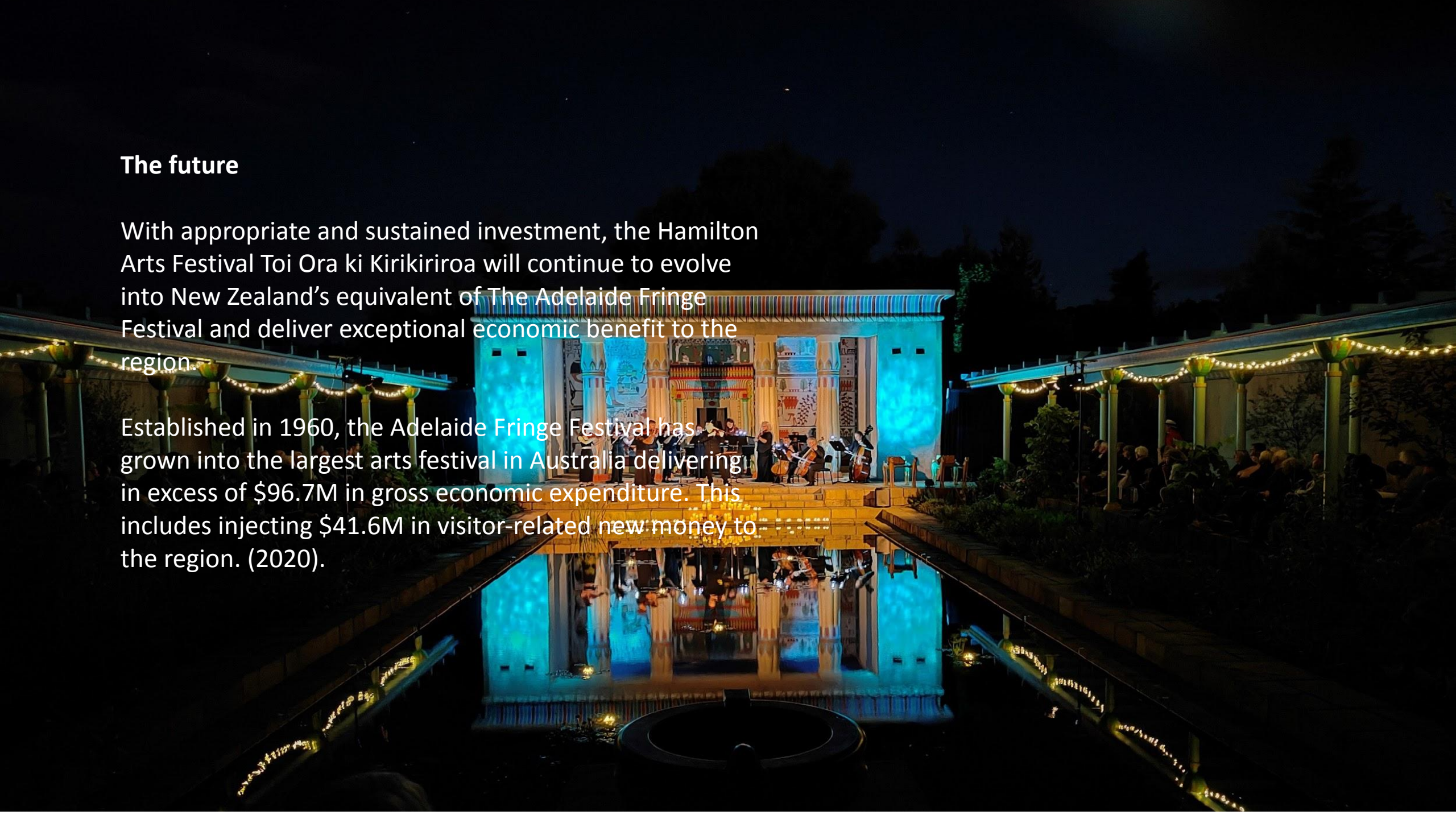
Post COVID, and with the foundations now laid, the festival is on the precipice of its exciting new future. However, the event can no longer be delivered when under resourced and at the same costs as 8 years ago. CPI has increased in excess of 20% and the cost of living is at an all time high.

