

**Chairperson and Committee Members**  
ENVIRONMENT AND COMMUNITY DEVELOPMENT COMMITTEE

4 FEBRUARY 2016

Meeting status: **Public**

Purpose of report: For decision

**EVENTS DEVELOPMENT: FUNDING FOR EXISTING AND NEW EVENTS TO MAY 2016**

**PURPOSE OF REPORT**

- 1 This report provides analysis and recommendations on additional funding for the Ōtaki Kite Festival which is organised by the Ōtaki Promotions Group Incorporated; and the Māoriland Film Festival organised by Kakano Films. In addition it makes a recommendation to support a new event, the Coastella Music Festival.

**DELEGATION**

- 2 The Committee has delegation under Clause 7.1 of the Governance Structure and Delegations: 2013-2016 triennium to:

*'develop policies and work programmes that support the social, economic, environmental and cultural interests of the community'.*

**BACKGROUND**

- 3 Events development has been identified as a key driver in achieving long term economic development for the Kāpiti District. In December, the Kāpiti Events Plan 2015-2018 was adopted as an action plan for supporting and leading major events that bring economic benefits to Kāpiti.
- 4 The Kāpiti Events Plan is an outcome focussed approach to event development and identifies five actions for transforming Kāpiti into a district that offers a vibrant and exciting portfolio of events that realise economic and community outcomes. The first priority for action is to establish and manage a significant events fund. An events fund protocol and criteria will be developed and finalised in April 2016.
- 5 In December 2015, the Environment and Community Development Committee approved a recommendation to seek further information on the Ōtaki Kite Festival and the Māoriland Film Festival to be reported back (refer to report SP-15-1772). This was for the purpose of considering one-off funding for each of these events before the significant events fund protocol and criteria are introduced for the 2016-17 financial year.
- 6 In January 2016, organisers of the Coastella Music Festival approached council staff to ask if council would consider sponsorship of the inaugural event. This meeting is the first opportunity to present their proposal.

## ISSUES AND OPTIONS

### Issues

- 7 The event development criteria and protocol will not be established until April 2016. Currently \$50,000 is allocated within economic development activity to support event development.
- 8 In December, the Environment and Community Development Committee agreed to fund \$20,000 towards a Kāpiti Wings and Wheels event in January 2016 but this has since been postponed until further notice.
- 9 In addition, there is funding of \$49,000 available which was previously used for the Sustainable Home and Garden Show and has since been redirected to support event development. This was agreed at the Environment and Community Development Committee on 3 December (SP-15-1772).
- 10 The Māoriland Film Festival and the Ōtaki Kite Festival were identified as two significant events, unique to the district, enhancing Kāpiti's reputation as a diverse, vibrant and thriving district. Both events will increase the positive media profile for the district while gaining greater international exposure.
- 11 The Māoriland Film Festival is the largest international indigenous film festival in the southern hemisphere and attracts film-makers from across the world. The event is now in its third year and has increased in scope and size each year. In 2015, 5,000 tickets were sold to screenings. Festival organisers expect this to increase by at least 25% for the 2016.
- 12 Organisers estimated between 10,000 and 15,000 visitors attended the 2015 Ōtaki Kite Festival and larger numbers are expected this year. Renowned kite makers from Australia and Japan will be giving workshops and flight displays during the event.
- 13 Organisers hope to attract 1,500 visitors to the Coastella one day international music festival in its first year. They ran a sell-out music event at Tuatara Brewery last year and have considerable experience in the music events industry. In the first six hours of the event being listed on Eventfinda, there were over 1000 hits suggesting this will be a popular event. Within a few days of tickets going on sale, the first 200 early bird tickets were sold.

## CONSIDERATIONS

### Policy considerations

- 14 The Economic Development Strategy provides the overarching strategic framework for event development and growing the visitor economy.
- 15 The Kāpiti Event Plan will provide a protocol for significant event funding for 2016.

### Legal considerations

- 16 There are no legal considerations.

## Financial considerations

- 17 There are funds allocated in the annual event development programme as defined by the overarching Kāpiti Economic Development Strategy for 2015-2018. The amount of \$50,000 is allocated per annum as to the Long term Plan. In addition, approximately \$49,000 is redirected as a result of the cessation of the Sustainable Home and Garden Show.
- 18 The Māoriland Film Festival currently receives \$38,000 as a grant from council's Māori Economic Development Fund. The total cost of running the event is \$106,000.
- 19 The Ōtaki Promotions Group currently receives \$15,000 from Strategy and Planning budget for promoting Ōtaki and the kite festival. The total costs for the event is \$26,000.

## Tāngata whenua considerations

- 20 There has been and continues to be significant engagement and collaboration with iwi, hapu, marae and whanau on tāngata whenua considerations for both existing events:
  - Māoriland Film Festival received seed funding through the Māori Economic Development Fund for the past two years. In recognition of the huge success and overall economic and reputational benefits to the district, it is recommended that funding now be extended beyond the Māori Economic Development Fund.
  - Ōtaki Kite Festival organisers continue to seek guidance from kaumatua from Ngā hapu o Ōtaki to ensure kaitiakitanga principles are upheld. Organisers also involve Te Kura-ā- Iwi o Whakatupuranga Rua Mano and Te Wananga o Ruakawa in activities.
- 21 Coastella is a new event, being held on private land. To date there has been no engagement with tāngata whenua. However, the organisers are keen to collaborate with iwi and hapu on any relevant issues.

## **SIGNIFICANCE AND ENGAGEMENT**

### Degree of significance

- 22 This matter has a low level of significance under Council policy.

### Engagement planning

- 23 An engagement plan is not needed to implement this decision.

### Publicity

- 24 Publicity would be to support the marketing and promotion of the events. Any additional publicity could be in the form of a media release informing the community of the Committee's decision.

## **RECOMMENDATIONS**

- 25 That the Environment and Community Development Committee provide one-off funding of \$8,000 for the Ōtaki Kite Festival for:

- a) Promotion outside the district through advertising and social media.
  - b) Support and promotion of a 'Kite Bus Service' from Waikanae train station to the festival both days, five services a day, reinforcing Council's sustainability focus.
  - c) Fund a visitor survey to inform future event planning and promotion.
- 26 That the Environment and Community Development Committee provide one-off funding of up to \$32,000 for the Māoriland Film Festival for:
- a) The purchase of a 12m x 6.7m outdoor screen and sound equipment and hold two free family feature film screenings, subject to appropriate agreement of community use of the equipment around the district for events, managed by Māoriland Film Festival organisers.
  - b) Additional marketing and promotion of the event throughout New Zealand including presence at the New Zealand International Festival of the Arts, Auckland Arts Festival and WOMAD.
  - c) Fund a visitor survey to inform future event planning and promotion.
- 27 That the Environment and Community Development Committee provide one-off funding of \$10,000 as sponsorship of the Coastella Music Festival in 2016.
- 28 That any funding agreed for the Ōtaki Kite Festival, Māoriland Film Festival and the Coastella Music Festival is subject to all legislative and necessary regulatory conditions being met before funding is released.

<b>Report prepared by</b>	<b>Approved for submission</b>	<b>Approved for submission</b>
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## **ATTACHMENTS**

- Appendix 1: Māoriland Film Festival – Request for additional funding
- Appendix 2: Quotation for Māoriland Film Festival for an outdoor screen from Canvasland
- Appendix 3: Ōtaki Kite Festival – Management Plan
- Appendix 4: Proposal from Coastella Music Festival and sponsorship details