



AGENDA

**Ordinary meeting of the
Nelson City Council**

Community Services Committee

**Thursday 21 November 2013
Commencing at 11.00am
Council Chamber
Civic House
110 Trafalgar Street, Nelson**

Membership:

Councillor Pete Rainey (Chairperson), Her Worship the Mayor Rachel Reese, Councillors Gaile Noonan (Deputy Chairperson), Ruth Copeland, Matt Lawrey, Paul Matheson, Tim Skinner, and Mike Ward

Apologies

1. Interests

- 1.1 Updates to the Interests Register
- 1.2 Identify any conflicts of interest in the agenda

2. Confirmation of Order of Business

3. Public Forum

- 3.1 Waahi Taakaro Golf Course

Don Welch will speak about ways to leverage the Waahi Taakaro Golf Course.

4. Chairperson's Report

ARTS, FESTIVALS AND EVENTS

5. Festivals Interim Report

3-7

Document number 1636801

Recommendation

THAT the report Festivals Interim Report (1636801) be received.

6. Cricket World Cup 2015 Project Update

8-15

Document number 1637856

Recommendation

THAT the report Cricket World Cup Project Update (1637856) and its attachment (1637899) be received.

Festivals Interim Report

1. Purpose of Report

- 1.1 To update Council on the 2013 Nelson Arts Festival. A full report will be available at the end of December 2013 once final accounts have been processed and debriefs from all departments have been discussed and collated.

2. Recommendation

THAT the report Festivals Interim Report (1636801) be received.

3. Background

- 3.1 Now in its 19th year, The Nelson Arts Festival held annually in October presents a full programme of music, theatre, dance, comedy, cabaret, informative Readers & Writers sessions and visual and interactive arts experiences to the community. The diverse programme intends to attract broad audiences and demographic which is achieved through a mix of local, national and international works. The festival has developed a reputation for delivering a programme that celebrates cultural diversity and engages audiences from all sectors of our community as well as visitors to the region, and is highly regarded in the New Zealand performing arts industry as one of the "must-do" festivals.
- 3.2 Nelson is the only festival in New Zealand that runs annually and works collegially with the Tauranga, Christchurch and Otago festivals to maximise funding through the benefits of collaborative programming. This year the festival shared five programmed performances with the Tauranga Festival and two with the Christchurch Arts Festival which supported production and presentation costs significantly.
- 3.3 The festival utilises a variety of performance venues including The Theatre Royal, The Suter Theatre, The Nelson School of Music and a number of regional venues that reflect the contribution by Tasman District Council, such as Neudorf Vineyards and Takaka Village Theatre. For the past five years the festival has based its Festival Café and purpose built cabaret venue 'The TSB Bank Mainstage' at Founders Heritage Park which has allowed the festival team to create an 'Arts Precinct' throughout the festival.

4. Required Festival Outcomes

- 4.1 The Festival Programme is managed by Council Officers to deliver a range of community outcomes.
- 4.2 The Arts Activity Management Plan 2012-2022 requires the delivery of “high quality and accessible festival and events that encourage participation in the arts by a wide cross-section of the community and contribute to a sense of belonging”.
- 4.3 The Nelson Tasman Regional Arts Strategy requires aims to “provide a range of festivals, events and facilities that encourage celebration and participation in the arts by the wider community”.
- 4.4 In contrast, events run through the Nelson Events Strategy are intended to increase the number of visitors attracted to Nelson during shoulder and ‘off - season’ periods, therefore providing incremental economic impact through timing of event.

5. 2013 Arts Festival

- 5.1 This year’s festival opened on Friday 11 October 2013 and ran through until Labour Day Monday 28 October 2013. The programme included 57 programmed performances from a variety of genres including theatre, dance, music, cabaret, comedy and presentations. Of the 57 performances seven were international acts.
- 5.2 The Arts Festival includes a recognised Readers & Writers component of the programme where there were 14 sessions scheduled, of which eight sold out. The overall festival programme attracted 10,700 people to ticketed events.