The 2020 industry survey identified HAF as one of the more significant regional arts festivals in New Zealand. Despite the scale of its offerings, staffing costs represented only 15% of total expenditure as opposed to the 26.8% average across the country.

HAF staff continue to work beyond their contractual obligation without having received a pay adjustment in 5 years. Key local suppliers have extended their generosity to breaking point and are now indicating they can no longer sustain costs at 2016 levels.

New commercial sponsorship opportunities have proven few and far between in the current economic climate. In saying this, Management continues to proactively seek appropriate savvy corporate partners who recognise the potential of brand alignment.





The future

With appropriate and sustained investment, the Hamilton Arts Festival Toi Ora ki Kirikiriroa will continue to evolve into New Zealand's equivalent of The Adelaide Fringe Festival and deliver exceptional economic benefit to the region.

Established in 1960, the Adelaide Fringe Festival has grown into the largest arts festival in Australia delivering in excess of $96.7M in gross economic expenditure. This includes injecting $41.6M in visitor-related new money to the region. (2020).



Management and Trustees of the Hamilton Gardens Summer Festival Foundation look forward to working with the Hamilton City Council to build on the work already undertaken to elevate our arts festival into a national treasure

Exec Summary - Marketing/Publicity

Rebrand

When reimagining the festival brand, it was critical to position the festival as a vibrant, world class event that offers the unique combination of the highest quality performance in magical garden settings, ultimately attracting audiences to Hamilton.

As a result, the refreshed brand is a kaleidoscope of colour, performances and floral elements, merging together to create a vibrant yet sophisticated creative framework, while still retain the playful personality of the Hamilton Gardens

Creative Strategy

- A brand first message will lead the campaign, to generate awareness of the name change and the festival dates. The vibrant creative with some of the key artists included helps communicate the range of festival genres, without going into too much detail.

- Event specific creative is essential for high risk events. This creative will merge brand assets with the striking event imagery, and a key selling proposition will lead the creative messaging.

- Large format and video will be key creative assets to drive awareness and ticket sales.

Media Strategy

- There are 3 key flights to the campaign,
    - *Flight 1: Launch and traditional channels (Dec 1 - 23 Jan)*
    - *Flight 2: Digital Campaign Kick off (24 Jan - 23 Feb)*
    - *Flight 3: In season (24 Feb - 5 Mar)*

- Across all of the channels, demographic, geographic, interest based and remarketing targets will be applied.
    - *As a general rule of thumb, we will start with a wide geographic base across the North Island and reduce this to a tighter Waikato based radius as we get later into the festival season and events draw to a close. This allows us to place an emphasis on the fly/drive zones, targeting people who are interest in domestic summer experience, while still targeting our local audiences that have a love for the arts*

- Leverage long standing and new contra/sponsorship relationships to cover the traditional print, radio and outdoor channels.
    - *Running from Dec, reduce over the summer break and surge again from Jan 16 as people return to standard routines, building awareness in traditional channel and priming people for the targeted digital cmapgin to follow.*

