

Chairperson and Committee Members
STRATEGY AND POLICY COMMITTEE

12 OCTOBER 2017

Meeting Status: **Public**

Purpose of Report: For Decision

KĀPITI MAJOR EVENTS FUND 2017-18

PURPOSE OF REPORT

- 1 This report provides analysis and recommendations on funding for major events that will help Kāpiti grow its portfolio of events in accordance with the Kāpiti Events Plan 2015-2018¹ (appended to SP-17-326 Major Event Funding Report Back).

DELEGATION

- 2 The Strategy and Policy Committee has the required delegation.

BACKGROUND

Kāpiti Events Plan

- 3 Events development has been identified as a key driver in achieving long term economic development for the Kāpiti district. In December 2015, 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.
- 5 A priority for action was the establishment and management of a major events fund and event development programme targeting signature events. A focus for year two of the Events Plan is to improve knowledge of existing and potential events and proactively pitch for new ones that contribute to economic success.
- 6 The Council continues to work with Air New Zealand and Wellington Regional Economic Development Agency to promote the district's events, as strengthening relationships with key stakeholders is essential to growing a vibrant events portfolio.
- 7 A total of \$160,000 is available per annum. The Kāpiti Events Plan criteria (appended to SP-17-326 Major Event Funding Report Back) outlines conditions for the major events fund and allows for:
 - Multiyear funding (up to 3 years);
 - Up to \$24,000 for feasibility and economic impact studies for events; and
 - Up to \$160,000 per annum for event funding and development that meets the criteria and outcomes of the Kāpiti Events Plan.

¹ At <http://www.kapiticoast.govt.nz/contentassets/2adf8c8204b94af582989e1e1315abe1/events-plan-2016.pdf>

- 8 The events eligibility criteria also includes preference conditions to help inform funding decisions, stating that preference may be given to events which:
- attract visitors in the off season (late March to October).
 - can demonstrate successful financial support from other funding sources.
 - show potential to be self-sustaining without Council funding after three years.

Major Events Funding History

- 9 In February 2016, the Environment and Community Development Committee awarded one-off funding for three major events, this included \$8,000 to the Ōtaki Kite Festival, \$32,000 to the Māoriland Film Festival and \$10,000 to Coastella Music Festival.
- 10 In June 2016, through the Annual plan, funding was redirected to grow the Events Fund from \$100,000 to \$160,000 per annum to grow Kāpiti's event portfolio.
- 11 In September 2016 (SP-16-2006), the multiyear funding of \$160,000 was awarded for 2016-17, \$100,000 for 2017-18 and \$45,000 for 2018-19 as shown in Table 1.

TABLE 1: Summary of 2016-17 Awards

Event	Funding awarded for 2016-17	Funding level for 2017-18	Funding level for 2018-19
Māoriland Film Festival Kakano Films Ltd	\$55,000	\$40,000	\$30,000
Ōtaki Kite Festival Ōtaki Promotions Group	\$35,000	\$20,000	\$10,000
Coastella Coastella Ltd	\$55,000	\$30,000	
Kāpiti Food Fair Kāpiti Food Fair Partnership	\$15,000	\$10,000	\$5,000
TOTAL	\$160,000	\$100,000	\$45,000

- 12 The second and third year awards were dependent on the organisations providing data on their 2016-17 event which supported their claims about the event. Māoriland Film Festival, Ōtaki Kite Festival, Coastella and Kāpiti Food Fair, the recipients of the multiple year awards have all provided the relevant data to merit award of the sums for 2017-18 (SP-17-326) and presented their report back at the Council meeting on 28 September 2017.

Council's on going funding support

- 13 At the Council meeting on the 28 September 2017, when event organisers provided feedback about their events, they highlighted their concerns regarding sustainable funding and the difficulty to grow events with regressive funding contributions from Council.

- 14 The current event funding criteria specifies that multiyear funding (for up to three years) is available where there is a sound business case that enables long-term strategic development. The Council have requested a review of the major events funding criteria. The review will examine the current funding environment and Council's role in ensuring critical economic success of major events.
- 15 Council staff will review the criteria in the coming months to ensure that a balance of funding is available to support the growth of existing major events while allowing funding to support new major events that will increase a vibrant portfolio and attract visitors to Kāpiti.

2017-18 Applications

- 16 In August 2017, the availability of the remaining \$60,000 for awards was publicised as part of a contestable process which closed on 8 September 2017 and the five applications in Table 2 received:

TABLE 2: 2017 Applications Received

Event / Applicant	Description	Funding	Attendees	Level
Kāpiti Coast Festival Kāpiti Festival Ltd	Event Funding Showcase local musicians, artists local crafts community and clean green sustainable living in Kāpiti. Will showcase local businesses including world premiere of production model of Ogo (Segway style mobility device) and Kāpiti Island. Raises money for Mary Potter hospice.	\$15,000 for 2017-18 and 2018-19	5000-8000	Regional
Mahara Matariki (part of Matariki Wellington festival) Mahara Gallery	Event Funding Festival to celebrate Matariki which has been run by Mahara over past 4 years. Includes Kapa Haka, exhibitions, guided tours and a hangi. Seeks to grow.	\$20,000 for 2017-18 and 2018-19.	4000+	Local
Celebrate end of WW1 and centenary of village hall. Paekākāriki Community Trust	Feasibility Study Feasibility study to run events in 2018 to celebrate the end of WW1 which is at the same time as the centenary of the village hall. Cost is for expert resource to conduct study.	\$15,000 one off	??	Local
Kāpiti Coast International Jazz Festival Kāpiti Jazz and Entertainment Ltd	Event Funding International jazz performers, local musical acts, seminars for local musicians, and Maori music integration.	\$33,300 2017-18, \$11,350 in 2018-19	500-600 for year 1	Major
Kāpiti Farmers Market Ōtaki Maori Racing Club	Event Funding Fortnightly (progressing to weekly) farmers market and fundraising area.	\$60,000 one off	1000s	Regional

Assessing the Applications

- 17 Each application was weighted according to the events priority matrix in Table 3 extracted from the Events Plan 2015-2018 adopted in December 2015.

- 18 The matrix is designed to assist decision making in relation to the scale of events and identifies if an event is a major, regional or local event. This is used as a framework for prioritising Council investment in events development.

TABLE 3: Events Priority Matrix

	Level 1	Level 2	Level 3
	Major events (1) (5,000-10,000 attendees) National showcase event where 20% of attendees are visitors to the District.	Regional events (2) (2,000-5,000 attendees) Regional showcase event where 10% of attendees are visitors to the District.	Local events (500-2000 attendees) Events that are driven and lead by local communities Mainly local residents attendees
Primary Impact	<ul style="list-style-type: none"> ○ Event that attracts visitors overnight stay ○ Event that attracts visitors from outside the District ○ 5:1 return on Council investment ○ Generate media profile for the regions visitors ○ Enhance the District's liveability ○ Increase international exposure 	<ul style="list-style-type: none"> ○ Event that attracts visitors from outside the District ○ 5:1 return on Council investment ○ Generate media profile for the regions visitor ○ Enhance the District's liveability ○ Increase international exposure 	<ul style="list-style-type: none"> ○ Encourages local pride and social outcomes ○ Provides paid or free entertainment opportunities to the community ○ Provides social benefits such as fund raising for local organisations ○ facilitates cross cultural awareness ○ Promotes environmental suitability and community engagement
Secondary impact	<ul style="list-style-type: none"> ○ Assist skill development for a particular field of events that provide exposure of local talent ○ Creates opportunities for local businesses to regionally export products and services ○ Aligns with regional industries (as to the Economic Development Strategy) 	<ul style="list-style-type: none"> ○ Assist skill development for a particular field of events that provide exposure of local talent ○ Creates opportunities for local businesses to regionally export products and services ○ Aligns with regional industries (as to the Economic Development Strategy) 	<ul style="list-style-type: none"> ○ Assist skill development for a particular field of events that provide exposure of local talent ○ Creates opportunities for local businesses to regionally export products and services ○ Aligns with regional industries (as to the Economic Development Strategy)
Tertiary impact	<ul style="list-style-type: none"> ○ Encourages local pride and social outcomes ○ Provides paid or free entertainment opportunities to the community ○ Provides social benefits such as fund raising for local organisations ○ facilitates cross cultural awareness ○ Promotes environmental suitability and community engagement 	<ul style="list-style-type: none"> ○ Encourages local pride and social outcomes ○ Provides paid or free entertainment opportunities to the community ○ Provides social benefits such as fund raising for local organisations ○ facilitates cross cultural awareness ○ Promotes environmental suitability and community engagement 	<ul style="list-style-type: none"> ○ Event that attracts visitors overnight stays ○ 5:1 return on Council investment ○ Generate media profile for the regions visitor ○ Enhance the District's liveability ○ Increase international exposure

- 19 To be eligible for funding, the Events Plan 2015-2018 requires that applications must meet five criteria. Table 4 shows how each of the applications were assessed against these criteria:

TABLE 4: Essential Criteria Rating

Criterion	Takes place in Kāpiti	Has already secured 30% of its total cost	Shows potential for self-sustaining funding	Not coincide with another major event in the Wellington region unless compatible	Must not have already occurred in the district
Kāpiti Coast Festival	Y	Y	Y	Y	N**
Mahara Matariki	Y	N	N	Y	N
Paekākāriki WW1 & Village Hall	Y	N	N	Y	Y
Kāpiti Coast International Jazz Festival	Y	Y	Y	Y	Y
Kāpiti Farmers' Market	Y	N	Y	N*	Y

* There are three local farmers markets which may be affected by this proposal

**The Kāpiti Coast Festival has occurred previously but the proposal is for a bigger, more comprehensive event, particularly showcasing local businesses, including the world premier of Ogo (the Segway based mobility device) and so we propose that it is not ruled out by failure to meet this eligibility criterion.

- 20 One of the essential criteria is for an event to be self-funding and preference is also given to events occurring from late March to October. The applications' proposals to achieve these criteria are summarised in Table 5.

TABLE 5: Self Sustainability and Timing

Event	2017	2018	Self Sustaining in	Event Timing
Kāpiti Coast Festival	\$15,000	\$15,000	2019	18 Nov 2017
Mahara Matariki	\$20,000	\$20,000	?	Jun / Jul 2018
Paekākāriki Feasibility Study	\$15,000		n/a	11 Nov 2018 and others
Kāpiti Coast International Jazz Festival	\$33,300	\$11,350	2019	24 – 26 Nov 2017
Kāpiti Farmers Market	\$60,000		2018	Late 2017 then ongoing

- 21 From these criteria, the Kāpiti Coast Festival and Kāpiti Coast International Jazz Festival are considered eligible.
- 22 The eligibility criteria are less specific for a feasibility study and so the Paekākāriki Community Trust application was assessed against whether the

event would meet the criteria if it were to be held. On this basis, it was assessed to be ineligible.

- 23 The Events Plan also specifies four criteria to rate applications and each of these is scored 1, 2 or 3 (1 = fails to meet criteria, 2 = meets criteria and 3 = exceeds criteria). Applications were rated in accordance with their total score from 0 – 12 as shown in Table 6. (A full summary of each application's assessment is attached at Appendix A.)

:

TABLE 6: Assessment criteria

Criterion	Has a distinct Kāpiti Flavour	Kāpiti's positively (for media outside the district to	Has long term economic benefits	Meets tāngata whenua and community aspirations	Total
Kāpiti Coast Festival	3	3	2	2	10
Mahara Matariki	2	2	1	3	8
Paekākāriki Feasibility Study	3	2	1	3	9
Kāpiti Coast International Jazz Festival	3	2	3	2	10
Kāpiti Farmers Market	2	2	2	2	8

ISSUES AND OPTIONS

- 24 Events eligibility criteria were developed and approved by the Environment and Community Development Committee in December 2015. These were used as the basis of selecting events to be funded in 2016-17 and has been used again in 2017-18, amended to reflect the reduced funds available².
- 25 The events eligibility criteria is aligned with the Kāpiti Events Plan outcomes and states that consideration will be given to events which:
- have a distinct Kāpiti flavour and build on the district's positive attributes.
 - have long term economic development.
 - are consistent with community and tāngata whenua values and aspirations.
- 26 The Events Plan and eligibility criteria allow for multiyear funding for signature events to help achieve long term economic outcomes for the district. The Events Plan is for 2015 to 2018 so awards made under this plan are now limited to two years.
- 27 The fund is over-subscribed by approximately \$83,000.
- 28 It is important to note that up to 15% of the total event fund, or \$24,000, is available for feasibility activities and business case development. This year, the only application for a feasibility study is for \$15,000 from the Paekākāriki Community Trust for the celebration of the centenary of the end of WW1 which

² At <http://www.kapiticoast.govt.nz/globalassets/our-district/doing-business-in-kpiti/event-plan-criteria-2017-2019-and-how-to-apply.pdf>

coincides with the centenary of their Village Hall which has been considered ineligible for reasons described above.

- 29 It is recommended that the following two applications best meet the assessment criteria and should be the recipients of the funds awarded in 2017-18:
- Kāpiti Coast Festival; and
 - Kāpiti Coast International Jazz Festival.
- 30 This leaves a balance of \$11,700 in the fund. Two options are presented:
- Option 1 to leave this unallocated; or
 - Option 2, to distribute it equally to the 2016-17 applicants.
- 31 The Kāpiti Economic Development Leadership Group (KEDLG) is a mixed membership group tasked with overseeing the implementation of the Kāpiti Economic Development Strategy and monitoring progress. The applications and analysis contained in this report were sent to the EDLG for comment but, due to the voluntary nature of the group, they were unable to make a comment within the tight time constraints of the public process.

Option 1

- 32 Award the funds requested to the Kāpiti Coast Festival and the Kāpiti Coast International Jazz Festival because these applications accurately reflect the Major Events Fund criteria.
- 33 Confirm the multiyear funding for 2017-18 and 2018-19 awarded in 2016-17, leaving the balance of \$11,700 unallocated in 2017-18 as shown in Table 8.

TABLE 8: Option 1: Leave Balance Unallocated

Event	2017-18	2018-19
Kāpiti Coast Festival	\$15,000	\$15,000
Kāpiti Coast International Jazz Festival	\$33,300	\$11,350
Māoriland Film Festival	\$40,000	\$30,000
Ōtaki Kite Festival	\$20,000	\$10,000
Coastella	\$30,000	
Kāpiti Food Fair	\$10,000	\$5,000
Total	\$148,300	\$71,350
Unallocated	\$11,700	\$88,650

Option 2

- 34 Award the funds requested to the Kāpiti Coast Festival and the Kāpiti Coast International Jazz Festival because these applications accurately reflect the Major Events Fund criteria.
- 35 Divide the remaining balance of \$11,700 equally to augment the 2016-17 applicants as shown in Table 9.

TABLE 9: Option 2: Allocate Balance Equally Between 2016-2017 Applicants

Event	2017-18	2018-19
Kāpiti Coast Festival	\$15,000	\$15,000
Kāpiti Coast International Jazz Festival	\$33,300	\$11,350
Māoriland Film Festival	\$42,925	\$30,000
Ōtaki Kite Festival	\$22,925	\$10,000
Coastella	\$32,925	
Kāpiti Food Fair	\$12,925	\$5,000
Total	\$160,000	\$71,350
Unallocated	\$0	\$88,650

- 36 Option 2 is the preferred option as the funds have been made available to develop major events in Kāpiti and should be used accordingly.