6. Notable Highlights

- 6.1 There were a record number of sold out performances, 39 out of 57 programmed and excellent houses to all the remaining shows. Overall attendance to ticketed events was approximately 75%. Anecdotal evidence advises that this is a better attendance figure than achieved by most other regional festivals around the country.
- 6.2 Of the 14 programmed Readers & Writers sessions eight sold out. The festival also hosted Minister of the Arts Christopher Finlayson on the final Thinking Brunch panel discussion, who also made the public announcement that The Suter Gallery had received its central government funding needed to support the proposed upgrade.
- 6.3 A record attendance to our free Granary sessions events where the festival supported 11 local bands/ groups to perform. These events are a great platform for local artists to showcase their work in a festival context and to support them in developing new audiences.

- 6.4 The Festival collaborated with local theatre companies Body In Space and Three Bridges to present the 'Found Tales' project which proved successful on many levels for audiences, Founders Park and visitors to the region. There were six performances scheduled over two weekends. This show was very well received and gained very good reviews.
- 6.5 For the first time we were able to establish a collaboration with The Suter Gallery to present *Puehu*. This aided in strengthening our relationship with The Suter and with their audience.
- 6.6 We were able to turn Founders Heritage Park into our "festival hub" once again, constructing installations and artworks and in turn attracting more people to the Park than would have otherwise visited. Also, by presenting a free programme of local bands/musicians we brought people into the park during the early evening hours, a time it would normally be closed.
- 6.7 Cultural Dust exhibition worked extremely well and strengthened the festivals working relationship with the Gallery for possible future projects. The project involved an exhibition at the Gallery along with performance artists participating at both the Masked Parade & Carnivale and Granary Festival Café.
- 6.8 The festivals schools programme continues to be well supported with over 864 pre-school, primary and secondary students coming along to see scheduled schools performances and participate in workshops with artists. The schools performance programme included nine performance opportunities ranging from physical theatre, interactive theatre and contemporary dance. This component of the programme assists the festival in developing our future audiences and at the same time increase attendance to ticketed events.
- 6.9 There were 25 schools registered which was a record, and we even extended the times on one day to accommodate a late entry. The event took place on the dedicated schools performance stage at 1903 Square 'Stage One'. Over 1200 students took part over the five days. This event is now firmly established in primary and secondary schools calendars with students rehearsing and preparing work to a very high standard as well as audiences enjoying the opportunity to hear and see our young people perform.
- 6.10 Despite the iconic Masked Parade & Carnivale being in its usual "quieter" year, there were more registered entries this year and over 3,000 children, community groups and individuals participated in the event. Most schools in the region participate in the Masked Parade on a biennial basis with the majority registering in an even year, so although this was supposed to be a "quieter" year, it was pleasing to have such a turnout. The festival was also privileged to welcome the visiting Chinese performance group "The Leshan Song & Dance Troupe" who were here with their contemporary dance work 'Fault Lines' the group of 25 dancers joined in the festivities walking in the parade and performing a stunning traditional dance performance at the Carnivale.

- 6.11 For the first time ever the festival received national news coverage of the Masked Parade & Carnivale with Seven Sharp running a story and filming live from the event and featuring the Mayor-elect, supported by Festival staff announcing the winners. This was a great opportunity to showcase Nelson's creative identity and raise the awareness of this significant community event nationally.

7. Festivals Ticketing

- 7.1 The pop up ticketing stall that the festivals team ran at the Saturday markets proved highly successful and helped increase the festivals visibility in the lead up to the festival along with providing useful information for ticket buyers.
- 7.2 After a tender process a new ticketing agent was appointed this year. A Wellington company, Dash tickets, won the tender.
- 7.3 Unfortunately the Theatre Royal and Nelson School Of Music had existing ticketing contracts with TicketDirect so were unable to accommodate the festival's new supplier, meaning there were two ticketing providers for the festival. Although not uncommon in festivals around the country; Auckland Arts festival had five providers, Wellington three and Christchurch two, it was new for our audiences and at times caused some confusion.
- 7.4 We were set up by Dash as an agent to sell tickets, through the Customer Service Centre. There were some issues to work through but it really helped us make the connection that these events are Council events. This meant that we received the ticketing money from the audience when purchasing the tickets and were invoiced weekly by Dash. The money then sat in a trust account as per our contract with Dash until the conclusion of the festival where we then invoiced Dash for all monies, less the booking fees. All invoices have been paid.
- 7.5 Overall branding particularly of the Nelson City Council's association to the festival was very strong. Extra focus was given to ensuring that the council branding was highly visible wherever possible and anecdotal feedback is that this came through very strongly across the whole festival programme.