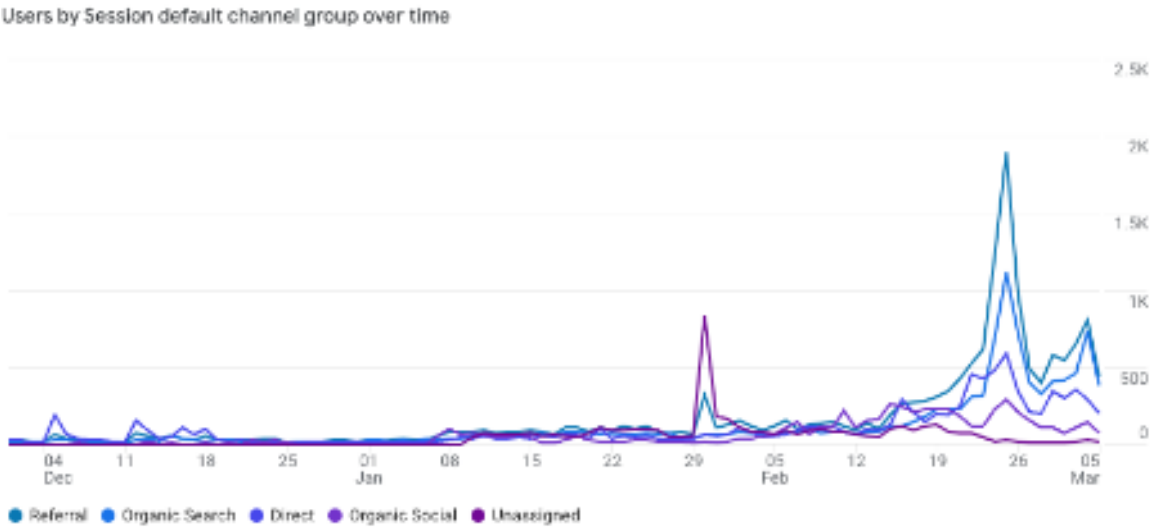
- Cash budget will be focused on digital channels, a key campaign driver with a combination of premium publishers, search, video as well as display placements to maximise website traffic to drive ticket sales
    - *Publisher Digital placements start when people return to standard routines, with the Social and Google campaigns starting early February to really accelerate awareness and web traffic.*

- Given turbulent summer weather, MetService will be a tactical channel to capture local townships with weather targeted placements

Website / Analytics

Refreshing the brand also meant the website needed to be refreshed. Our goal was to capture and hold the attention of web visitors as soon as they landed on the site, so our answer was to create a scrolling animation showing a kaleidoscope of events at the festival.

Website analytics show,



GA4	Phase	Flight Period	Users	Sessions	Ave Time on site	Engagement Rate	Events per session
All Flights	Campaign	1 Dec - 5 Mar	42,818	63,096	1m 01s	60.96%	6
Flight 1	Launch - Traditional Media	1 Dec - 23 Jan	7551	10,058	1m 11s	61.56%	6.46
Flight 2	Digital Campaign Kick Off	24 Jan - 23 Feb	20,187	26, 573	1m 01s	55.90%	5.73
Flight 3	In Season	24 Feb - 5 Mar	17,296	26,442	0m 58s	65.60%	6.1

It should be noted that the website is built alongside a seamless ticketing agent subdomain, via Eventfinda. All event listings and the ticketing process happens within the subdomain, so our website analytics can only report on the time that people spend on the home, what's on, about, support us, and free and live pages. With this in mind, the high engagement rate is a fantastic result!

Breaking users down the 42,818 user by geographic location

Location	Users	Ave Time on site	Engagement Rate
Auckland	18,356	1m 13	60.96
Hamilton	13,130	1m 57s	67.6
Wellington	3,277	1m 13s	60.7
(not set)	2,902	1m 19s	60.21

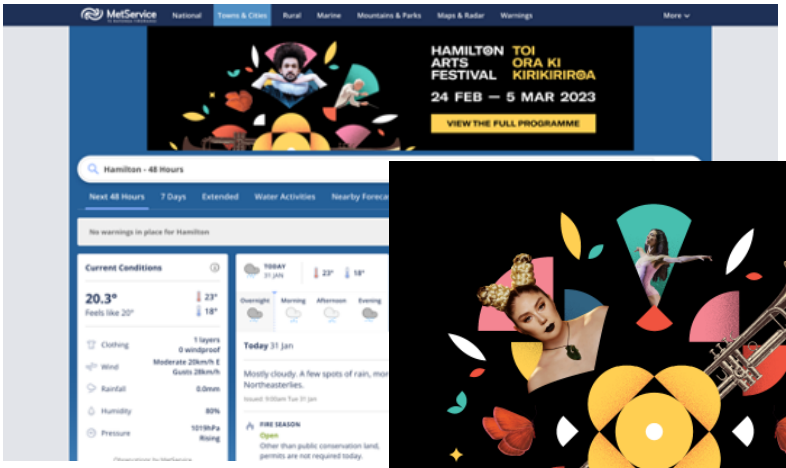
International	1,453	1m 24	59.36
Cambridge	1,216	1m 34s	62.92
Tauranga	997	1m 16s	54.7
Chch	898	1m 02s	57.6
Rotorua	321	0m 54s	52.68
Te Awamutu	268	1m 24s	61.76