CONSIDERATIONS

Policy considerations

- 37 The Kāpiti Coast Economic Development Strategy 2015-2018 provides the overarching strategic framework for event development and growing the visitor economy.
- 38 The Kāpiti Events Plan provides criteria for significant event funding for 2015-2018.

Legal considerations

- 39 There are no legal considerations.

Financial considerations

- 40 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 \$160,000 is allocated per annum.

Tāngata whenua considerations

- 41 Ensuring tāngata whenua aspirations are valued and met is a key outcome in developing a vibrant portfolio of events for Kāpiti and reflected in the Events Fund Criteria.

SIGNIFICANCE AND ENGAGEMENT

Degree of significance

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

Engagement planning

43 An engagement plan is not needed to implement this decision.

Publicity

44 The Council will support the marketing and promotion of the events. A media release informing the community of the Committee's decision will follow.

RECOMMENDATIONS

45 That the Strategy and Policy Committee allocates funding according to Option 2.

46 Award the funds requested to the Kāpiti Coast Festival and the Kāpiti Coast International Jazz Festival because these applications accurately reflect the Major Events Fund criteria.

47 Divide the remaining balance of \$11,700 equally to augment the 2016-17 applicants as shown in Table 9.

Option 2: Divide Unallocated Funds between 2016-2017 Applicants

Event	2017-18	2018-19
Kāpiti Coast Festival	\$15,000	\$15,000
Kāpiti Coast International Jazz Festival	\$33,300	\$11,350
Māoriland Film Festival	\$42,925	\$30,000
Ōtaki Kite Festival	\$22,925	\$10,000
Coastella	\$32,925	
Kāpiti Food Fair	\$12,925	\$5,000
Total	\$160,000	\$71,350
Unallocated	\$0	\$88,650 (available to be allocated in 2018-19)

48 That funding awarded is subject to all legislative and necessary regulatory conditions being met before funding is released.

49 That funding for 2018-19 is dependent on post evaluation reporting of each event to ascertain the economic impacts.

Report prepared by

Approved for submission

Approved for submission

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ATTACHMENTS

APPENDIX A: Summary (assessment) of 2017-18 Events Applications

APPENDIX B: 2017-18 Kāpiti Events Fund Applications in full (distributed prior to paper)

Appendix A

Summary (assessment) of Events Applications

KĀPITI COAST EVENTS FUND APPLICATION SUMMARY SHEET

October 2017



Applicant details

Event	Type	Major / Regional / Local
Date	24 – 26 November 2017	Funding request \$33,300
Applicant (business)	Kapiti Jazz and Entertainment Ltd	Frequency 1 year: 2 years:
Contact name	Geoff Culverwell	Funding type Event funding / Feasibility
Contact phone	021 446 374	Attendees 790
Contact email	Jazz-horse@xtra.co.nz	Visitors International
Funding used for:	Marketing promotions, including national media coverage, social media, website and cartoon branding Recording acts to provide propomotion for future years Some production costs	
Details provided	<ol style="list-style-type: none"> 1. Introduction / business purpose / experience / areas of expertise 2. Proof of legally incorporated entity, Trust or business 3. Description of event or feasibility study (with expected economic outcome) 4. Risk assessment of proposed event/feasibility study 5. Project timeline detailing activities 6. Balanced budget and detailed marketing/promotional breakdown 7. A communication plan (showing acknowledgement of Council's contribution) 8. Organisation's environmental sustainability values. 9. Understanding of economic outcomes of events (thriving, vibrant and diverse District) 10. Business plan showing three-year self-sustaining funding approach 11. Track record of previous relevant work 12. References for similar projects 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Eligible:

The proposed major event:

- take place in Kāpiti
- have already secured at least 30% of its total cost
- shows potential for self-sustaining funding
- not coincide with another major event in the Wellington region, unless compatible
- not have already occurred in the district.

Application criteria total score: 10

Initial score of each proposal against each criterion using a rating of 0 – 3 (to be discussed and peer-reviewed).
(0 = does not address the criterion, 1 = fails to meet the criterion, 2 = meets the criterion, 3 = exceeds the criterion)

The proposed major event:

- | | |
|--|-------------|
| • has a distinct Kāpiti Coast flavour | Score (0-3) |
| • showcases Kāpiti Coast's positive attributes (for media outside the district to promote) | 3 |
| • has long-term economic development benefits (likely to at least generate a 5:1 return on Council's investment) | 2 |
| • meets tāngata whenua and community aspirations. | 3 |
| | 2 |

Preference criteria

The proposed major event:

- attract visitors in the off season (late March to October)
- can demonstrate successful financial support from other funding sources

KĀPITI COAST EVENTS FUND APPLICATION SUMMARY SHEET

October 2017



Applicant details

Event	Type	Major / Regional / Local
Date	Matariki – early June to late July	Funding request \$20,000 2017, \$20,000 2018
Applicant (business)	Mahara Gallery	Frequency 1 year: <input type="checkbox"/> 2 years: <input type="checkbox"/>
Contact name	Janet Bayly	Funding type Event funding / Feasibility
Contact phone	027 213 99692	Attendees Approx 3000
Contact email	director@maharagallery.org.nz	Visitors international

Funding used for:

- Fee for events management
- Fee for design and printing costs for community billboards, advertising in Kapiti News, Otaki Mail, Otaki Street Scene, signage, printing of flyers and invites.
- Support for musicians, artists and other performers delivering workshops and activities.
- Support costs for interactive light show and performance tent
- Associated fees and costs around parking, local signage, consents
- Support extra gallery time for event management
- Support for Whakarongotai marae participation, activities and exhibitions

Details provided	
1. Introduction / business purpose / experience / areas of expertise	<input checked="" type="checkbox"/>
2. Proof of legally incorporated entity, Trust or business	<input type="checkbox"/>
3. Description of event or feasibility study (with expected economic outcome)	<input checked="" type="checkbox"/>
4. Risk assessment of proposed event/feasibility study	<input type="checkbox"/>
5. Project timeline detailing activities	<input checked="" type="checkbox"/>
6. Balanced budget and detailed marketing/promotional breakdown	<input checked="" type="checkbox"/>
7. A communication plan (showing acknowledgement of Council's contribution)	<input type="checkbox"/>
8. Organisation's environmental sustainability values.	<input checked="" type="checkbox"/>
9. Understanding of economic outcomes of events (thriving, vibrant and diverse District)	<input checked="" type="checkbox"/>
10. Business plan showing three-year self-sustaining funding approach	<input type="checkbox"/>
11. Track record of previous relevant work	<input checked="" type="checkbox"/>
12. References for similar projects	<input checked="" type="checkbox"/>

Eligible:

The proposed major event:

• take place in Kāpiti	<input checked="" type="checkbox"/>
• have already secured at least 30% of its total cost	<input checked="" type="checkbox"/>
• shows potential for self-sustaining funding	<input type="checkbox"/>
• not coincide with another major event in the Wellington region, unless compatible	<input checked="" type="checkbox"/>
• not have already occurred in the district.	<input type="checkbox"/>

Application criteria total score: 8

Initial score of each proposal against each criterion using a rating of 0 – 3 (to be discussed and peer-reviewed).
(0 = does not address the criterion, 1 = fails to meet the criterion, 2 = meets the criterion, 3 = exceeds the criterion)

The proposed major event:

	Score (0-3)
• has a distinct Kāpiti Coast flavour	2
• showcases Kāpiti Coast's positive attributes (for media outside the district to promote)	2
• has long-term economic development benefits (likely to at least generate a 5:1 return on Council's investment)	1
• meets tāngata whenua and community aspirations.	3

Preference criteria

The proposed major event:

• attract visitors in the off season (late March to October)	<input checked="" type="checkbox"/>
• can demonstrate successful financial support from other funding sources	<input checked="" type="checkbox"/>

KĀPITI COAST EVENTS FUND APPLICATION SUMMARY SHEET

October 2017



Applicant details

Event	Type	Major / Regional / Local
Date	Late 2017	Funding request
Applicant (business)	Ōtaki Maori Racing Club	2017 \$60,000 ???
Contact name	Ben Jamison	Frequency
Contact phone	027 666 8558	1 year: <input checked="" type="checkbox"/> 2 years: <input type="checkbox"/>
Contact email	ben@otakimaoriracing.co.nz	Funding type
		Event funding /-Feasibility
		Attendees
		1000s
		Visitors
		Regional

Funding used for: Documentation: business plan, budget, formal proposal to businesses, legal etc.
 Event signage, advertising and promotional material to attract as many stall holders as possible
 Capital costs (shipping container stalls, other required gear for each market day etc)
 Event / project management and personnel

Details provided		
1. Introduction / business purpose / experience / areas of expertise		<input checked="" type="checkbox"/>
2. Proof of legally incorporated entity, Trust or business		<input checked="" type="checkbox"/>
3. Description of event or feasibility study (with expected economic outcome)		<input checked="" type="checkbox"/>
4. Risk assessment of proposed event/feasibility study		<input checked="" type="checkbox"/>
5. Project timeline detailing activities		<input checked="" type="checkbox"/>
6. Balanced budget and detailed marketing/promotional breakdown		<input checked="" type="checkbox"/>
7. A communication plan (showing acknowledgement of Council's contribution)		<input type="checkbox"/>
8. Organisation's environmental sustainability values.		<input type="checkbox"/>
9. Understanding of economic outcomes of events (thriving, vibrant and diverse District)		<input checked="" type="checkbox"/>
10. Business plan showing three-year self-sustaining funding approach		<input checked="" type="checkbox"/>
11. Track record of previous relevant work		<input type="checkbox"/>
12. References for similar projects		<input type="checkbox"/>

Eligible:

The proposed major event:

• take place in Kāpiti	<input checked="" type="checkbox"/>
• have already secured at least 30% of its total cost	<input type="checkbox"/>
• shows potential for self-sustaining funding	<input checked="" type="checkbox"/>
• not coincide with another major event in the Wellington region, unless compatible	<input type="checkbox"/>
• not have already occurred in the district. (at this size but potential overlap with local activities)	<input checked="" type="checkbox"/>

Application criteria total score: 8

Initial score of each proposal against each criterion using a rating of 0 – 3 (to be discussed and peer-reviewed).
 (0 = does not address the criterion, 1 = fails to meet the criterion, 2 = meets the criterion, 3 = exceeds the criterion)

The proposed major event:

	Score (0-3)
• has a distinct Kāpiti Coast flavour	2
• showcases Kāpiti Coast's positive attributes (for media outside the district to promote)	2
• has long-term economic development benefits (likely to at least generate a 5:1 return on Council's investment)	2
• meets tāngata whenua and community aspirations.	2

Preference criteria

The proposed major event:

• attract visitors in the off season (late March to October)	<input checked="" type="checkbox"/>
• can demonstrate successful financial support from other funding sources	<input type="checkbox"/>

KĀPITI COAST EVENTS FUND APPLICATION SUMMARY SHEET

October 2017



Applicant details

Event	Type	Major / Regional / Local
Date	11 November 2018 & others	Funding request \$15,000
Applicant (business)	Paekakariki Community Trust	Frequency One off
Contact name	Graham Coe	Funding type Event funding / Feasibility
Contact phone		Attendees
Contact email	grahcoe@gmail.com	Visitors Local
Funding used for:	Expertise to conduct feasibility study.	
Details provided	<ol style="list-style-type: none"> 1. Introduction / business purpose / experience / areas of expertise 2. Proof of legally incorporated entity, Trust or business 3. Description of event or feasibility study (with expected economic outcome) 4. Risk assessment of proposed event/feasibility study 5. Project timeline detailing activities 6. Balanced budget and detailed marketing/promotional breakdown 7. A communication plan (showing acknowledgement of Council's contribution) 8. Organisation's environmental sustainability values. 9. Understanding of economic outcomes of events (thriving, vibrant and diverse District) 10. Business plan showing three-year self-sustaining funding approach 11. Track record of previous relevant work 12. References for similar projects 	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>

Eligible:

The proposed major event:

• take place in Kāpiti	<input checked="" type="checkbox"/>
• have already secured at least 30% of its total cost	<input type="checkbox"/>
• shows potential for self-sustaining funding	<input type="checkbox"/>
• not coincide with another major event in the Wellington region, unless compatible	<input checked="" type="checkbox"/>
• not have already occurred in the district.	<input checked="" type="checkbox"/>

Application criteria total score: 9

Initial score of each proposal against each criterion using a rating of 0 – 3 (to be discussed and peer-reviewed).
(0 = does not address the criterion, 1 = fails to meet the criterion, 2 = meets the criterion, 3 = exceeds the criterion)

The proposed major event:

	Score (0-3)
• has a distinct Kāpiti Coast flavour	3
• showcases Kāpiti Coast's positive attributes (for media outside the district to promote)	2
• has long-term economic development benefits (likely to at least generate a 5:1 return on Council's investment)	1
• meets tāngata whenua and community aspirations.	3

Preference criteria

The proposed major event:

• attract visitors in the off season (late March to October)	<input type="checkbox"/>
• can demonstrate successful financial support from other funding sources	<input checked="" type="checkbox"/>

KĀPITI COAST EVENTS FUND APPLICATION SUMMARY SHEET

October 2017



Applicant details

Event	Type	Major / Regional / Local
Date	18 November 2017	Funding request \$15,000 for 3 years
Applicant (business)	Kapiti Festival Ltd	Frequency 1 year: <input type="checkbox"/> 2 years: <input checked="" type="checkbox"/> (3 if available)
Contact name	Phillip Harris	Funding type Event funding / Feasibility
Contact phone	0212107276	Attendees 5000-8000
Contact email	Phillip.harris@marypotter.org.nz	Visitors Regional
Funding used for:	Kapiti based marketing company Luvly to provide professional services (provided at reduced rate for festival) Increased signage and advertising over level already budgeted for Compensate Mary Potter Hospice for the time their full time fund raising person spent on the project	
Details provided	<ol style="list-style-type: none"> 1. Introduction / business purpose / experience / areas of expertise 2. Proof of legally incorporated entity, Trust or business 3. Description of event or feasibility study (with expected economic outcome) 4. Risk assessment of proposed event/feasibility study 5. Project timeline detailing activities 6. Balanced budget and detailed marketing/promotional breakdown 7. A communication plan (showing acknowledgement of Council's contribution) 8. Organisation's environmental sustainability values. 9. Understanding of economic outcomes of events (thriving, vibrant and diverse District) 10. Business plan showing three-year self-sustaining funding approach 11. Track record of previous relevant work 12. References for similar projects 	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>

Eligible:

The proposed major event:	
• take place in Kāpiti	<input checked="" type="checkbox"/>
• have already secured at least 30% of its total cost	<input checked="" type="checkbox"/>
• shows potential for self-sustaining funding	<input checked="" type="checkbox"/>
• not coincide with another major event in the Wellington region, unless compatible	<input checked="" type="checkbox"/>
• not have already occurred in the district.	<input type="checkbox"/>

Application criteria total score: 10

Initial score of each proposal against each criterion using a rating of 0 – 3 (to be discussed and peer-reviewed).
(0 = does not address the criterion, 1 = fails to meet the criterion, 2 = meets the criterion, 3 = exceeds the criterion)

The proposed major event:	Score (0-3)
• has a distinct Kāpiti Coast flavour	3
• showcases Kāpiti Coast's positive attributes (for media outside the district to promote)	3
• has long-term economic development benefits (likely to at least generate a 5:1 return on Council's investment)	2
• meets tāngata whenua and community aspirations.	2

Preference criteria

The proposed major event:	
• attract visitors in the off season (late March to October)	<input type="checkbox"/>
• can demonstrate successful financial support from other funding sources	<input checked="" type="checkbox"/>

Appendix B

Applications in Full

Distributed before other papers

Kāpiti Coast Festival



Samara Shaw

Kapiti Coast District Council

Private Bag 60601

Paraparaumu 5254

6 September 2017

samara.shaw@kapiticoast.govt.nz

APPLICATION FOR FUNDING FOR MAJOR EVENTS

The Kapiti Coast Festival is in its 11th year as a Kapiti Coast event with the next Festival date set for 18 November 2017.