8. Budget

- 8.1 The programmed budget for festival activity is \$561,500 however this is variable dependant on confirmation of external sponsorship, funding and projected ticket sales. The actual budget for the 2013 programme was \$591,500 which included an additional \$20,000 from The Canterbury Community Trust and \$8,000 from the Recreation Youth Event Budget towards the Sonic/Carnivale event and a small increase in projected sponsorship of \$2,000.
- 8.2 Projected ticket sales for the 2013 festival was \$185,000 however due to an increase in sales confirmed actual revenue is \$207,085.

- 8.3 The overall operational budget for the festival is made up of the following:
- Council contribution \$208,000 (35%), less Nelson City Council festival staff wages & overheads;
 - External Sponsorship & Funding \$136,450 (24%);
 - Ticket Sales \$185,000 (31%);
 - Sales of goods \$61,000 (10%), includes revenue from bar sales & income from advertising.
- 8.4 As all accounts and expenditure are still being processed the final budget cannot be confirmed however it is expected that there will be an estimated \$15,000 surplus.

9. Conclusion

- 9.1 The festival is considered to have been a success on many levels with extremely positive feedback from attendees, sponsors and funders.
- 9.2 There is no doubt that the programme has been well received by Nelson audiences and this is reflected in the increased ticket sales. The growth in participation and attendance to the iconic community event 'The Masked Parade & Carnivale' is heartening and emphasises the importance and significance such events have in our community and region.
- 9.3 The festivals are currently conducting an online audience survey and responses will be collated over the coming weeks. A full report will be available upon request at the end of December 2013. The data captured in this report provides critical and valuable feedback that supports the programming of future festivals.
- 9.4 The Council festival programme continues to meet the community outcomes required under the Arts Activity Management Plan 2012-2022 and the Nelson Tasman Regional Arts Strategy.

Sophie Kelly
Team Leader Festivals

Attachments

None.

No supporting information follows.

Cricket World Cup 2015 Project Update

1. Purpose of Report

- 1.1 To inform Council on the status of the Cricket World Cup project.

2. Recommendation

THAT the report Cricket World Cup Project Update (1637856) and its attachment (1637899) be received.

3. Background

- 3.1 Nelson City Council won a bid to host Cricket World Cup (CWC 2015) games at the Saxton Oval in February/March 2015. Three games will be held:
- Monday 16 February 2015: West Indies v Ireland;
 - Thursday 19 February 2015: Zimbabwe v Qualifier 4;
 - Thursday 05 March 2015: Bangladesh v Qualifier 3;
- 3.2 The contract with the Local Organising Committee (LOC) of the official International Cricket Committee (ICC) was signed in June 2013.
- 3.3 The total budget for the Nelson CWC 2015 is \$1,221.30 million, with a capped council contribution of \$630,000; 4,000 capped staff hours valued at \$270,000 and 1,000 staff hours contingency.
- 3.4 A Regional Coordination Group has been established to support the delivery of CWC 2015 in Nelson. This group will act in a coordination, advisory and strategic planning capacity to assist in the delivery of Nelson City's role in CWC 2015. The Group is chaired by Hugh Kettlewell, NCC Project Sponsor and consists of representatives from Nelson Cricket Association, Nelson Tasman Regional Economic Development Agency, Nelson Tasman Tourism, Tasman District Council and Police along with members of the NCC project team.
- 3.5 On Saturday 4 January 2014 New Zealand will play West Indies in a One Day International cricket match at the Saxton Oval. This game is managed by New Zealand Cricket and will be used to test upgrades made to the Oval and to get a better understanding of requirements for CWC 2015.