Please note that (not set) is made up of smaller regional towns that Google does not know how to categorise into a 'Town/City'. We assume that these users are a mixture of Waikato and beyond.

Media Placement Breakdown

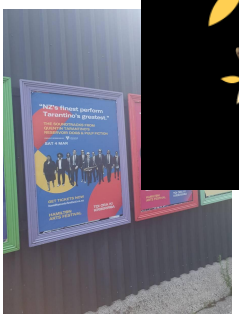
(Paid and Sponsorship Channels)

Media	Reach	Quantity	Paid Budget	Sponsor Budget
Print				
Waikato TImes		11	$9,750	
Stuff Community Newspapers	Hamilton Press, Cambridge Edition, Matamata Chronicle, Piako Post, South Waikato, Eastern Courier, Franklin County News, Hauraki Herald	42		$30,000
North & South	National	1	$2,587.50	
MailDrop	2km radius of Hamilton Gardens, Household drop	6.5k	$2,000	
Outdoor				
Billboards	Auckland, Hamilton, Tauranga, Rotorua, Taupo, Taranaki, Wellington	48		$50,000
Billstickers	Hamilton Central, 3 weeks coverage	30		$5,000
Bus Backs	Hamilton and Tauranga, 4 weeks coverage	6	$7,500	$7,500
Shop Windows / Posters	Hamilton	30	$1,200	
Radio				
More FM	Paid spot buy in Taranaki, Tauranga. Contra Waikato	250	$1,800	$1,800
The Sound	Paid spot buy in Taranaki, Tauranga. Contra Waikato	250	$1,800	$1,800
Magic	Paid spot buy in Tauranga. Contra Waikato	250	$1,800	$1,800
The Breeze	Paid spot buy in Taranaki, Tauranga. Contra Waikato	250	$1,800	$1,800
Online				
MediaWorks Local Audiences	Auckland Pre Roll Video, 4 weeks coverage	-	$3,000	
Stuff Home Page Takeover	Auckland, Bay of Plenty, Taranaki, Waikato	-	$6,000	
Stuff Native Ads	Auckland, Bay of Plenty, Taranaki, Waikato	-	$6,575	
Stuff Display Ads	Auckland, Bay of Plenty, Taranaki, Waikato	-	$2,450	
Facebook / Instagram	North Island > Waikato, radius decreasing each week in market. 4 weeks coverage	-	$5,500	
Youtube	North Island > Waikato, radius decreasing each week in market. 4 weeks coverage	-	$2,324	
Google Display	North Island > Waikato, radius decreasing each week in market. 4 weeks coverage	-	$1,252	
MetService	Hamilton, Whitianga, Palmerston North, Taranaki, Wellington	-	$3,864	$3,864
			$61,203	$103,564

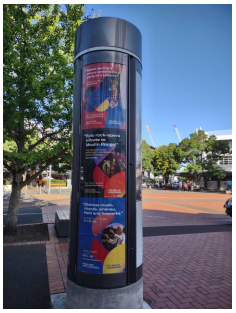

MetService
HAMILTON ARTS FESTIVAL
TOI ORA KI KIRIKIRIROA
24 FEB — 5 MAR 2023
VIEW THE FULL PROGRAMME
Hamilton - 48 Hours
Current Conditions


10 DAYS,
100 EVENTS,
700 ARTISTS
24 FEB — 5 MAR 2023
HAMILTON ARTS FESTIVAL
TOI ORA KI KIRIKIRIROA


"Epic rock-opera tribute to Moulin Rouge!"
PHANTOM




HAMILTON ARTS FESTIVAL
TOI ORA KI KIRIKIRIROA
"Epic rock-opera tribute to Moulin Rouge!"