Our application for the 2017/18 funding year is for \$15,000.

It will be spent on –

- Kapiti based marketing company Luvly to provide professional services (these are provided at a reduced rate for the Festival).
- Increased signage and advertising over and above that already budgeted for.
- To reimburse Mary Potter Hospice for the time their full time salaried fundraising person spends on this project.

1. INTRODUCTION OF ORGANISATION

The Committee running the Kapiti Coast Festival has evolved from a small group of Mary Potter Hospice supporters who ran the annual November Mary Potter Hospice Strawberry Fair for 10 years. The Committee comprises members of the original strawberry fair committee, members of two of the Kapiti BNI chapters, interested members of the community, a Hospice representative and a professional marketing executive.

The committee has a working relationship with both the Petone and Newtown Fair organisers;

The committee's goal is to develop the Kapiti Coast Festival into a major event along the lines of the Petone and Newtown Fairs.

The committee is seeking funding of \$15,000 per annum for three years from the Major Events Fund.

2. PROOF OF LEGAL INCORPORATED ENTITY

Incorporation Certificate attached.

3. DESCRIPTION OF THE EVENT

The Festival is designed to showcase Kapiti Coast's positive attributes. The Festival will promote tourism and business in the district. It will showcase local upcoming musicians, artists and the local crafts community and to provide an opportunity to promote clean, green, sustainable living on the Kapiti region. It will feature the sale of strawberries and ice-cream, asparagus, plants, linen and a home brewing competition which will be run by Tuatara Brewery. There will be a Police dog display, entertainment, as well as 80+ vendor stalls.

TV personality Jo Seagar will be doing cooking demonstrations.

The committee is limiting the number of food vendors they will accept so that the emphasis will be on a family fun day and that the Festival is not seen to compete with the Food Fair.

Originally held in McLean Street, by 2015 it was felt that the event had outgrown its location and a decision was made to move the Festival to Kapiti Primary School grounds in Rimu Road and expand the event from a primarily hospice focused fundraiser to a district wide festival. This move to the new site proved most successful and attracted between 5,000 and 7,000 people in its first year at its new location.

The committee is organising an event that is synonymous with Kapiti Coast, its heritage, its people, its products and produce. It will put on a well-run event for the community that brings people together and is the ideal "family fun day out". This theme will be used to promote the event to the general public.

The profits generated from the Festival will go to Mary Potter Hospice which, as well as having an 18 bed in-patient unit in Newtown, also has a base in Kapiti from which the many patients residing on the Coast are cared for.

NEW INITIATIVES FOR 2017 -

The committee is endeavouring to promote Kapiti to visitors and business both within and outside the district. With this in mind, the committee is committed to -

- Show case innovative businesses in the District



The creators of the Ogo Mobility Device - this will be the world premiere of the production model of the Kapiti created Ogo. The strong interest worldwide in this apparatus is evidenced by the 25 million hits on their YouTube video. Kiwi ingenuity is alive

and strong in Kapiti.

- Promote tourism.



Southward Car Museum will have a presence at the Festival

The committee has also invited Kapiti Island Nature Tours to participate at the Festival.

- Show case the dynamic development of the coast. The committee have invited the Peka Peka to Otaki Consortium to have an information booth at the Festival. As the Consortium is still in the planning stages, they have indicated their interest for next year.
- Promote Education Opportunities. Whitereia Polytechnic hospitality students will be demonstrating their skills during the day.

Refer to attachment 7 for a list of businesses and organisations supporting and participating.

4. RISK MANAGEMENT

The draft Risk Management Plan is attached. Some aspects may be amended before lodging with Kapiti Coast District Council.

In undertaking the risk management plan, the committee have consulted with a number of organisations to assist us in managing the Kapiti Coast Festival. These include :

- Wellington Free Ambulance
- Kapiti Coast District Council
- NZ Police

- NZ Fire Service
- Kapiti Primary School
- Hire companies

By consulting with these organisations we have considered all aspects of the Kapiti Coast Festival and what could potentially go wrong. The document looks at a number of areas and how we plan to eliminate, isolate or mitigate the potential risks.

In the event of a weather incident, as in 2016 when torrential rain has saturated the school field during the previous week, a decision was made not to have an alternate day and this was largely due to stall holder availability and the nature of the Festival. The committee is investigating back up alternative sites.

5. PROJECT TIMELINE

The action time plan is attached. This document is regularly updated to reflect what needs to be done and when.

- The Committee meet monthly from February; from September to the date of the Festival the Committee meet every two weeks. The members are in contact with each other via phone and email between meetings when things turn up that require attention.

For the 2017 Festival -

- Jo Seagar (TV personality) has accepted our invitation to attend
- The major sponsors have been secured
- Stall holder and vendor books are opened
- Face book contacts have been established
- Activities booked, i.e. blow-up bouncy castle for the children, Police dog displays
- Musical entertainment is booked
- Advertising has been set in place – radio, newspapers and social media

6.. BUDGET/THREE YEAR PLAN – Refer attached budget for 2017 (also includes three year projection). Our goal is to build the festival into a “must attend” event and to showcase the tourism attractions and business and education opportunities Kapiti has to offer. Our goal is to increase a) the number of out of towners attending each year and b) the quality stall holder and activities by 30% each year over the next three years

The committee will conduct a major review at the conclusion of this year’s festival, consulting the participants and interested parties. The review will include the timing of the event.

7. MARKETING

The marketing plan is attached. If our application is successful we will add print, social media and radio advertising in Horowhenua, Manawatu, Porirua Wellington and Hutt.

Marketing for the Kapiti Coast Festival is undertaken in two phases;

Phase one – stallholder marketing; phase two – general public marketing.

The Committee, through its relationship with Mary Potter Hospice, enjoys very strong contacts with all forms of media on the Kapiti Coast and therefore is able to offer solid, low cost exposure in conventional print media and on local radio. Even more importantly, the committee will again undertake a significant electronic marketing programme utilising social media as well as our direct email marketing campaign and the new Kapiti Coast Festival website.

In 2016 the Festival achieved huge exposure for our many supporters and vendors in social media. The Facebook campaign achieved a reach of over 50,000 people and posts announcing individual sponsors received extremely high levels of “like” and “share”. A respected local marketing company (Luvly) has created distinctive branding for the Festival and they have been engaged to develop the marketing campaign for the event again this year.

The Kapiti Coast Festival Committee will acknowledge the Kapiti Coast District Council’s contribution via:

- media releases
- acknowledgement on the Kapiti Coast Festival and Mary Potter Hospice websites
- promotion on the Kapiti Coast Festival and Mary Potter Hospice Facebook pages
- acknowledgements in the direct mail outs to the database
- logo placement on promotional material
- on the day recognition by announcements from the MC
- an invitation to the Mayor to attend and say a few words at the Festival

8. LOW ENVIRONMENT OUTCOMES

Sustainability and minimisation of environmental impacts: This year there will again be a major emphasis on sustainability. The Committee is actively seeking stall holders and vendors who wish to sell and promote their sustainable products/services.

The committee will encourage food vendors to sell food items in recyclable/compostable packaging.

The recycling bin hoods have been booked through the Council. There will be trained volunteers staffing the recycling bins to help ensure that items get disposed of in the correct bin and to help educate the public.

The Committee will also be working towards minimising the environmental impact on the venue with a plan to leave the school grounds in the same state we found them. This will be achieved by a thorough site inspection before and after the event with dedicated volunteers ensuring that the site is undamaged, clean and safe for the school children to use.

9. ECONOMIC OUTCOMES FOR THE DISTRICT

Economic return and wider benefits to the district's economy: The committee is seeking a toolkit to enable the economic impact of the Festival to be calculated. It is anticipated that this calculation will be available for this year's event. The organisers anticipate the attendance to be between 5,000 to 8,000 people, of which at least 15% would be drawn from outside the area. The Committee contracts multiple local organisations (i.e. Low Cost Bins, Main Security, Brien Electrical) to assist with the running of the event which generates employment, income and expenditure into the local economy. In addition to this, there are also several organisations involved with the Festival who are based outside the Kapiti Coast area who are providing stalls, equipment and specialised services (e.g. helping bring people/organisations into the region).

10. BUSINESS PLAN SHOWING THREE YEAR SELF SUSTAINING FUNDING APPROACH

The three year budget showing the Festival is self-sustaining is attached

11. TRACK RECORD OF PREVIOUS WORK

Eleven years ago a small group of volunteers began running the Mary Potter Hospice Strawberry Festival at MacLean Park, Paraparaumu Beach. The sole purpose was to raise funds for the Hospice Kapiti base and from small beginnings the festival rapidly grew to become a popular annual event. The primary focus was the sale of strawberries and ice cream (kindly donated by Kapiti Pak'n Save) as well as other charitable stalls run by the volunteers selling plants, linen, BBQ'd food and offering face painting, a bouncy castle and a massage service. The event was linked together with six hours of continuous music and entertainment based around the central stage.

Over time the Hospice Strawberry Festival has become an important fundraising and public awareness event on the Hospice calendar. To raise the profile and revenue for the Hospice a move to MacLean Street was made in 2013 and new format created where 25 fee paying stallholders joined the Festival with stalls down both sides of MacLean Street which was closed to traffic all day. With fantastic weather and over 8,000 visitors this proved to be an extremely popular event, well supported by the local community. The same format was followed for 2014 with fee paying stall holders numbering over 50 selling products and services covering an even wider array than seen in 2013. Vendors travelled from as far

away as Tauranga and New Plymouth to be part of the event. Unfortunately the 2014 Festival was cancelled two hours into the event following 130 kms an hour winds and torrential rain.

Early in 2015, reviewing the 2014 event it was agreed to relocate to the Kapiti Primary School site on Rimu Road and to develop the Festival into a bigger, more encompassing event.

After a large consultation effort, the organising committee agreed to change the focus and develop the Festival into a region-wide event taking in aspects from all parts of the Kapiti community. The site of Kapiti Primary School provides better access and parking, as well as a more centralised location. The success of the 2015 Festival in the new format and location has set us on an exciting new path. There were over 70 stalls and food vendors, hot rod rides, dog agility displays, the inaugural Kapiti Coast Festival Home Brew Competition and much more. The weather behaved and a most successful day was had by all.

The 2016 Festival had to be cancelled due to the heavy rains making the school grounds unusable.

12. REFERENCES FOR SIMILAR PROJECTS UNDERTAKEN

This is covered in the material provided.

One of our committee members is the Senior Fundraiser for Mary Potter Hospice and is experienced in organising both public and private events. Another member has been involved in the running of the Rotary Petone Fair Day for the past 20 years.

TANGATA WHENUA, IWI AND COMMUNITY ASPIRATIONS: As Mary Potter Hospice is a values driven organisation, the Kapiti Coast Festival organising committee takes into consideration the four guiding tāngata whenua principles when planning for the Festival. These align to some degree with kaupapa tuku iho that drive the work and provision of wellbeing to mana whenua in the Kapiti Coast region.

Dignity - Rangatiratanga

Compassion - Arohatanga

Stewardship - Kaitiakitanga

Respect - Manaakitanga

For the 2017 Kapiti Coast Festival, the Committee will draw on existing relationships and invite participation from the following groups:

- Four Tides Indigenous Healers (Providers of indigenous holistic healing and rongoa Maori)
- Tumeke Kaumatua Roopu (to share waiata and action songs/entertainment)
- Te Runanga O Te Atiawa ki Whakarongotai (to host an information and iwi registration/activity space)

Conclusion: Thank you for your time and consideration reading through our submission. The committee believes that this funding submission if successful will benefit both the local Kapiti Region and the work of the Hospice. If you have unanswered queries or require further explanation, please feel free to contact either

Phillip Harris

Senior Fundraiser –Corporate, Community and Events

Mary Potter Hospice

021 210 7276

Phillip.Harris@marypotter.org.nz

Web site www.kapiticoastfestival.nz

Craig Bardell

Kapiti Coast Festival Chairman

2980040 (ext 51210)

craig_bardell@bnz.co.nz

The following attachments are included for support.

Attachment 1 - List of Committee Members

Attachment 2 - Certificate of legal entity.

Attachment 3 - Risk Management Plan

Attachment 4 - Project task time line

Attachment 5 - Budget / 3 year plan

Attachment 6 - Marketing and promotional plan (with the current level of funding).

Attachment 7 - Community Support Partners

2017 Kapiti Hospice Strawberry Festival Committee Members

First Name	Last Name	Organisation
Phillip	Harris	Mary Potter Hospice
Craig	Bardell	BNZ Coastlands - BNI
Michael (Mick)	Geraghty	Hospice supporter
Carol	Lingard	Hospice volunteer
Rod	Lingard	Hospice volunteer
Shirley	Hertnon	Hospice volunteer
Lynne	Shepherd	Hospice volunteer
Nikki	McGill	Hospice supporter - BNI Integra Law
Maree	Fitzgerald	Hospice supporter
Sue	Scutter	Hospice supporter - BNI Integra Law
Gavin	Bradley	Contractor/supporter
Penny	Fenwick	Hospice supporter
Entertainment only		
Brooke	Singer	Mary Potter Hospice
Minutes only		
Debbie	Hartley	Body Mind Spirit Massage - BNI
Tim	Beere	Web 2 Print - BNI
Julia	Palmer	Star Solutions HR & Recruitment - BNI
Jo	Coolen	House of Travel - BNI
Simon	Butterworth	Scenic Creations - BNI
Nicola	Voullaire	House of Travel - BNI
Paul	Brimblecombe	BNI



COMPANIES OFFICE

Certificate of Incorporation

KAPITI FESTIVAL LIMITED

5690049

NZBN: 9429041725634

This is to certify that KAPITI FESTIVAL LIMITED was incorporated under the Companies Act 1993 on the 29th day of April 2015.