4. Discussion

Activities Underway at Saxton Oval

4.1 Current work is focussed on meeting the requirements for delivering international cricket matches at Saxton Oval. On 30 November 2013 an ICC match referee will inspect the Oval to see if it passes the ICC Warrant of Fitness for international cricket games:

- Upgrade of the umpire changing rooms (completed);
- Construction of a scorer's booth (in progress);
- Establishment of the Player B platform and steps to the grounds (construction to start week commencing 18 November 2013).

Upcoming Work

4.2 The project team is currently working with the LOC on the detailed scope for other upgrades required for CWC 2015.

4.3 Scheduled upgrades to be in place for testing during the ODI in January 2014 are:

- The installation of video surveillance (CCTV) for fraud prevention and crowd monitoring, including cabling and control room;
- The construction of a box office for on-site ticket sales.

Host City Presentation by the Cricket World Cup Team

4.4 On 27 November 2013 the Regional Coordination Group and council project team will attend a Host City Presentation from CWC 2015 staff. This meeting information will help refine the scope for the Host City programme of the project.

Ticket Pricing for Cricket World Cup

4.5 On 13 November 2013 ICC released ticket prices for the World Cup. Prices start from \$5 for children and \$20 for adults for the local matches. For full details of ticket pricing and sale dates see CWC 2015 Ticketing Announcement Briefing Nelson (Attachment 1).

The New Project Team

4.6 The project team for the Cricket World Cup in Nelson consists of:

- Project Sponsor: Hugh Kettlewell;
- Regional Coordinator: Ian Littleworth;
- Project Manager: Markus Erdmann;
- Venue Manager: Andrew Cavill;
- Project Communication: Angela Ricker.

Ian Littleworth
CWC 2015 Nelson Regional Coordinator

Attachments

Attachment 1: CWC 2015 Ticketing Announcement Briefing Nelson [1637899](#)

No supporting information follows.

ICC CRICKET WORLD CUP 2015

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TICKETING KEY MESSAGES

- The ICC Cricket World Cup 2015 is one of the biggest sporting events in the world and we're delighted to be a part of it.
- Local people have the chance to attend this great event in our own backyard for the first time in 23 years.
- With children's tickets for every pool match at just \$5 and adult tickets starting from \$20 this really is a World Cup for the fans and especially for families.
- I'm sure the tournament is going to get huge local support. With travel packages on sale from today we also expect to attract fans from both host nations and around the world. We will welcome them here and create the best World Cup experience ever.
- I'm sure like most people I am going to be registering at www.cricketworldcup.com to make sure I get a chance to buy tickets early.

Ticketing Program Detail

Please find below confidential detailed information regarding the ICC Cricket World Cup ticketing program.

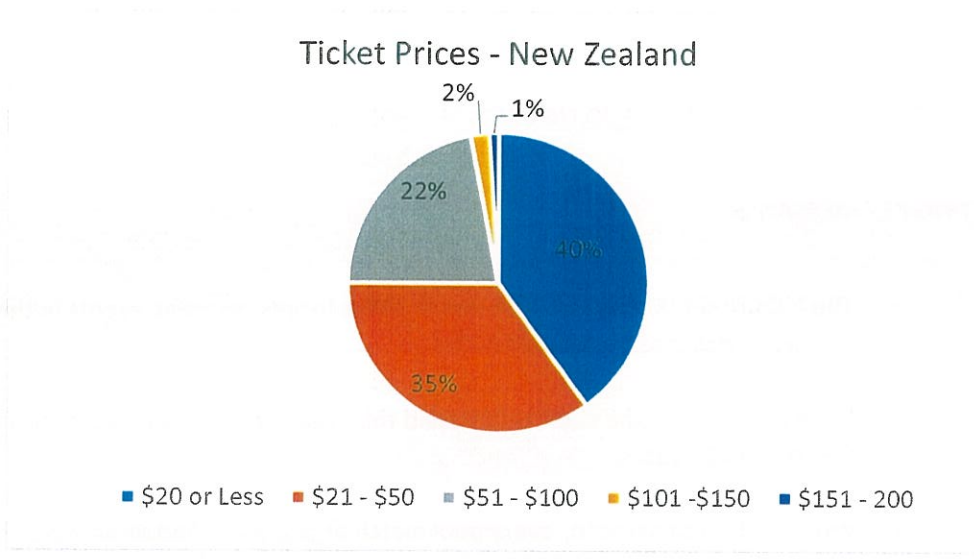
PLEASE NOTE: CWC2015 will take the lead in explaining the detail of the CWC2015 Ticketing Program to the media and others. The local organising committee encourages Host Cities, Major Associations, Government and other interested parties to endorse the ticketing program through media and other communications channels, however specific questions relating to the details of the program should be referred to the LOC via:

PHILIP CLARK

Mobile: +64 278 385 710
philip.clark@cricketworldcup.com

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TICKET PRICES – NEW ZEALAND



In making this a family friendly tournament for the fans, the LOC has set the pricing in such a way to ensure that as many people as possible across both Australia and New Zealand can experience the Cricket World Cup.

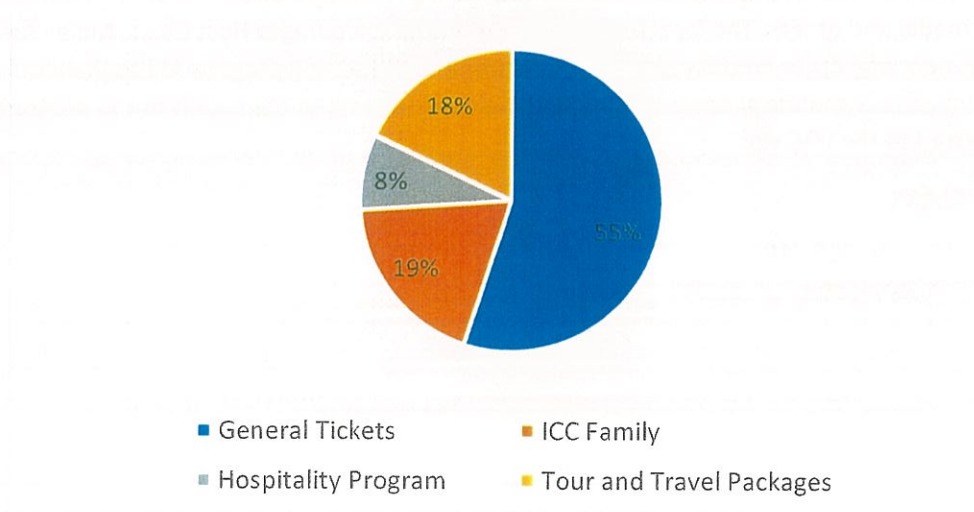
There are a high proportion of affordable tickets:

- Child tickets are available at all matches
- Adult tickets start from \$20 and child tickets are \$5 for pool matches, meaning that family of four can attend the ICC Cricket World Cup from \$50.

More than three-quarters of all tickets in New Zealand will be \$50 or less.

TICKET ALLOCATIONS – FIXTURES IN NEW ZEALAND

New Zealand Ticket Allocations
Approximately 450,000 tickets available



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Approximately 1.5 million tickets are available across 49 matches (after seat losses for operational reasons such as camera positions and sight screens). Of these 450,000 tickets will be available to matches in New Zealand, with over 365,000 available to members of the public.