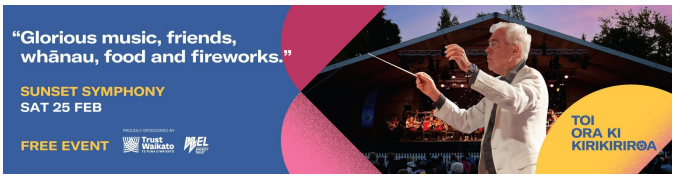



"Epic rock-opera ensemble celebrate cinema's finest."
SOUNDTRACK FROM BAZ LUHRMANN'S MOULIN ROUGE
FRI 24 FEB
GET TICKETS NOW hamiltonartsfestival.co.nz
TOI ORA KI KIRIKIRIROA


"NZ's finest perform tarantino's greatest."
SOUNDTRACKS FROM QUENTIN TARANTINO'S RESERVOIR DOGS & PULP FICTION
SAT 4 MAR
GET TICKETS NOW hamiltonartsfestival.co.nz
TOI ORA KI KIRIKIRIROA


"Speed sewing & circus combine for a party of a cabaret."
HAUS OF YOLO
3 & 4 MAR
GET TICKETS NOW hamiltonartsfestival.co.nz
TOI ORA KI KIRIKIRIROA


.co.nz 0800 4 BAYBUS (0800 4 229 287)
10 DAYS,
100 EVENTS,
700 ARTISTS
24 FEB — 5 MAR 2023
hamiltonartsfestival.co.nz
HAMILTON ARTS FESTIVAL
TOI ORA KI KIRIKIRIROA
4141


"Glorious music, friends, whānau, food and fireworks."
SUNSET SYMPHONY
SAT 25 FEB
FREE EVENT
TOI ORA KI KIRIKIRIROA


"NZ's finest perform Tarantino's greatest."
TOI ORA KI KIRIKIRIROA


"Speed sewing & circus combine for a party of a cabaret."
HAUS OF YOLO
3 & 4 MAR
GET TICKETS NOW
GK0576


"Disgraced actor performs every genre of theatre possible."
GARRY STARR PERFORMS EVERYTHING
GRASSROOTS TRUST COMEDY SEASON
2 & 4 MAR
GET TICKETS NOW hamiltonartsfestival.co.nz
HAMILTON ARTS FESTIVAL

PUBLICITY

An extensive publicity campaign was undertaken leveraging both local and national media with a focus on driving intra and inter regional visitation.

Key messages:

- Promoting the festival's rebrand & positioning as an arts festival of national significance
- Promoting financially high-risk events

LOCAL MEDIA

Waikato Times/Stuff: Extensive preview articles effectively communicated the festival's rebrand and 2023 programme line-up:

- Nov 10: Rebrand & headline act announced
- Nov 23: Full programme announced
- Feb 23: Preview of first week of events (Waikato Times cover story)
- Feb 27: Preview of second week of events
- The Great Kiwi Break Off

Select shows were reviewed including:

- A Rare Bird
- Tiny Ruins
- The Golden Ass
- Niko Ne Zna

Free FM: Extensive coverage across multiple Free FM shows around the festival rebrand and direction as well as interviews for specific shows:

- That's the Ticket with Hannah Mooney
- Hanna
- Rock Follies Forever

Waikato Herald: Tutus on Tour

The Breeze: Extensive interviews and ticket giveaways through media partnership.

NATIONAL MEDIA

- **RNZ:** Karl Jenkins: The Armed Man (A Mass for Peace), Sunset Symphony, The Soundtrack to Baz Luhrmann's Moulin Rouge, Garry Starr
- The Spinoff: Hamilton Operatic Society (CUT!)

- Seven Sharp's coverage of Soundtracks from Tarantino's Reservoir Dogs & Pulp Fiction.
- Print media placements included: Women's Day, Kia Ora Mag, Canvas, Home & Garden, NZ Listener.
- Planet FM: KickArts

SOCIAL MEDIA

Social media was primarily used to engage our audience, promote the festival programme, and to profile festival partners and sponsors.