Mandy McDonald



Registrar of Companies
29th day of April 2015

For further details relating to this company check
<http://www.companies.govt.nz/co/5690049>
Certificate generated 29 April 2015 09:19 AM NZST



SCAN TO VIEW
OUR REGISTRATION DETAILS

DRAFT Risk Management Plan

The Kapiti Coast Festival

Saturday 18 November 2017

Kapiti Primary School Grounds

Risk Management Plan Summary

In undertaking the Risk Management Plan we have consulted with a number of organisations to assist us in managing The Kapiti Coast Festival. These include:

- Wellington Free Ambulance
- Kapiti Coast District Council
- NZ Police
- NZ Fire Service
- Kapiti Primary School
- Hire companies

By consulting with these organisations we have considered all aspects of The Kapiti Coast Festival and what could potentially go wrong. The below document looks at a number of areas and how we plan to eliminate, isolate or mitigate the potential risks.

In completing this plan we have considered the following:

- It is the event organiser's (The Kapiti Coast Festival organising committee's) responsibility to identify and manage hazards.
- Once the hazards have been identified, we have considered what reasonable controls can be put in place to eliminate, isolate or minimise the hazard.
- Where we have been unable to eliminate (remove) the hazard.
- We have looked at how we can isolate or minimise the hazard.
- We have estimated the likelihood of the hazard occurring during the event – 1 is low, 5 is high.

Event organiser details

Name of event organiser	Craig Bardell (Committee Chairman)	Contact number (during event)	021 120 1958
Name of alternative contact person	Phillip Harris (Mary Potter Hospice representative)	Contact number (during event)	027 441 4171

1. Participants –

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Lost Children	A lot of people in a large area – Potential of children getting lost	Have lost child call out system in place at the stage and MC announcements advertising this fact	M	2	Organiser	Event Day	<input type="checkbox"/>
Public getting hot and thirsty	If day is particularly hot and there are large numbers there	Ensure food stalls have plenty of drinks available to buy	M	2	Organiser	Prior to Event	<input type="checkbox"/>
Public attending require medical assistance	Range and numbers of people may mean an accident occurs i.e. sun stroke etc..	Wellington Free Ambulance is attending event all day	M	3	Organiser	Been organised prior	<input type="checkbox"/>

2. Stallholders/vendors – contracts, food/health licences, emergency equipment, briefings

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Stall holders don't show	Bad weather on day	Take payment from vendors upfront	M	2	Organiser	Prior to event	<input type="checkbox"/>
Stall holder does not have required food licence	Vendor does not supply information prior to event	Allow only registered approved vendors. Ensure all vendors fill out council application forms prior to day	E	1	Organiser	Prior to event	<input type="checkbox"/>
Power outage on day	Storm or similar prior to event	Ensure stall holders provide their back up generators	M	1	Organiser	Prior to event	<input type="checkbox"/>

3. Staff/contractors/volunteers – briefings, responsibilities, refreshments, training

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E, I, M	1	5	Who is responsible?	When?	Event day <input checked="" type="checkbox"/>
Sunburn / sunstroke	Hot, sunny day. Being outside all day	Ensure all volunteers, staff & contractors are wearing the MPH Strawberry Festival caps. Provide sun screen	E	1		Organiser	Prior and on day of event	<input checked="" type="checkbox"/>
Cross contamination of food	Untrained volunteers	Ensure only registered vendors on site. Ensure all volunteers on strawberry tables are trained and wearing sterile gloves. MPH supervisor on site at all times checking	E	1		Organiser	On day of event	<input checked="" type="checkbox"/>
Volunteers get dehydrated and tired	Hot day and busy day	Ensure drink provided, sunhats provided and shifts on strawberry tables for limited time. Allow for good breaks. MPH Supervisor monitoring	E	1		Organiser	Prior and day of event	<input checked="" type="checkbox"/>
Use of hulling knives cause injury	Human error	Ensure volunteers are trained and supervised	E	1		Organiser	Prior and day of event	<input checked="" type="checkbox"/>
Injury sustained when lifting heavy equipment	Human error	Ensure volunteers are supervised and appropriate people do any heavy lifting using correct lifting technique	E	1		Organiser	Prior and day of event	<input checked="" type="checkbox"/>

4. Electrical, sound and lighting

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input checked="" type="checkbox"/>
Tripping hazard of electrical equipment	Loose cables	Ensure all cables etc tied down and marked with red tape	E	2	Organiser	On day	<input checked="" type="checkbox"/>
Heavy sound equipment falls	High winds	Ensure all equipment secured in these circumstances	M	2	Organiser	On day	<input checked="" type="checkbox"/>
Electrical hazard	Rain or exposed wires	Cover all electrical equipment in rain and check to ensure there are no exposed wires. Also only qualified people will use this equipment	E	2	Organiser	Prior and on day	<input checked="" type="checkbox"/>

5. Staging and structures – dimensions and weight of structures, building consent, ground stability

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input checked="" type="checkbox"/>
Marquees blow over	High winds	Ensure all marquees are secured and tied down	M	2	Organiser	On day	<input checked="" type="checkbox"/>
Truck stage difficult to park	Stage too large for area	Ensure where stage is being parked has been accessed prior to use	E	1	Organiser	Prior to event	<input type="checkbox"/>

6. Waste management

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Port-a-loo facilities run out of stock	Large numbers of people using	Talk to hire company regarding providing additional paper	M	2	Organiser	Prior to day	<input type="checkbox"/>
Excessive Rubbish	Large numbers of people buying food etc	Low Cost Bins are providing large numbers of general waste and recycling bins for use on day	M	2	Organiser	Prior to and on day	<input checked="" type="checkbox"/>
Waste rubbish left on the ground/road side	Public not disposing waste in bins. Rubbish bins too full	MPH will ensure the grounds are left clean and tidy and all rubbish is removed	M	3	Organiser	On day of event	<input checked="" type="checkbox"/>

7. Set-up/pack-down

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Injury whilst moving heavy equipment, putting up marquees etc..	Unsuitable, inexperienced people moving the equipment	Ensure only appropriate people move equipment.	M	2	Organiser	On day of event	<input checked="" type="checkbox"/>
Injury whilst moving equipment	General accident	Wellington Free Ambulance on site. Also a First Aid kit will be on site for the set up / pack down time when the Ambulance is not there.	M	2	Organiser	On day of event	<input checked="" type="checkbox"/>

8. Traffic management and parking

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Management of traffic on site	People - Lack of awareness	Publicise to stall holders prior to event. Have an onsite traffic management plan in place	M	3	Organiser	On day	<input checked="" type="checkbox"/>
Speed of egress	Large numbers of people	Ensure stalls and vendors are set up so still plenty of space available for general public movement	M	2	Organiser	Prior to & on day of Event	<input checked="" type="checkbox"/>

9. Vehicle management

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Difficult site to access in emergency	Large numbers of people	Inform Police, Ambulance and Fire Service and consider this in setup plan.	M	2	Organiser	Prior to and on day of event	<input checked="" type="checkbox"/>
Speeding vehicles	General public	Traffic Management plan will have wardens in place	M	1	Organiser	Prior to and on day of event	<input checked="" type="checkbox"/>

10. Crowd control

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Mistreatment of public property by general public	General public	Security on site at event	M	1	Organiser	On day of event	<input checked="" type="checkbox"/>

11. Security

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	F, I, M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Large amount of cash being handled on day	Theft	Security on site. As well as MPH staff and volunteers being vigilant. Tight money collection process in place.	M	2	Organiser Security Guard	On day of event	<input checked="" type="checkbox"/>
Misbehaviour of general public on day	General public	Alert Police to event prior to event	M	2	Organiser	On day of event	<input checked="" type="checkbox"/>

12. Accident and health emergencies

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	F, I, M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Injury to public	Accident	Wellington Free Ambulance on site	M	2	Wellington Free Ambulance and Organiser	On day	<input checked="" type="checkbox"/>
Injury to event personnel	Accident	Wellington Free Ambulance on site	M	2	Wellington Free Ambulance and Organiser	On day	<input checked="" type="checkbox"/>

13. Emergency procedures

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Earthquake	Mass panic, equipment falling or moving	MC to halt proceedings and advise people to drop, cover and hold	M	1	Organiser	Prior to and on day of event	<input checked="" type="checkbox"/>
Fire	Food vendors	Ensure that all food vendors have the required fire extinguisher	I	1	Organiser and stall holders	Prior to and on day of event	<input checked="" type="checkbox"/>

14. Environmental effects on people

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Exposure to extreme weather	Unpredictable weather conditions	Marquees and shelter provided where needed. Secure all things that may become displaced in high winds	M	2	Organiser and vendors	On day of event	<input checked="" type="checkbox"/>

15. Activities – amusement rides, giveaways

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Injury on bouncy castle	Too many children on at once	Supervised at all times	M	2	Organiser	On day of event	<input checked="" type="checkbox"/>

16. Miscellaneous – site-specific hazards

Risks (what could go wrong?)	Hazards (what could cause it to go wrong?)	Risk control (what will you do to prevent it going wrong?)	E,I,M	1-5	Who is responsible?	When?	Event day <input type="checkbox"/>
Refrigerated truck loses power, ice cream melts	Mechanical fault within the truck. Damage to the refrigeration unit.	Ensure hire company has good maintenance on their vehicles.	M	1	Organiser	Before event	<input type="checkbox"/>

17. Other relevant information

Please attach other information such as emergency contacts, key contacts, site map, internal and/or external communication plans, more explanation on how the event will be managed on the day and how you will ensure a safe event.

Kapiti Coast Festival Event Action Plan

Action	Additional Information
Feb	
Review last years event	
Confirm venue and date	Carol - Kapiti Primary School
Develop a theme	
Update website	
March	
Update sponsorship documents	
Confirm committee members and roles	
April	
Seek sponsorship for the event	
Develop a marketing plan	
Develop a stall holder engagement plan	
May	
Seek sponsorship for the event	
Start promoting the event to stall holders	
Develop new Festival opportunities	
June	
Seek sponsorship for the event	
Complete KCDC Temporary Event Management Plan	
Develop new Festival opportunities	
Start booking in suppliers and equipment	
July	
Seek sponsorship for the event	
Look into entertainment and music options for the Festival	
Stock take of resources and determine what we need.	
Develop new Festival opportunities	
August	
Contact Wellington Free Ambulance and book in their services.	
Source quotes for hire equipment	
Work out a list of what items are required to purchase from the stock take.	Moore Wilsons sponsor these items.
Confirm marketing campaign and collateral	
Organise balloons for the festival - these need to be helium balloons and normal balloons.	Celebrations Group:
Entertainment - confirm a lead act to perform	
Send e-mail to Shop Manger Lynn Blann requesting use of Hospice truck	Lynn.Blann@marypotter.org.nz
Confirm with AF Logistics	

September	
Source a MC for the event	
Get in touch with Eftpos NZ about having a eftpos machines available	Jarrod Neville jneville@eftpos.co.nz
Recruit volunteers to help on the day. Contact groups who have assisted us in the past.	
Place orders with Muzzy t-shirts for additional tee shirts	Kevin - mg.muzzy@clear.net.nz
Involve Tangata whenua	
Complete Event Hazard Management Plan	
Confirm items for hire	
Source RT radios - 12 required	
October	
Confirm suppliers	
Confirm site plan	
Start to develop run sheet	
Continue to develop on the hype of the Festival with releasing PR stories	
November	
Draft up MC notes	
Set a date for next years festival	
Marketing ramps up with all promotional signage to be on display promoting/reminding people of the event.	
Performers need to liaise with sound provider regarding any specific requirements	
Confirm time slots/ number of tables and where to report to for all volunteers	
Check all signage and confirm what will be used	
Collect Shott Sauce	
Confirm all musicians and performers	
Find volunteers to distribute posters	
Confirm run sheet for the day	
Confirm with Pak'n Save pick up time and quantities of strawberries and ice cream and other items	
One week out	
Arrange floats for the stalls	
Ensure that the run sheet for the day is completed and sent to all relevant parties.	
Ensure all arrangements with all suppliers are confirmed.	
Send out e-mail to all volunteers who are assisting on the day with all the details required	
Promotional E-mail out to data base and social media reminding them of the date.	
Pick up Hospice truck from Lynn Blann to use for the week	
Day of Event	

See separate Run Sheet	
Post Event	
Send out thank you emails/letters	
Stock take and sort out equipment	
Get tee shirts and caps washed	
Source feedback from vols, suppliers, sponsors and public	
Hold a debrief with the committee	
Collate feedback and draft the post event report	

KAPITI COAST FESTIVAL
Budget Income and Expenditure

	2,017	2,018	2,019
INCOME	\$	\$	\$
Stall holders and food vendors	7,500	9,500	12,000
Sale of trestle tables	120	150	200
Home brew Competition	300	300	300
Strawberries & Ice cream sales	8,000	9,000	10,000
Raffle & Sales Table	1,600	1,600	1,600
Plant Stall	1,000	1,000	1,000
Kapiti Primary School fundraising activities	400	400	400
Linen Stand	1,200	1,200	1,200
Massage Stand	350	350	350
Gate entry donations	3,000	3,500	4,000
Car Rides	400	400	400
Sponsorship	10,000	12,000	15,000
KCDC Major events funding Note 1	15,000	15,000	15,000
Total Income	<u>48,870</u>	<u>54,400</u>	<u>61,450</u>
EXPENSES			
Stawberries & Ice cream costs	5,000	5,500	6,000
PA & Sound Engineer	850	850	850
Equipment Hire	3,000	3,500	4,000
Eftpos hire	225	225	225
Marketing ,Printing, signs Note 1	14,000	16,000	16,000
Wufoo	180	180	180
Paid personnel	11,000	11,000	11,000
Band /Entertainment	1,000	2,000	3,000
Waste /recycling	500	500	500
Other	500	500	500
Total Expenses	<u>36,255</u>	<u>40,255</u>	<u>42,255</u>
Total Income	48,870	54,400	61,450
Total Expenses	<u>36,255</u>	<u>40,255</u>	<u>42,255</u>
Net Surplus	<u>12,615</u>	<u>14,145</u>	<u>19,195</u>

Note1 Does include potential grant from KCDC and additional expenditure.