Ticketing Offers

- **General Tickets**
The majority of tickets available to the public will be available as part of the general sales process commencing February 14 2014. People who register at www.cricketworldcup.com before 5 February 2014 will get additional access to an exclusive 48 hour presale.
- **The Cricket Family Priority Group**
The Cricket Families of Australia and New Zealand, comprising Cricket Associations, cricket clubs, registered players, and staff will be given an exclusive priority window in which to purchase ICC Cricket World Cup tickets during week commencing 3 February 2014, subject to availability. It was felt important to recognise the contribution our cricket associations and clubs make and the many members, players, coaches, umpires and volunteers, who make to the game of cricket what it is across the host countries.
- **Venue Members Priority Group**
Venue Members at ICC Cricket World Cup 2015 venues, will receive a priority period in which to purchase tickets, subject to availability. The dates of these priority periods will vary venue-by-venue, but are due to commence in early December 2013. Information will be sent directly to Members ahead of the priority offer.
- **Hospitality Program**
The Hospitality Program tickets comprises those tickets made available as part of a catered package in function rooms, corporate suites and boxes. Information on the Hospitality program can be found at www.tickets.cricketworldcup.com/hospitality.
- **Tour and Travel Packages**
Tour and Travel Packages are available for sale from today (13 November 2013) for international, Trans-Tasman, and domestic fans wanting a Cricket World Cup ticket with transport and accommodation, or both. Information on Tour and travel Packages can be found at www.icctravel.net.
- **ICC Family**
The ICC Family comprises Players, Teams, Match Officials, Host Cities and ICC Sponsors. This is a modest allocation compared to other major international sporting events and at 19% of tickets to all New Zealand matches means that at least 81% of tickets will be available to public programs. The percentage allocation to the ICC Family in New Zealand is slightly higher than in Australia, due to the significantly larger capacity of many Australian venues.

To ensure that as many people as possible get to enjoy Cricket World Cup any unallocated or unsold ICC Family, Tour and Travel Package or Venue Member tickets will be released to the General Ticket pool nearer the Tournament. We will tell people when and if tickets are returned later, but to give yourself the best opportunity to get the seats you want to the matches you want, fans should register now at www.cricketworldcup.com.

An extract of the Cricket World Cup Ticketing Booklet with relevant pricing is attached for your information.