The festival's Facebook audience grew by 11% over this festival, with Instagram growing by 20%. Total Facebook reach equaled 580,200. Instagram reach was +75% compared to the previous festival period.

Facebook

- Page visits: 13,385
- New page likes: 183
- Page reach: 145,348

Instagram

- Profile views: 994
- New followers: 126
- Reach: 3654

Tone & Style:

A cohesive and distinct aesthetic was used across socials for the festival by using brand colors and imagery.

Facebook

Facebook was used primarily as a tool to drive ticket sales, and to expand our existing audience in line with wider marketing objectives. Facebook also played a dynamic role in pushing those events that struggled with ticket sales close to and during the festival.

Key tactics includes:

- **Boosting** selected under performing festival events, increased posting around ticketed events.
- **Website visibility**: Ensuring the website was visible across socials and pushed as the place to get tickets.
- **Audience Targeting:** Audiences outside of the Waikato were targeted with a particular focus on those likely to be interested in the festival based in Bay of Plenty & Auckland.

- **Posts**: Key festival announcements (i.e. program launch) and ticketed events were boosted to ensure maximum visibility and promote ticket sales.
- **Event Listings**: Key ticketed events were boosted and targeted to audience segments according to marketing objectives. These included the website link in the build-up and during the festival sent people directly to EventFinda to help ease of ticket purchase.

Instagram

While our Instagram feed was used primarily to promote specific shows and keep our audience up to date, Instagram Stories showcased the atmosphere of the festival, providing a taste of the variety of events throughout the gardens and the CBD.

Highlights & Learnings

- A focus on attracting inter and intra-regional visitation saw increased coverage of media outlets (including digital, TV and radio) outside of the Waikato, most notably including The Spinoff, Seven Sharp and RNZ.
- In all of the above cases, relationships have been formed within media outlets that need to be nurtured going forward to ensure continued support of the festival.
- Significant growth of E-newsletter database from 5977 to 8326 subscribers thanks to exporting customer data from new ticket purchasers through EventFinda. Going forward this captive audience will need to engaged with on a regular basis to ensure continued interest.
- Outdoor creative should always take a less is more approach
- Digital advertising did prove to be a key driver of traffic. We took a very active approach with the budgets and were making daily adjustments across the channels to maximise the cost effectiveness of the spend
- Video placements performed extremely well
- Performances with recognisable faces and music also performed really well.
- More ambient signage could be are great idea to activate local interest

Resolution to Exclude the Public

Section 48, Local Government Official Information and Meetings Act 1987

The following motion is submitted for consideration:

That the public be excluded from the following parts of the proceedings of this meeting, namely consideration of the public excluded agenda.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution follows.

General subject of each matter to be considered	Reasons for passing this resolution in relation to each matter	Ground(s) under section 48(1) for the passing of this resolution
C1. Confirmation of the Economic Development Committee Public Excluded Minutes of 16 March 2023 C2. Strategic Property Update C3. 242-266 Victoria Street - VOTR Southern Edge Activation Project C4. Strategic and General Update	) Good reason to withhold) information exists under) Section 7 Local Government) Official Information and) Meetings Act 1987)	Section 48(1)(a)

This resolution is made in reliance on section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or relevant part of the proceedings of the meeting in public, as follows:

Item C1.	to prevent the disclosure or use of official information for improper gain or improper advantage	Section 7 (2) (j)
Item C2.	to enable Council to carry out commercial activities without disadvantage to enable Council to carry out negotiations	Section 7 (2) (h) Section 7 (2) (i)
Item C3.	to enable Council to carry out commercial activities without disadvantage to enable Council to carry out negotiations	Section 7 (2) (h) Section 7 (2) (i)
Item C4.	to enable Council to carry out commercial activities without disadvantage to enable Council to carry out negotiations	Section 7 (2) (h) Section 7 (2) (i)