Primary Column	Start Date	End Date
Item	Start Date	End Date
Facebook		
2017 Announcement	06/02/17	06/02/17
New sponsor post #1	06/21/17	06/21/17
New exhibitor post #1	06/24/17	06/24/17
New sponsor post #2	07/05/17	07/05/17
New exhibitor post #2	07/08/17	07/08/17
New sponsor post #3	07/19/17	07/19/17
New exhibitor post #3	07/22/17	07/22/17
New sponsor post #4	08/02/17	08/02/17
New exhibitor post #4	08/05/17	08/05/17
New sponsor post #5	08/16/17	08/16/17
New exhibitor post #5	08/19/17	08/19/17
New sponsor post #6	08/30/17	08/30/17
New exhibitor post #6	09/02/17	09/02/17
New sponsor post #7	09/13/17	09/13/17
New exhibitor post #7	09/16/17	09/16/17
New sponsor post #8	09/27/17	09/27/17
New exhibitor post #8	09/30/17	09/30/17
2017 Event Post	10/01/17	10/01/17
Lead up post #1	10/06/17	10/06/17
Lead up post #2	10/13/17	10/13/17
Lead up post #3	10/20/17	10/20/17
Lead up post #4	10/28/17	10/28/17
Lead up post #5	10/31/17	10/31/17
Lead up post #6	11/04/17	11/04/17
Lead up post #7	11/07/17	11/07/17
Lead up post #8	11/09/17	11/09/17
Lead up post #9	11/11/17	11/11/17
Lead up post #10	11/15/17	11/15/17
Lead up post #11	11/17/17	11/17/17
Event Day Post	11/18/17	11/18/17
Thank you post #1	11/20/17	11/20/17
Thank you post #2	11/21/17	11/21/17
MailChimp		
2017 Announcement	06/02/17	06/02/17
1st message (Registrations open)	06/23/17	06/14/17
Additional Potential Sites	06/28/17	06/28/17
2nd message	07/07/17	07/07/17
3rd message	07/21/17	07/21/17
4th message	08/04/17	08/04/17
5th message	08/18/17	08/18/17
6th message	09/01/17	09/01/17
7th message	09/15/17	09/15/17
8th message	09/29/17	09/29/17
9th message	10/13/17	10/13/17
10th message	10/27/17	10/27/17

Final message	11/10/17	11/10/17
Website		
Website 2017 info updated	06/02/17	06/02/17
Website updated with all final info	10/02/17	10/02/17
Printed Collateral - print-ready		
Business Cards	06/30/17	06/30/17
Posters	09/22/17	09/22/17
Signage	10/23/17	10/23/17
Press Ads		
Week 1	11/01/17	11/01/17
Week 2	11/08/17	11/08/17
Week 3	11/15/17	11/15/17
Radio Ads		
Flight 1	10/31/17	11/05/17
Flight 2	11/07/17	11/12/17
Flight 3	11/14/17	11/18/17
Kapiti Coast Festival	11/18/17	11/18/17

Maree Fitzgerald

Jess Deacon

TRUE

Jess Deacon

Jess Deacon

Jess Deacon

Jess Deacon

Jess Deacon

Jess Deacon





LUVLY

KAPITI COAST FESTIVAL - Audience Targeting

Audience 1 (generic)

Locations:

New Zealand: Levin, Lower Hutt City, Masterton, Otaki, Paraparaumu Beach, Paraparaumu, Porirua, Raumati Beach, Raumati South, Waikanae, Upper Hutt, Masterton, Wellington Region

Age:

13 - 65+

Targeting:

Arts and music, Music festivals, Food and drink, Trade fair, Festival, Fair, Fun, Hospice, Carnival or Family

Potential Reach: 290,000 people

Audience 2 (sponsors)

Locations:

New Zealand: Levin, Lower Hutt City, Masterton, Otaki, Paraparaumu Beach, Paraparaumu, Porirua, Raumati Beach, Raumati South, Waikanae, Upper Hutt, Masterton, Wellington Region

Age:

20 - 65+

Targeting:

Interests: Food, Hospitality, Small business, Hospitality industry, Business, Hospitality service, Entrepreneurship, Startup company, Sponsor (commercial), Donation, Hospice, Fundraising, Charity, Marketing or Promotion (marketing)

Behaviors: Small business owners

Job title: Owner and CEO, Sponsor or Businessperson

Industry: Food Preparation and Services

Potential Reach: 240,000 people

KAPITI COAST FESTIVAL

Companies and Organisations who are supplier of goods and services and/or exhibiting at the Festival

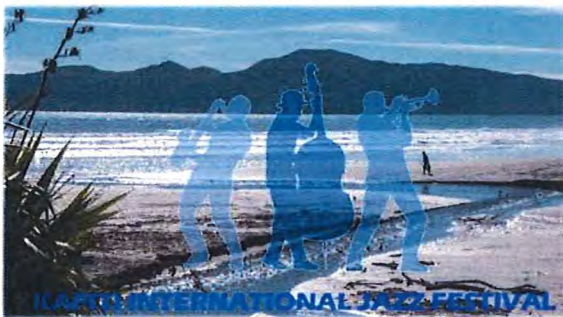
BNI Chapter members
Body Mind Spirit
Brien Electrical
Cancer Society
Capital City Ford
Classic Car Club
ELE Recruitment
Flooring Xtra
Goodmans
Harcourts
House of Travel
Jets Fitness
Jetts fitness
Kapiti Island Nature Tours
Kapiti Primary School
Kiwi Green
Lions
Low Cost Bins
Luvly
Main Security
MES Mower andEngineering Services
Mills Albert
MPH volunteers
NZ fire Service
Ogo Tehcnology
Plumbing and Drainlaying
Soutward Car Museum
TenderTips
The Hearing Company
Tuatara Brewery
Volunteer Kapiti
Whitereia Polytech
Zeal

Kāpiti Coast International Jazz Festival

KAPITI EVENTS PLAN FUNDING APPLICATION

September 2017

Submitted by Geoff Culverwell, Kapiti Music and Entertainment Limited
for Kapiti Coast International Jazz Festival
jazz-horse@xtra.co.nz; mobile: 021 446 374



KAPITI COAST INTERNATIONAL JAZZ FESTIVAL OFFERS ENDLESS POSSIBILITIES

The 2017 Kapiti Coast International Jazz Festival is a major three-day event that includes international artists, coaching seminars and opportunities for local jazz artists to take the stage.

There are endless possibilities as to where this could go over a three-year period or longer.

To get this event off the ground with a bang, the Festival requires \$33,300.00 towards the running of the event in November 2017.

CONTENTS

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BUDGET	6
WHY WE ARE REQUESTING FUNDING	7
FUTURE PLANS	8
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ABOUT THE KAPITI COAST INTERNATIONAL JAZZ FESTIVAL 2017

The coast has grown up and deserves its own international festival. There are dozens of internationally performed musicians living on the coast and many more international performers waiting to come and play here. There are hundreds of musicians and fans of the many jazz genres.

This festival is ready to lay down the building blocks of a fantastic internationally-rated event that will go on in the same vein as the Tauranga, Queenstown, Waiheke, Nelson and Wellington International Festivals that are still flourishing after many, many years. Our initial plan is for three years of events but it is hoped that this will be able to become an annual event attracting high quality performers from around the world for the benefit of all Kapiti residents.

All we need is a big push and local funding to put this truly on the map from the get go.

For young people, Jazz and similar music (mainly because of its intellectual content) promotes learning academia; social, IT and self-promotion skills as well as peer respect. It defies depression and anti-social activity. For older people, there is a styling & shape for each generation to follow. All of this will be covered at this event to be held at the convivial, weather-friendly atmosphere of the festival headquarters at the Lindale complex.

Friday, November 24th

- Local iwi powhiri
- Presentation of a special tangata whenua composition written for the opening
- Norman Meehan presenting "Jazz meets the Poets"
- 7-10pm main headline concert – including local internationally performed artists.

Saturday, November 25th

- 10am-11am jazz seminar
- 2 -5 pm local musicians
- 7-10pm main headline concert
- 10pm-1am Supper club next door two acts and informal jam session

Sunday, November 26th

- 10-12pm jazz seminar
- 2-5 pm local College Big Bands
- 7-10pm main headline act
- 10pm-1am Supper club for formants and windup.

There are Kapiti Coast musicians in most of these lineups or production teams.

The headline acts are extremely well known and worthy of a decent ticket price.

The venue for the supper club and main event theatre will be in the Lindale complex this will offer four groups per night - two in the main event and two in the supper club event.

We are giving outstanding up-and-coming jazz musicians a real chance at this festival plus a platform for two local big bands and various combos to perform at the highest level. We will be offering discounted seminars run by some serious educators.

HISTORY

The festival is preparing to make its own way with a fantastic opening event. This event will build on the reputation of many established, well-attended national festivals.

It is time for us to make our own way and this festival will bring exceptional expertise and performances from some of the juggernauts of New Zealand jazz and some of the great upcoming talent that has recently travelled overseas.

FEASIBILITY STUDY AND RISK ASSESSMENT

A major jazz event for the Kapiti Coast - this will be a unique and high-profile event in the community in line with the demographic from young and old. There is major effort being put into music programs in this area. It is also a chance to use the incredible amount of international talent living here on the coast.

It is hoped that in future events over the next three years we can generate enough interest to buy some incredible, heavy-hitters in the jazz and entertainment world and in doing so, really put the Kapiti Coast area on the map.

The festival will reach out to individuals, tourist organisations and commercial ventures who wish to align themselves with this festival.

There will be international coverage and advertisements promoting this festival. All parties I have dealt with concerning the feasibility and the need for this festival have given me a giant thumbs-up! They are very enthusiastic for themselves and their families as well as their children who are learning instruments.

As the festival goes on, I expect it to generate national prominence which means big ticket sales, big input to our local area promoting everything Kapiti has to offer. There is no need for resource consent; we will be providing free transport for the over-indulged from the Lindale supper club; we are hosting at a pristine concert venue and providing food and wine of international quality.

We need all the support we can get from locals to get this going to attract crowds from Palmerston North, Wairarapa and Wellington areas.

For the true jazz fan, there will be three days of seminars and concerts with major features.

I am also looking to attract a reasonable amount of local advertising for businesses, accommodation, etc.

Strategic timing has been considered. At this time of year, the weather conditions become unpredictable so we have chosen an inside festival that will indulge in high-class jazz entertainment, education, fine wine and food. We hope this festival can be a great prelude to an ongoing event at the same time every year. It is also predicted that a large summer jazz event can be held in an open outdoor amphitheatre at the complex.

PROJECT TIMELINE

I have been quietly researching this since 2014 and investigating how other national festivals are operating. Because of the impending summer and the availability of internationally performed artists, we are trying to get this festival underway for the 24th to 26th of November.

Our current timeline is:

Budget finalised August 2017

September 11th - funding application in
All contractors, artists, venue provider, food and liquor licence all on notice.

October 12th - funds approved

October 15th - advertising campaign commences.
Includes write-up's in national news, appearances on Good Morning and a.m. breakfast shows, digital promotion on social media. Special website design and marketing strategy plus local noticeboards. This includes aerial photos of coastal areas and a spectacular cartoon design. Production of posters and T-shirts. (These are already to go - just waiting for the funding approval come through).

October 16th onwards – formal push commences for ticket sales.

October/November – impromptu jazz performances in local malls and schools – one hour events – to promote the genre within the local area. Quality performers have agreed to assist me with this as part of the build up to the festival.

November 24th – Festival Opening



BUDGET

KAPITI INTERNATIONAL JAZZ FESTIVAL 2017 BUDGET

PROJECTED EXPENDITURE		2017
Venue Costs:		
Lindale Centre hire	3000	
Stage foliage	300	
Lighting hire	2500	
PA System	1500	
Grand Piano hire	1500	
Production staff costs	3000	
Backline hire	800	
Total Venue Costs		12600
Performance Costs:		
Artists for Friday events	4000	
Artists for Saturday daytime events	11000	
Artists for Sunday events	7000	
Local Afternoons (2)	2000	
Supper Club Costs:		
- 3 artists; 3 sessions	6000	
- Productions costs	2000	
Total Performance Costs		32000
Educational Seminars:		
Seminar speakers	400	
Backline hire	800	
Total Seminar Costs		1200
Administration:		
Consents & permits	1000	
Secretarial costs	250	
Security staffing	4000	
POS terminal hire	800	
Van hire	1500	
Miscellaneous General Expenditure	1750	
- Staff ID badges, ticketing aids, emergency/first aid, meal costs for performers		
Total Administration Costs		9300
Marketing:		
Website Production & hosting	2000	
Programs, print production	1500	
Sign Boards, Venue Signage	4000	
Social media - boosting	1000	
Television promotions	9000	
Newspaper, Radio Advertising	6000	
Total Marketing Costs		23500
Community Payback:		
Local Afternoons - session profits	2200	
Artist bonuses - based on ticket sales	5000	
Total Community Payback		7200
TOTAL PROJECT EXPENDITURE		85800

KAPITI INTERNATIONAL JAZZ FESTIVAL 2017 BUDGET

PROJECTED REVENUE		2017
Ticket Sales:		
Friday events	120	4800
Saturday evening concert	140	7700
Sunday event	150	7500
Supper Club (3) 70 each	210	6300
Local afternoon (2) 60 each	120	4200
Seminars (2) 25 each	50	1000
Total Ticket Sales		31500
Other Revenue:		
Contribution by Geoff Culverwell		20000
T-Shirt sales - covering production only		0
Sponsorship by advertising in program		1000
Total Other Revenue		21000
TOTAL PROJECT REVENUE		52500
PROJECT SHORTFALL - KCDC FUNDING REQUEST		33300

This budget relies on the funding application to contribute to these costs. If we are unsuccessful in achieving the funding request in its entirety, we will have to cut back on plans for performances which may ultimately harm the viability of the festival and the planned future events.

WHY WE ARE REQUESTING FUNDING

We are requesting the assistance of the Kapiti Coast District Council to help us get this initial festival “off the ground”. There are many costs that will be dependent on the ticket sales including bonus payments to artists who have agreed to work for 50% of their fee to allow us to get this festival going.

Because we are starting from scratch this time, we cannot rely on the sponsorship options from local businesses until they see how they will benefit directly from supporting this and the ongoing events.

Our plan is to make this an annual event and bring international artists to perform in Kapiti and to get this event recognized widely. We aim to put funding and educational opportunities back into the local community to engender the talent of our young jazz musicians.

Our budget has been set with realistic ticket sales and we would expect to exceed these, however, as this is a first event, we do not have an history to be more optimistic with the revenue figures.

The majority of the funding requested will be put towards marketing promotions for the event this November, developing a website, recording the festival to use for future promotions and covering production costs. I have already committed \$20,000 of my own money towards this and am seeking the councils support to allow us to make this festival something Kapiti can be proud of.

FUTURE PLANS

While all my current focus is on the 2017 event, the festival is being established for the long term. Initially three years of events are planned but with the success of these, the plan will be to make this an annual event. As the reputation of this successful event grows, we will attract more internationally based artists which give local musicians opportunities for training and performing in ways they do not currently have available to them.

We cannot under estimate the significance of having international performers interacting in our local community. The only way for our local talent to improve is with the benefits of learning from and working with international influence.

My intention is for the local performers in the 2017 festival to be competing for a Jazz Cultural Incentive Award. This will probably be a perpetual trophy with monetary benefits and will be awarded to the group or performer blending a tangata whenua connotation or direction in performance or original composition at the festival. This prize will be awarded at the festival wind-up on November 26th by a local dignitary (usually the head of the council). The award will be publicised widely in the written press and radio chat shows. I see this award as having an ongoing effect on the new free directions that jazz can take, giving the festival a truly unique identity like no other. All performers attending the festival will be made aware of this award so that they can bend their performance in this direction if they wish.

We are likely to have to ask the council for future financial support for at least the second and possibly the third event but my hope is that as the event grows, the sponsorship will also increase because supporters will be able to see the benefits that their input is having. We would also expect ticket sales to increase to venue sell-out levels in which case each annual event would be self-funding. A draft budget has been prepared for the subsequent event in 2018 outlining what we believe we will need to approach council for the fund the second event. This is based on the current budget and will need amending after the initial festival has taken place. The budget is inserted on subsequent pages.