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NOVEMBER 2013

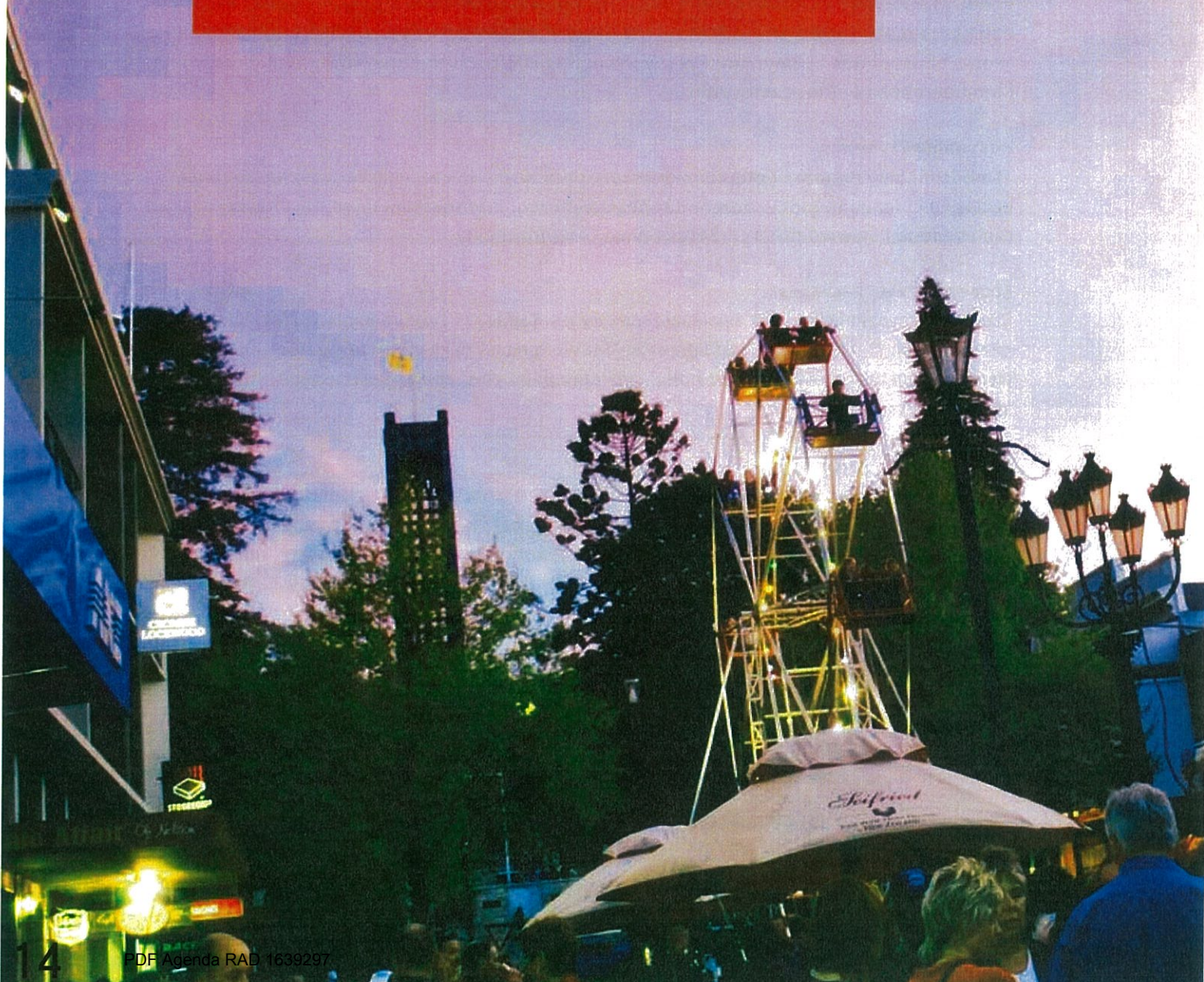
NELSON NEW ZEALAND

Sitting on the shores of Tasman Bay at the top of the South Island, Nelson is the second-oldest settled city in New Zealand. From long golden beaches to untouched forests and rugged mountains, its diverse geography captures everything that has made New Zealand a must-visit destination for travellers.

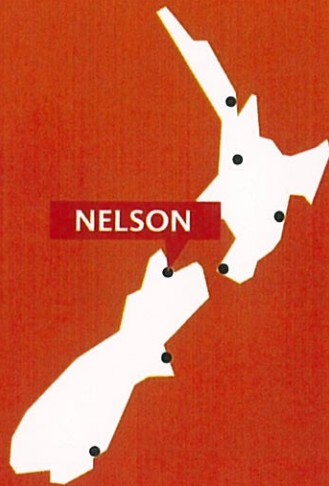
The surrounding Marlborough region is world famous for its wines, but Nelson is also home to a strong creative community featuring many traditional and contemporary Maori artists and craftspeople.

Saxton Oval is New Zealand's newest boutique international cricket venue. Combining grass embankments and a new pavilion that opened in 2011, the ICC Cricket World Cup 2015 is sure to see it come into its own.



The ground's three ICC Cricket World Cup 2015 matches include the Pool B clash between the West Indies and Ireland.



HOST CITIES, VENUES AND PRICING



SAXTON OVAL

POOL	DATE	TEAMS	CATEGORY A (NZD\$)	GENERAL ADMISSION (NZD\$)
B	MONDAY 16 FEBRUARY Day	 West Indies v  Ireland	ADULT \$30.00 CHILD \$5.00	ADULT \$20.00 CHILD \$5.00
B	THURSDAY 19 FEBRUARY Day	 Zimbabwe v  Qualifier 4	ADULT \$30.00 CHILD \$5.00	ADULT \$20.00 CHILD \$5.00
A	THURSDAY 5 MARCH Day	 Bangladesh v  Qualifier 3	ADULT \$30.00 CHILD \$5.00	ADULT \$20.00 CHILD \$5.00

Venue map can be viewed at www.cricketworldcup.com

All prices and amounts are quoted in local match currency and include GST. A one-off service/delivery fee from \$6 per transaction applies. A credit/debit card processing fee from 1.75% applies (where applicable). All purchases are subject to availability, the ICC Cricket World Cup 2015 Ticket Terms and Conditions and Purchase Conditions. Please visit www.cricketworldcup.com for more information. Please note that not all price categories are available at all matches. All dates are shown local to the host city. Actual match start times to be confirmed. This pricing table is current as at November 2013. ICC Development (International) Ltd and Cricket World Cup 2015 Ltd reserve the right in their absolute discretion to change or amend the fixture (teams, venues, match start times, match dates) at any time, without notice.