I truly believe this is a fantastic opportunity for the Kapiti Coast in so many ways. Not only will local businesses benefit from the visitors who will be attending the festival but the educational and professional opportunities that will be available for the many performers already based in Kapiti could provide a future in music that they would otherwise not have access to. I am passionate about jazz and the prospects that could eventuate from this festival really excite me.

BUDGET 2018

**KAPITI INTERNATIONAL JAZZ FESTIVAL
2018 BUDGET (DRAFT)**

PROJECTED EXPENDITURE		2018
Venue Costs:		
Lindale Centre hire	3000	
Stage foliage	300	
Lighting hire	2500	
PA System	1500	
Grand Piano hire	1500	
Production staff costs	3900	
Backline hire	800	
Total Venue Costs		13500
Performance Costs:		
Artists for Friday events	4000	
Artists for Saturday daytime events	11000	
Artists for Sunday events	7000	
Local Afternoons (2)	2000	
Supper Club Costs:		
- 3 artists; 3 sessions	6500	
- Productions costs	3500	
Total Performance Costs		34000
Educational Seminars:		
Seminar speakers	400	
Backline hire	800	
Total Seminar Costs		1200
Administration:		
Consents & permits	1000	
Secretarial costs	250	
Security staffing	4000	
POS terminal hire	800	
Van hire	1500	
Miscellaneous General Expenditure	1750	
- Staff ID badges, ticketing aids, emergency/first aid, meal costs for performers		
Total Administration Costs		9300
Marketing:		
Website Production & hosting	500	
Programs, print production	2200	
Sign Boards, Venue Signage	4000	
Social media - boosting	1000	
Television promotions	9000	
Newspaper, Radio Advertising	6000	
Total Marketing Costs		22700
Community Payback:		
Local Afternoons - session profits	2200	
Artist bonuses - based on ticket sales	5000	
Total Community Payback		7200
TOTAL PROJECT EXPENDITURE		87900

**KAPITI INTERNATIONAL JAZZ FESTIVAL
2018 BUDGET (DRAFT)**

PROJECTED REVENUE		2018
Ticket Sales:		
Friday events	280	11200
Saturday evening concert	320	17600
Sunday event	300	15000
Supper Club (3) 70 each	210	6300
Local afternoon (2) 75 each	150	5250
Seminars (2) 25 each	50	1000
Total Ticket Sales		56350
Other Revenue:		
T-Shirt sales - covering production mostly		200
Sponsorship by advertising in program		20000
Total Other Revenue		20200
TOTAL PROJECT REVENUE		76550
PROJECT SHORTFALL - KCDC FUNDING REQUEST		11350

BUDGET 2019

**KAPITI INTERNATIONAL JAZZ FESTIVAL
2019 BUDGET (DRAFT)**

PROJECTED EXPENDITURE		2019
Venue Costs:		
Lindale Centre hire	3500	
Stage foliage	300	
Lighting hire	2500	
PA System	1500	
Grand Piano hire	1500	
Production staff costs	4100	
Backline hire	800	
Total Venue Costs		14200
Performance Costs:		
Artists for Friday events	4500	
Artists for Saturday daytime events	11500	
Artists for Sunday events	8500	
Local Afternoons (2)	2500	
Supper Club Costs:		
- 3 artists; 3 sessions	9000	
- Productions costs	3500	
Total Performance Costs		39500
Educational Seminars:		
Seminar speakers	400	
Backline hire	800	
Total Seminar Costs		1200
Administration:		
Consents & permits	1000	
Secretarial costs	250	
Security staffing	4000	
POS terminal hire	800	
Van hire	1500	
Miscellaneous General Expenditure	1750	
- Staff ID badges, ticketing aids, emergency/first aid, meal costs for performers		
Total Administration Costs		9300
Marketing:		
Website Production & hosting	500	
Programs, print production	2200	
Sign Boards, Venue Signage	4000	
Social media - boosting	500	
Television promotions	7500	
Newspaper, Radio Advertising	6000	
Total Marketing Costs		20700
Community Payback:		
Local Afternoons - session profits	2200	
Artist bonuses - based on ticket sales	0	
Total Community Payback		2200
TOTAL PROJECT EXPENDITURE		87100

**KAPITI INTERNATIONAL JAZZ FESTIVAL
2019 BUDGET (DRAFT)**

PROJECTED REVENUE		2019
Ticket Sales:		
Friday events	320	11200
Saturday evening concert	400	22000
Sunday event	350	17500
Supper Club (3) 70 each	210	6300
Local afternoon (2) 100 each	200	7000
Seminars (2) 40 each	80	1600
Total Ticket Sales		65600
Other Revenue:		
T-Shirt sales - covering production mostly		200
Sponsorship by advertising in program		25000
Total Other Revenue		25200
TOTAL PROJECT REVENUE		90800
PROJECT PROFIT FOR 2019 FESTIVAL		-3700



COMPANIES OFFICE

Certificate of Incorporation

KAPITI JAZZ & ENTERTAINMENT LIMITED

6439194

NZBN: 9429046349507

This is to certify that KAPITI JAZZ & ENTERTAINMENT LIMITED was incorporated under the Companies Act 1993 on the 11th day of September 2017.

Registrar of Companies
11th day of September 2017



For further details relating to this company check
<http://www.companies.govt.nz/co/6439194>
Certificate generated 11 September 2017 01:47 PM NZST



SCAN TO VIEW
OUR REGISTRATION DETAILS

Mahara Matariki

APPLICATION FROM MAHARA GALLERY FOR MAJOR EVENTS FUNDING

September 2017

Mahara Gallery is the district gallery for the Kāpiti Coast and brings 14,000 -18,000 visitors to Waikanae and the region annually.

- We have been a charitable trust since 1996, CC29700
- A detailed description of the proposed event follows.
- An Overall Event Plan (draft) is attached.
- Special events are undertaken in a concentrated period of up to ten days each year associated with the celebration of Matariki stars rising in the dawn sky, to extend an exhibition which runs between June and July.
- A proposed budget is attached.
- As the district gallery Mahara Gallery constantly acknowledges Council's contribution both onsite, externally, on its website, on community noticeboards and in all promotional and advertising material.
- Mahara Gallery applies low environmental impacts and implements environmental sustainability values in its daily operation, recycling all materials and rubbish and choosing sustainable materials wherever possible. It promotes and supports arts and environmental themes throughout its exhibition and events programme. It would work closely with Council's Green Team to promote any public events as low-waste events that incorporate sustainable materials and recycling.
- Mahara Gallery understands the value of attracting regional as well as local visitors to cultural events and activities as its contribution to the economic outcomes of events in relation to a thriving, vibrant and diverse Kāpiti District. It participates in the biannual NZ Festival; the annual Matariki festival, and other regional events, regularly attracting tourists as well as national and regional visitors.
- My background is as an experienced curator director of some 35 years' experience in a range of museum and gallery settings, from small and local, to national and international. Our other professional staff Amanda Smart, is an experienced designer with a background in marketing and communication in the government and private media sector. Between us we ensure that Mahara continues to deliver on its reputation for punching above its weight and continually expanding its reputation for quality, innovative programming and the development and presentation of exciting and dynamic events. Within this setting of excellence we yet retain a strong sense of the local character and identity of our Kāpiti setting and history, and enhance the reputation of Kāpiti for its creative industries in an environment richly endowed with natural and cultural riches.

BACKGROUND

Mahara Gallery has participated directly in the Matariki Wellington Festival since 2014. We developed the approach of creating a series of community events occurring through Mahara Place, including Whakarongotai marae in 2015 and 2016, and Waikanae Library in 2017. Our Matariki events attract visitors from both across Kāpiti and the greater Wellington region, with visitor numbers ranging from 2,816 to 3,745. Our visitor pattern established through participating for the past four years in the annual Museums Aotearoa National Museums Visitor Survey, through previous annual Matariki surveys and NZ Festival visitor surveying indicates that our visitors are roughly 40% Kāpiti locals, 38% Wellington region and national visitors, and 22% international tourists.

Matariki Wellington has been delivered by a collaborative consortium of seven or eight Wellington museums and galleries funded by the Wellington Amenities Fund for the past five years. Alongside Te Papa Tongarewa Museum of New Zealand, which delivers the main project management, national and regional promotion, the other galleries Pataka Museum + Art, the Dowse Art Museum, Space Place, Wellington Museum and Expressions Whirinaki. Te Papa Tongarewa currently has an application in to Wellington Amenities Fund, the results of which are expected in October.

Being connected to a strong regional festival event also enables us to achieve major national and some international publicity and promotion. Each year Matariki Wellington has developed strong sponsorship partnerships with Maori Television, NZMe, Mai FM, the Dominion Post in which the Matariki at Mahara programme has been profiled. There is also extensive promotion on the www.matarikiwellington.org website and high activity social media. The total budget there has ranged from \$90,000 to \$150,000 through each grant cycle from WAF, and enables Mahara to reap the rewards of being included in all the major promotional platforms for Matariki.

In 2015 Mahara individually also raised grants of \$16,000 through two main sources: the Deane Endowment Trust, which enabled a special lighting project to be developed by Grouse Lighting company for Mahara Place and the gallery through to the marae. A further grant as part of the larger WAF grant (primarily targeted to marketing and promotion) was targeted to each participating organisation for Matariki-specific events at each venue.

In 2016 we had access to a slightly smaller grants budget, as the Wellington consortium received \$40,000 less than the previous year from WAF. So Mahara raised \$12,000 through smaller individual amounts from the Deane Endowment Trust, the Waikanae Community Board and Wellington City Council. Despite this we still managed to grow our audience by nearly another 1,000 people.

In 2017 we raised \$9,000 through the Deane Endowment Trust and Waikanae Community Board. As we are a staff of 1.5 FTE plus various casual and contract supporters for specific projects, our ability to fundraise and manage such an ambitious event is limited. However we always gain terrific community support from our many friends, volunteers and local business supporters which strengthens and maximises our limited 'people' resource.

Matariki at Mahara events have regularly included kapahaka performed by two local schools, Kapanui and Waikanae Primary schools, kapa haka performed by Tu Meke, exhibitions and performances by young people from Kāpiti Youth Support, Nga Kakano, Zeal and Waikanae Primary School. Whakarongotai marae have hosted guided tours, exhibitions and the very popular hangi. Live music and interactive, family-friendly art activities have taken place in the gallery, Mahara Place and Waikanae Library. A special light show ran from Mahara Gallery in 2015, through Mahara Place and into the atea of Whakarongotai marae; and a smaller version of it in 2016 supplemented

by a stretch marquee. The stories of the history of the marae and its relationship to Kāpiti were all explored, adding to the richness of our unique Kāpiti cultural identity and enhancing the knowledge and understanding of it for both local people and new visitors. Our community events programme of activities and events involving local schools, the marae, and the public spaces outside the gallery each year succeeds in bringing the whole of Waikanae village to life, and is well supported by the local and business community, which is very keen to support any ongoing initiative such as this to enhance the commercial and community viability of Mahara Place as an exciting cultural precinct boasting quality cafes and boutique shops as well as many useful community services.

The Mahara proposal for 2018-2019 plans to continue this successful format. We are thrilled that Te Atiawa ki Whakarongotai have confirmed at a recent marae trustees meeting that they support our working and planning together for next year, with a particular focus on locally-based iwi artists and their hosting the mihi whakatau and poroporoaki.

With this strong partnership and shared events spanning Mahara Place already confirmed, the concept of the cultural thread articulated through community consultation around the transformation of Waikanae Town Centre will literally be brought to light and life and ensure that the events and exhibitions meet tangata whenua and community aspirations.

Matariki at Mahara has already proven to be a visitor drawcard with potential for further economic development, similar to the Festival of the Elements in Porirua which has grown to now host 30,000 visitors outside Pataka every February over Waitangi weekend.

Each year we have received strong local community feedback that they loved Matariki at Mahara and would like us to do it again, only bigger and better, which is where we need more Council support.

PLANNING FOR 2018, 2019

Matariki at Mahara has proven to be a successful event with potential to grow each year. Interest continues to grow locally in the unique cultural values and experiences that can be explored and offered around the themes of Matariki, Maori New Year. With Te Papa taking a larger lead role in the conceptual and thematic development and the timing of the festival through a four year plan to 2020, the level of interest and awareness among the general public should also only continue to grow. As part of their support for regional museums in the wider group this year, Te Papa offered two special performance groups, Timotimo and Whare Matoro, which were both very high calibre and enjoyed by public and local schools over four free performances. Te Papa will continue to offer education and performance elements which can be toured regionally, which is very helpful to Mahara with its limited budget.

EVENT MANAGEMENT

This event has grown for us each year, and involved working closely with numerous community groups and organisations, liaison with Waikanae village building and business owners, Elektra, lighting and tent installation people, and various council departments for arrangements for parking, coning off public spaces, temporary event consents and signage. It has helped Mahara to grow its relationships with local businesses in Waikanae and strengthen its engagement with council.

I would like to gain further council support and funding to help us grow and deliver this event in a safe and sustainable way. I would also like to grow the sustainable management aspect of the Matariki Festival in Waikanae by working with Council's Sustainable Environment team to supply eco-friendly presentation and disposal for the community food outlets and hangi which were also part of this festival, just as they did for Waitangi Day 2016, in which Mahara Gallery was also involved in partnership with Whakarongotai marae. For the past two years we have had to turn away community groups who wanted to fundraise with sausage sizzles etc, and could not accommodate food trucks which were keen to also participate, due to shortage of time and manpower around event management.

REQUEST FOR FUNDS

I would like to request a grant of \$20,000 per year for 2018-2019 (total \$40,000) to deliver a special events programme including:

BUDGET

• Fee for events management	\$3,000
• Fee for design and printing costs for community billboards, advertising in Kāpiti News, Kāpiti Observer, Otaki Mail, Otaki Street Scene, signage, printing of flyers and invites	\$4,330
• support musicians, artists and other performers delivering workshops and activities	\$3,000
• support costs for interactive light show and performance tent	\$3,000
• associated fees and costs around parking, local signage, consents and lighting support	\$1,700
• support extra gallery time for event management	\$1,000
• support for Whakarongotai marae participation, activities and exhibitions	\$4,000

TOTAL \$20,030

The Mahara Gallery budget contribution includes \$10,000 for exhibition expenses, installation, opening hospitality, further advertising and promotion, and fees to contributing artists and performers.

Prepared by Janet Bayly

director@maharagallery.org.nz

027 213 99692

MATARIKI at MAHARA 2018

Purpose and objectives of the event and what is needed to make it a success

To create an inclusive, free, family-friendly series of cultural events within a wider exhibition developed by Te Atiawa ki Whakarogotai supported by Mahara Gallery presenting iwi artists that creates a community focus on Matariki / Maori New Year;

- * to increase cultural understanding and sharing of Matariki /Maori New Year within a context of learning and celebration of this special mid-winter season;
- * to add to, expand and promote Matariki events in communities across Kapiti within the promotional resources offered by Matariki Wellington supported by Wellington Amenities Fund.
- * to contribute a vibrant regional programme to Matariki Wellington 2018, which advances the goal stated by Te Papa Tongarewa to implement a four year plan (2017-2020) to mature Matariki as a successful midwinter event of national identity

Matariki at Mahara aims to deliver a series of events and exhibitions on several sites in Waikanae village over six weeks from early June to late July 2018 in partnership with Te Atiawa ki Whakarongotai marae; to celebrate and strengthen communities and community identity across Kapiti; to attract new visitors to Kapiti from across greater Wellington; and to attract 5,000 visitors to Waikanae over that period.

Event planning

- Events schedule developed by Mahara Gallery & Whakarongotai marae exhibition committee in monthly meetings, and in consultation with Te Whakaminenga, Waikanae Library and local schools
- Refine a run sheet in final four weeks before exhibition launch
- Risk assessment – alternative plans & venues developed for bad weather, tangi at marae, need for second option venues in event one falls over for other reasons
- Overall budget \$30,000

To ensure a successful event

- Meet monthly with the marae exhibition group and manage time-line & Matariki Wellington deadlines
- Mahara meet monthly with Matariki Wellington group at Te Papa

- Engage an event manager to deliver to timeline and develop key events in liaison with marae, gallery, artists, performers, food trucks, local business owners and community providers; to deliver a Temporary Events Plan and applications to council for appropriate consents according to timeline deadlines
- Seek event sponsorship from local businesses including Waikanae Butchery, Susie Mills Law, Michael Scott Lawyers, Law Connection, Best Practice, Olive Café, Sunday Cantina
- Produce effective Kapiti region marketing and promotion from Mahara, backed up by regional and national marketing developed by the Matariki Wellington consortium, including website, facebook, Maori Television, NME, The Dominion Post
- Active use of various facebook groups besides Mahara facebook, including Destination Waikanae, Kapiti Community group, various Waikanae groups, Neighbourly, Te Atiawa ki Whakarongotai, as well as Matariki Wellington
- Managing the event over several venues: Mahara Gallery, Whakarongotai marae, Mahara Place, Olive Café, Sunday Cantina & others

Developing the event plan

- Monitoring the event plan through a timeline (draft attached) and checklists
- Managing issues
- Managing event stakeholders

Overseeing and assessing the event

- Inviting support from Mahara Gallery Friends and volunteers, Destination Waikanae and Lions Waikanae to provide event support and supervision
- Debrief hui to evaluate one week after key events / at end of show
- Produce report for key funders, report back to Matariki Wellington, report back to Council

TIMELINE FOR MATARIKI AT MAHARA, 10 JUNE - 29 JULY 2018 (DRAFT)

- Key themes and dates developed by Matariki Wellington group, October/November 2017
- Mahara / Whakarongotai key themes & programme, November 2017
- Title confirmed, artists confirmed, key images for publicity identified, February 16, 2018
- Artists & performers send further text/s and images for publicity, February, March
- Events programme (draft 1) developed, February 28
- Events programme (draft 2) refined, March 30
- Events programme finalised, April 3
- Application to Council with Temporary Events Plan including parking and food trucks, April 6
- Final design & publicity starts rolling out, from 1 May
- Artworks, titles and texts for labels delivered to Mahara by 1 June or earlier
- Installation week, 5 - 8 June
- Mihi whakatau at Whakarongotai marae / community events, 9 June
- Possible venues for outside events / outdoor sculpture / food trucks:
 - Whakarongotai marae
 - Carpark between marae and Mahara Place
 - Mahara Place
 - Olive Café for live music
 - Carpark outside Shoreline Cinema
 - Green space by Aputa House

MUSEUM OF NEW ZEALAND
TE PAPA TONGAREWA

Cable St
PO Box 467
Wellington
New Zealand

Telephone
64-4-381 7000
www.tepapa.govt.nz

6 September 2017

Kapiti Coast DC
Major Events Fund



To Whom it May Concern

Tēnā koutou katoa

I am pleased to write this letter in support of an application by the Mahara Gallery of Waikanae for a grant of \$20,000 to support their forthcoming Matariki Programme. The Gallery is well placed to succeed with such a grant given it's knowledge and experience with respect to programming generally and Matariki specifically.

The Mahara Gallery has been involved in a region wide consortium delivering the annual Matariki celebrations since 2012. They continue to be a positive and valuable contributor to this consortium and are to be applauded for the passion and commitment they continuously express toward the Kapiti community. They are a small gallery with limited resources yet somehow continue to find ways to mount meaningful exhibitions, exciting programming and enable meaningful experiences in stressed financial circumstances.

The Mahara Gallery is a credit to the Waikanae and Kapiti community and Te Papa will continue to support Mahara Gallery where possible.

I am pleased to recommend the Mahara Gallery to you.

Nāku noa, na

A handwritten signature in blue ink that reads 'Charles Royal'. The signature is written in a cursive, flowing style.

Dr Charles Royal
Director, Ngā Manu Atarau
Communities|Repatriation|Sector Development



Amanda Smart art & design

4 Ruru Street, Waikanae 5036
amanda.smart.art@gmail.com
027 970 2945

6-9-2017

Graphic & print cost design for Matariki

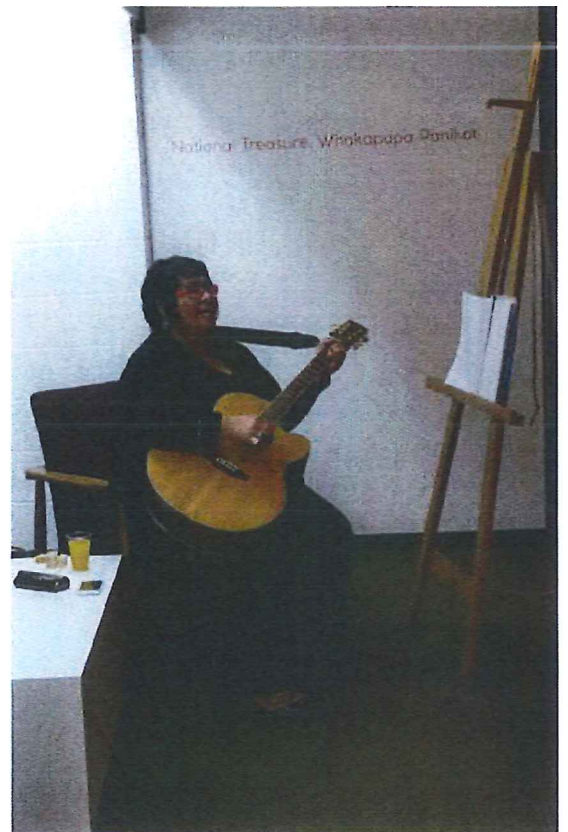
Exhibition signage, interior, exterior and vinyl design	\$225
print	\$515.50
Invitation design	\$225
print	\$750
A4 Flyer design	\$225
print	\$90
Mahara News design	\$135
Advertising;	
Observer; design	\$90
print 1/2 page	\$500
Kapiti News; design	\$90
print 1/2 page	\$460
Otaki Street Scene; design	\$90
print 1/4 page	\$242.65
Otaki Mail; design	\$45
print	\$188
Billboard; design	\$180
print	\$280

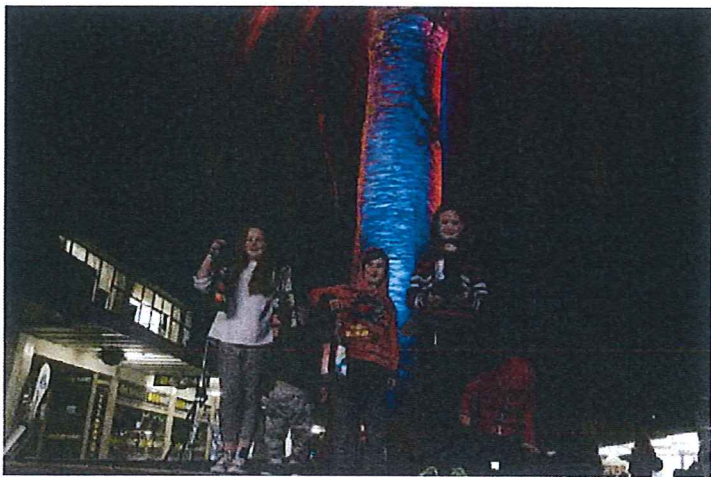
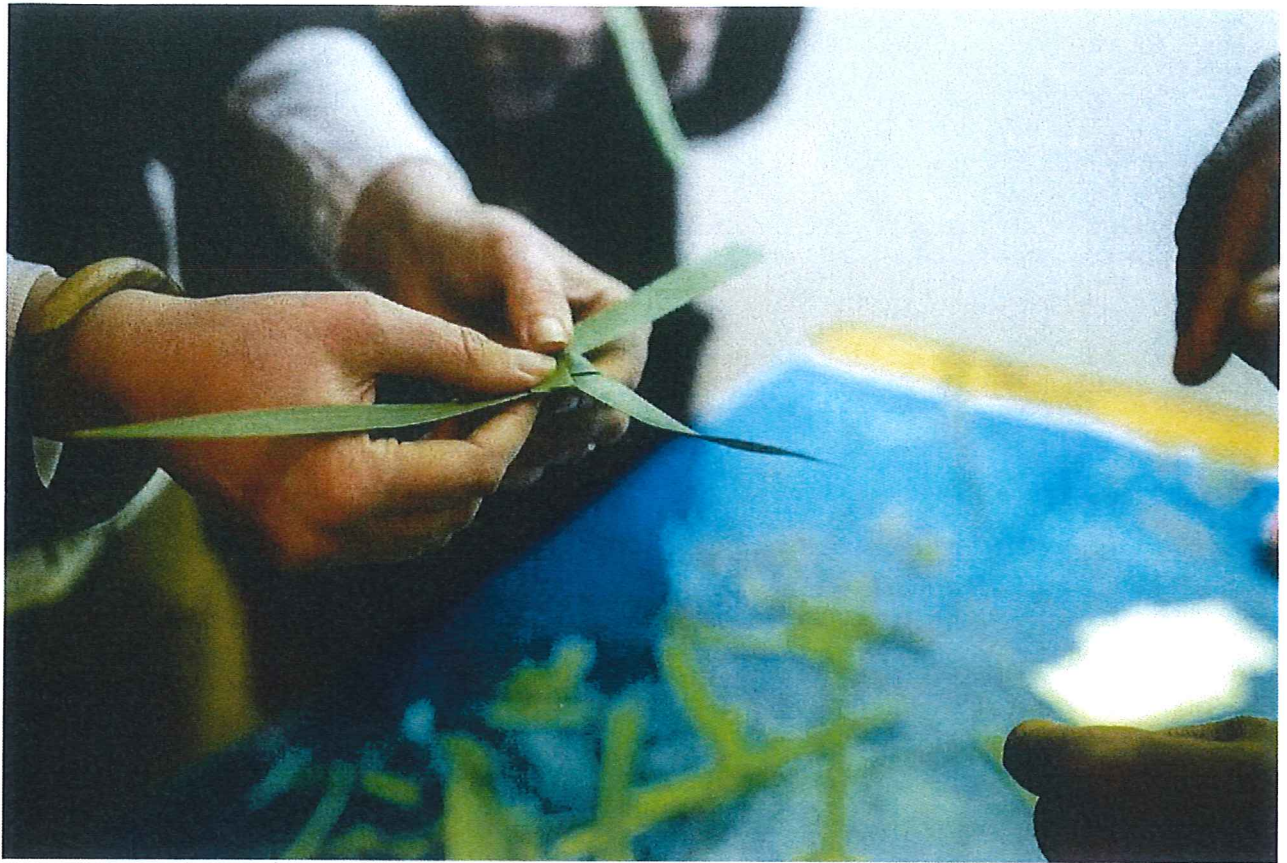
QUOTE design cost	\$1305
QUOTE print & media listing cost	\$3026.15

TOTAL COST	\$4331.15
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Ōtaki Māori Racing Club

KĀPITI COAST DISTRICT COUNCIL MAJOR EVENTS FUND

Ōtaki-Māori Racing Club

APPLICATION

NAME OF ORGANISATION:

Ōtaki Māori Racing Club

ADDRESS:

47 Te Roto Road, Otaki 5512

CONTACT PERSON:

Ben Jamison (Project Manager/General Manager)

CONTACT NUMBER:

Cell (027) 666 8558

EMAIL:

ben@otakimaoriracing.co.nz

WEBSITE:

<http://www.otakimaoriracing.co.nz/>

AIM OF ORGANISATION:

The Ōtaki-Māori Racing Club (OMRC) was formed in 1886 by Ngāti Toarangatira, Atiawa Ki Whakarongotai and Ngāti Raukawa. At the time of its foundation there were a number of Māori racing clubs, and the racing industry's governing body at the time insisted that these clubs be distinctly branded as "Māori" racing clubs. This club is the sole surviving Māori racing club and retains its name by choice. The OMRC held its first race meeting at its current course on Rahui Road in 1910 and was invited to join the NZ Racing Conference (as an associate member) in the 1970's.

Due to recent changes in the racing industry, outside of the OMRC's control, it now needs assistance to survive.

In 2007, the OMRC was obliged to join the RACE group of racing clubs which were based at Awapuni and Wellington. Whilst operationally this arrangement has been satisfactory, the RACE group of clubs borrowed heavily to upgrade facilities at Awapuni and Trentham, resulting in debts of approximately \$10m.

Last year, the RACE group requested that the OMRC transfer ownership of its land to them. The OMRC declined and were informed by RACE that the OMRC will need to "go it alone" and will do so as of 1 August 2017.

The OMRC will now take back control of its destiny and remain a significant entity within the Kāpiti region.

The OMRC has recently implemented a Planning Committee which is comprised of six young professionals, all of whom whakapapa to Ngāti Raukawa, Te Atiawa and Ngāti Toa. The Planning Committee has been charged with the task of formulating a strategic plan to ensure survival of the OMRC. The strategic plan currently consists of several commercial initiatives that will refresh the OMRC's work-streams and generate revenue by capitalising on opportunities through partnership with local business and community groups (iwi/other).

The Planning Committee members have been operating to date out of good-will for the OMRC as they strongly believe in its moemoeā (vision).

Goods will include, but are not limited to:

- Organic produce, vegetables, home-kill meats etc.
- Other food & beverages
- Arts, crafts and clothing
- Other consumables
- Boutique goods

There will be preference given to 'local' businesses (i.e. within a 50km radius of Ōtaki and the wider Kāpiti Coast) and further preference given to suppliers of organic goods.

In Ōtaki there are numerous schools or community groups hosting weekly car washes, barbeques etc. for fundraising purposes. Often there isn't an appropriate space for them to do so around town, so we intend to set up a 'fundraising area' for local schools/community groups on site to utilise during the market days, and throughout the year.

Furthermore, there are a number of people in the area that used to make goods such as jams, preserves etc. in their homes and sell them to the general public. Due to the recent changes in health and safety regulations, such people can no longer do this at home. We would like to refurbish our commercial kitchen on site and make it available for such purposes. Those utilising the kitchen can also sell their goods on the market days. The kitchen will also be available to lease throughout the year to larger local businesses (i.e. bakeries, catering companies etc.)

We will charge a small lease fee to each business wishing to set up a stall/area on the day.

We wish to purchase a number of custom-fitted shipping containers to make available on site for stallholders to utilise on each market day.



Above: A customised container that SEA Containers offer which would be suitable for the project.

We will also retro-fit several buildings on site to further cater for some of the stallholders.

THE PROPOSED PROJECT

“The Kāpiti Famer’s Market”

START DATE:

1 November 2017

COMPLETION DATE:

Ongoing

In the aforementioned strategic plan, the Planning Committee have identified six key commercial initiatives to revitalise the economic position of the OMRC. One of the key initiatives is to organise a regular ‘farmer’s market’ on site to increase attraction to the racecourse, and the wider Kāpiti Coast area.

BACKGROUND

Currently, there are only several small regular farmer’s markets held on the Kāpiti Coast in Waikanae, Paraparaumu, and Te Horo. There is a clear gap here in the Ōtaki demographic, and the existing markets only bring small crowds to the Kāpiti Coast.

We have researched the Hawke’s Bay Farmer’s Market and aspire to create a similar event right here in the Kāpiti Coast. The Hawke’s Bay Farmer’s Market currently boasts around 75 stallholders per week, with thousands of customers travelling from all around the North Island specifically for the market.

The Ōtaki racecourse is the ideal, central location for a large farmer’s market, pulling in customers from the wider Kāpiti Coast, and more importantly from Wellington, Palmerston North and further abroad.

OUR AMBITION

Our goal is to increase attraction to the racecourse itself, Otaki as a town, and the wider Kāpiti Coast as a destination – particularly during the ‘quiet’ period of the year, being March-October by hosting a large, regular farmer’s market. We intend to start this as a fortnightly event, and increase occurrence to weekly once attendance numbers build.

We will prioritise inviting businesses and community groups based in the Kāpiti Coast to showcase and sell their goods on site.

WHAT WE HAVE

We currently have an experienced Project Manager (Ben Jamison) to organise and oversee the project. Members of the Planning Committee/Committee, as well as respected members and kaumātua of the Club, will also assist by reaching out to local businesses and organisations to seek interest in being a stallholder.

We will also make several large areas on site available to the public on each market day, to erect a mixture of temporary and permanent stalls for local businesses wanting to partake in the markets.



Above: The proposed site plan (green area) of the project at the Ōtaki-Māori Racing Club.

WHAT WE NEED

We are seeking financial assistance for three areas that pertain to the project:

1. Documentation (business plan, budget, formal proposal to businesses, legal etc.)
2. Event signage, advertising and promotional material to attract as many stallholders as possible
3. Capital costs (shipping container stalls, other required gear for each market day etc.)
4. Event/Project Management and personnel

We anticipate total costs to start the project will be **\$60,000** over the first 12 months.

FINANCIAL ASSUMPTIONS

We have used data from the thriving Hawke's Bay Farmer's Market as a relevant indicator for this project. Their website: <http://www.hawkesbayfarmersmarket.co.nz/>

OUTGOING

Outside of setup/capital costs, ongoing costs will be minimal for the Club and will be for:

- Power/Gas usage (where applicable)
- Administration
- Personnel/Staff to help on the day (could be volunteers)

Project Gross Outgoings p.a. (after the first 6 months of operation): **Circa \$20,000**

INCOMING

We will charge stallholders a fee of \$40 per event. Once the market is weekly, this will total \$160 per month per stallholder. We anticipate having around 20 stalls in the early days of the project, and at least 40 stalls after 6 months.

Projected Gross Income p.a. (after the first 6 months of operation): **Circa \$76,800**

CLUB SPONSORSHIP

There is also a great opportunity for some stallholders to take advantage of a sponsorship deal with the Club, where we offer them a named race on one of our race days to increase brand exposure.

RISK ASSESSMENT

Overall, this project has little risk, other than low customer and/or stallholder numbers. These are outlined in the table below:

RISK	POTENTIAL SOLUTION	LIKELIHOOD
Low turnout of businesses	Increase marketing/communication outputs, re-target business plan	Low
Low turnout of customers	Increase marketing/communication outputs, re-target advertising	Medium

TIMELINE

The timeline below outlines the basic stages of work for the setup of the project.



It is important to note that the first market days will be held in late 2017; while this is already a busy time of the year for the Kāpiti Coast, it will be the best time to gain exposure for the project and inform those in attendance that the market will be running throughout the year.

NGĀ MIHI

Thank you for taking the time to read this overview of the project. We realise there is a lot of further detail to work through, and I am more than happy to meet with you to discuss this project further at any time.

Ngā mihi

Ben Jamison

Project Manager/General Manager

Ōtaki-Māori Racing Club

KĀPITI COAST DISTRICT COUNCIL MAJOR EVENTS FUND

Ōtaki-Māori Racing Club

ADDENDUM TO APPLICATION

This addendum is supplementary to the application submitted by the Ōtaki-Māori Racing Club on 10 September 2017 for their 'Kāpiti Farmer's Market' project proposal.

EDIT TO APPLICATION:

Please note the following edit to a section of the original application:

Page 4, line 2:

“Organic produce, vegetables, home-kill meats etc.”

Please note inclusion of ‘home-kill’ was an error. The meats that will be sold on the market days will be from local certified butcheries.

PROJECTED NUMBER OF VISITORS:

Drawing on success of the Hawke’s Bay Farmer’s Market (which is very well established now) within the first 6 months of this project, we think a fair assumption of attendance would be between 500 and 1,000 people at each market day. After 6 months of operation, we anticipate around 1,500 to 2,000 people attending each day, half of which will be from outside of the Kāpiti Coast region.

As mentioned in the original application – there is a clear gap in the market for a farmer’s market of this potential size in the Kāpiti Coast. Ultimately, we will draw all local residents and this will expand to the Wellington and Palmerston North Market’s, then eventually the wider lower-North Island.

This is dependent on momentum and effective marketing and promotion of the event. Our Project Manager, and an experienced marketing graduate will assist with this work. We will be creating a website for the market, utilise social media channels, place ads in Kāpiti-based newspapers, mailbox drops, ads on community notice boards etc.

BREAKDOWN OF FUND SPEND:

High-level spend assumptions of the funding we are asking for (totalling \$60,000) is outlined in the table below.

Item	Expected Cost	Notes
Documentation	\$7,500	Formulate official business plan, detailed budget, proposals to businesses, legal documentation (leases etc.)
Marketing, Advertising, Promotion, Communications	\$10,000	Brand design, signage, website, social media, mailbox drops, newspaper advertisements etc.
Project Management & Personnel	\$12,500	Project Management fees for establishment of the project, and other staff or personnel as required.
Capital Costs	\$30,000	Shipping Containers (or other suitable stall options such as marquees) and retro-fitting of existing spaces on site for stallholders to use

COUNCIL ACKNOWLEDGEMENT:

The Club will acknowledge KCDC's contribution by including their logo on all promotional/advertising material. A mock-up logo design of the event is below, which includes KCDC's logo.



Above: Conceptualisation of the Farmer's Market logo, with KCDC logo included

NGĀ MIHI

Thank you for taking the time to read this addendum to the application. I am more than happy to meet with you to discuss this project further at any time.

Ngā mihi

Ben Jamison

Project Manager/General Manager

Ōtaki-Māori Racing Club



CERTIFICATE OF INCORPORATION

OTAKI MAORI RACING CLUB INCORPORATED 215700

This is to certify that OTAKI MAORI RACING CLUB INCORPORATED was incorporated under the Incorporated Societies Act 1908 on the 27th day of September 1935.

Registrar of Incorporated Societies
27th day of July 2017



Paekākāriki Community Trust



Paekakariki Community Trust (Inc.)

PO Box 23 Paekakariki

Funding for Feasibility Study Application

The Paekakariki Community Trust was established about a decade ago with the aim of supporting the social and economic development of the local community.

Establishing the Trust as a registered charity coincided with the acquisition of the St Peter's Village Hall in Beach Rd Paekakariki.

The Hall was acquired from the Anglican Church for \$1 and was in a very dilapidated condition. Upgrading and renovating the hall continues and the Trust has raised in the order of \$400000 over the decade to renovate the Hall to the standard it is now in with a multitude of improvements which has resulted in a massive increase in functions in the hall ie gigs, dances, movies, monthly market and a number of weddings and funerals.

The hall has been used for community events since the opening in 1918.

Funding is applied for a feasibility study to be carried out by a professional festival organiser to plan for a number of events in 2018 as this is the centenary of the opening of the Hall (1st of April 1918) and the end of WW1 on 11/11/1918.

It is our intention to hold a major event in April 2018 followed by up to 6 events throughout the year culminating in an event in November 2018.

Records show that the hall was built by local volunteers and a local carpenter and one of the drivers at the time was the departure of a group of men from the village for the war in Europe. Later events were held to celebrate the return of soldiers and to remember those who died.

We believe that, based on our experience with the 75 year celebration we organised to host the American veterans who were here in WW2, we will get a massive turnout from locals and visitors to the village for the events. Events planned include musicals (oh what a lovely hall!), movie festival based on local movies, childrens shows and events aimed at reenacting or showcasing Paekakariki over the last 100 years.

To ensure success we believe we need a professional (albeit part time) Festival organiser as the team of volunteers we have gathered lack the time or expertise to organise each event and to carry out the level of promotion, advertising etc which will be required. We also understand that a number of other events are planned on the Kapiti Coast to commemorate the end of WW1 and we would want work with these groups also to involve Paekakariki in their events. As a first step we need the organiser to carry out a feasibility study to ensure we are able to deliver on our aspirations to celebrate 100 years of community activity and to commemorate the end of WW1. Preliminary discussions with a representative of Ngati Haumia indicated her willingness to support the concepts subject to inclusion of the maori volunteers who went to WW1.

Base on earlier events we know from discussions with local retailers that these events give a significant boost to their incomes and this will come at a time when there is growing awareness in the possible drop off in visitors post transmission gully opening when the Village will be bye-pasted by casual visitors. Promotion of quality events will help change this.

Our budget planning has shown that the cost of a festival organiser, along with some associated costs, will cost around \$20000 of which we

are applying for \$15000 from the Feasibility fund with the balance available from Trust funds.

Please let me know if we can provide any further information in support of our application.

Graham Coe

Chair, Paekakariki Community Trust

Kristy McGregor

Phone: 021 191 3231 - E-Mail: kristy.mcgregor@hotmail.com - Twitter: kristy_mcgregor - LinkedIn: Kristy McGregor

Curriculum Vitae

My vision is of thriving and vibrant provinces that are environmentally, socially, economically and culturally enriched. I am passionate about working with individuals and organisations to actively develop vibrant rural communities. I see opportunity and possibility where there are gaps. I have developed, and continue to maintain, strong relationships with stakeholders across Australia and New Zealand, working on both sides of the Tasman. I understand issues as they play out on the ground, through working with industry and local government in the community development, regional policy and environment space, while also having one foot in academia. I am inquisitive and engaged.

Key Competencies

- Community engagement specialist
- Experienced policy advisor
- Solid understanding of social innovation & change
- Expertise in grant & philanthropic funding
- Strategic planning expert
- Rural community development practitioner
- Strong stakeholder relationship management skills

Work Experience

Federated Farmers of New Zealand Regional Policy Advisor

October 2014 – Current

- Developing and managing relationships with local government & multiple other stakeholders including iwi, environmental organisations and primary industry
- Preparing submissions & expert evidence for local government & Environment Court hearings: Resource Management Act (RMA), Annual & Long Term Plans, Pest Management Plans
- Participating in planning processes including pre-notification & pre-hearing meetings
- Advising and problem solving on implementation of Regional Plans
- Working with Ministries including Ministry for Primary Industries, Ministry for the Environment & the Ministry of Health
- Leading & co-ordinating primary sector organisations towards collaborative initiatives including the Manawatu River Leaders Accord, and establishing primary sector forums in two regions
- Reporting to and advising Provincial Executives & National Board Members on policy matters

Key Achievements

- Worked to improve relationships between the farming community and Horizons Regional Council through the introduction of regular meetings with both governance and management at Council, resulting in a much improved collaborative working relationship compared with when I started in the role
- Lead farmer engagement and submission on the Marlborough Environment Plan, from pre-notification through to development of comprehensive submission
- Advocacy (media campaign and farmer engagement) on the proposed Traffic Bylaw resulted in 50 of 71 submissions received by Council opposing the bylaw, and the proposed changes being withdrawn

Field Officer**April 2014 – October 2014**

- Developing a strategy for membership growth and retention
- Working closely with the Provincial Executive to support community engagement opportunities with the farming community

**Central & North West Queensland Medicare Local
Project Officer****April 2013 – March 2014**

- Developing community engagement in health promotion and preventative health strategies
- Inputting into health policy development
- Working with rural and remote communities across Central and Western Queensland

**S. Kidman & Co
Governess****January 2011-December 2012**

- Teaching three primary school age students through School of Distance Education framework on an isolated cattle station in remote Western Queensland
- Organisation, preparation and delivery of Distance Education materials, implementation of behavioural management strategies, feedback and liaison with parents and teachers regarding student's progress and behavior

**Australian Bureau of Statistics
Census Collector****July-September 2011**

- Engaged with landowners across remote south-west Queensland region.

Education

Certified Commissioner**Making Good Decisions RMA Commissioner Course****Ministry for the Environment & Local Government New Zealand 2017****Kellogg Rural Leaders Program****Lincoln University, NZ****2016****Certificate IV in Volunteer Management****Volunteering Queensland****2013****Masters of AgriScience****Institute of Agriculture & Environment, Massey University, NZ****Currently completing thesis****Bachelor of Social Science (Asia Pacific Governance & Development)****James Cook University, Far North Queensland****2013**

Current Leadership & Governance Roles

Founder, President & Committee Member Channel Country Ladies Day	2012 - Current
Co-Founder & Co-Organiser Horowhenua Taste Trail	2016 – Current
Co-Chair Manawatu Rural Business Network	2014 – Current
Committee Member Horowhenua Creative Communities Advisory Committee	2017 – Current

Awards

2017	Volunteering Queensland, Youth Volunteering Award, Finalist Walkleys Foundation Media Incubator & Innovation Fund, Longlisted applicant Ministry of Social Development, NZ Youth Awards, Winner Leadership Category Australian Broadcasting Corporation Trailblazer
2016	Recipient of Agricultural Marketing & Development Trust Leadership Scholarship
2013	Queensland Rural Regional & Remote Women's Network 2013 Rural Women Awards – Volunteer, Finalist
2012	Australian Broadcasting Corporation Heywire Winner Rural Women's Internship Program, Parliament House Charles Stuart University Faculty of Arts Deans Scholarship for achieving Distinction or greater in University Studies
2010	Charles Sturt University Excellence Scholarship

Published papers

McGregor, K. (2015). *Where Placemaking, Social Cohesion & Wellbeing Collide*. Whanake Pacific Journal of Community Development.

Membership

Resource Management Law Association - NZ Association Resource Management - NZ Institute of Directors - Future Farmers Network (FFN) Australia - NZ Young Farmers - Agrifood Research Network - Australian Agriculture & Resource Economics Society (AARES) - Sociological Association Aotearoa NZ

Referees available on request.

