

## Submissions received for Draft Events Policy Framework 2017

Christchurch Airport (CIAL)

Justin Watson

Submission ID 8451

I/we have some concerns

Overall CIAL supports the draft events policy framework. The Destination 2025 Visitor Strategy Discussion document released by CIAL in 2015 identified events as a proven mechanism for enhancing the social, economic and profile outcomes for Christchurch. It also identified that a single entity should be formed to drive the visitor strategy including the major event portfolio. It is these two aspects that are the central components of the draft event policy framework.

There are four areas where CIAL suggest the policy be strengthened:

### 1. Vision

To better reflect the role that events have in attracting people to the City whether they are visitors, migrants or businesses we suggest amending the vision statement to 'Creating a more vibrant and attractive city through memorable events'.

### 2. Event Type Definition

Whilst a definition has been provided on what defines a Mega/Major event vs a Regional/Local/Community event it lacks quantifiability ie what is defined as being a 'large number'. Greater definition or examples would assist in the classification.

### 3. Governance

Identification of the governance structures that will oversee the policy.

### 4. Funding

Identification of the process of how the overall funding allocation for all events will be made and by whom (split between Council and ChristchurchNZ). It is critical that the events portfolio is appropriately funded and administered.

Further to the above, CIAL asks that consideration be given to working the following into the policy or the relevant strategies:

- Greater definition of the Christchurch 'Brand' and how events will be used to communicate it.
- A robust due diligence and evaluation processes to inform investment decisions and measure outcomes.
- Measures to ensure that in the short to medium term the major events chosen have the right infrastructure in place in Christchurch, and that for the medium to long term, necessary infrastructure upgrades have been identified and provided for to host future major events.

- That a retrospective evaluation of the existing event portfolio is regularly undertaken to assess their merits within the desired outcomes framework.

#### Staff Comments

1. Attracting people to the city seems more focused on Major Events than Community Events, although an attractive city benefits everyone. Not sure adding 'attractive' adds to the vision for this Framework.
2. Cannot put an exact number as some events (i.e. Sparks) attract huge numbers but definitely a local audience. We believe it is more about the driver for the event than the size.
3. CCC will review Policy Framework document, and govern Community Events, CHCNZ have their own governance arrangements.
4. Currently CCC goes to SDCH Committee then full council for Events and Festivals fund allocation. Understood that CCNZ will go to board for adoption 'Greater definition to the Christchurch 'brand' and how events will be used to communicate it' – CHCNZ to lead this  
'Robust due diligence and evaluation process' – CHCNZ  
'Infrastructure upgrades to host major events' - CHCNZ  
'Retrospective evaluation of existing portfolio' – Operational – to be done by CHCNZ (Major portfolio) and CCC (Community portfolio)

Earthquake Disability Leadership Group

Amy Hartnell

Submission ID 8425

I/we have some concerns

This is the Earthquake Disability Leadership Group's (EDLG) feedback on the draft Events Policy Framework – 2017. We appreciate the opportunity to comment and we welcome any opportunity to participate further.

The Events Policy Framework highlights that the purpose of the framework is to:

1. Update the vision for events in Christchurch
2. Enable Christchurch to be a more appealing and efficient place to hold events
3. Guide the development of, and to outline responsibility for, all event plans including the Major Events Strategy and the Community Events implementation plan.

Given the role of this framework is to guide the development of all additional event plans, the EDLG strongly recommends the inclusion of a goal of creating universally accessible events across the events spectrum and a commitment to implementing a process to ensure this occurs.

On Friday 3<sup>rd</sup> November, the Christchurch City Council are signing their commitment to the Accessibility Charter Canterbury. This commitment has the goal of enabling Cantabrians and visitors to live, work, learn, explore and play equally. The Council will be required to introduce an implementation plan on how they will achieve best-practice accessibility across their varied business areas, both in policy and in practice.

The development of this Events Policy Framework is the perfect opportunity to put this commitment into action and set a goal of achieving universally accessible events.

All events should strive to be as universally accessible as possible. Applying this lens to the events policy framework will further enhance the Council's vision for events – including the desire to become known as 'events friendly city'. It will assist to achieve the frameworks' goals of Christchurch becoming more vibrant, events being socially inclusive, attracting visitors and meeting the community outcomes.

Christchurch is already on its way to becoming known as an accessible city on the world stage. With a repair and rebuild programme the scale of ours, we are taking the opportunity to remove many of the barriers people faced when interacting with our city.

Given many of our places and spaces in Christchurch will be more physically accessible than ever before, there will be an expectation that events and activities within the city will also be accessible. However, this must be planned for and be included as a priority in frameworks such as this one.

Please note:

- The current goal of 'a variety of events that are accessible to residents and visitors' is extremely vague and light on definition. All events should include a process for considering and incorporating accessible features in their event planning.
- Many of the features that make events more accessible are based on access to information and not always around the physical accessibility of the site. Being able to easily find information on what features are available at events or having a contact number to make enquiries, enables people to make their own decisions on their ability to attend.
- The Council has already drafted an Accessible Events Checklist ' which highlights the various areas within event planning that can be enhanced to ensure events are accessible to people of all abilities
- <https://www.ccc.govt.nz/assets/Documents/Culture-Community/Events-Festivals/AccessibleEventsChecklist2015.pdf>

#### Staff Comments

Staff recommend adding 'be universal accessibility' (page 5, under Overall Goals, *Our events aim to* :)

Awareness of the Accessibility Checklist is currently raised with all events that are granted an event permit through the event permit process.

We have also included accessibility options, which are clearly visible on the Council's events website:



Canterbury District Health Board

Submission ID 8424

Dr. Alistair Humphrey MPH FAFPHM

Public Health Physician

I/we have some concerns

## Details of submitter

1. Canterbury District Health Board (CDHB).
2. The submitter is responsible for promoting the reduction of adverse environmental effects on the health of people and communities and to improve, promote and protect their health pursuant to the New Zealand Public Health and Disability Act 2000 and the Health Act 1956. These statutory obligations are the responsibility of the Ministry of Health and, in the Canterbury District, are carried out under contract by Community and Public Health under Crown funding agreements on behalf of the Canterbury District Health Board.
3. The Ministry of Health requires the submitter to reduce potential health risks by such means as submissions to ensure the public health significance of potential adverse effects are adequately considered during policy development.
4. We welcome the opportunity to comment on the Draft Events Policy Framework. The future health of our populations is not just reliant on hospitals, but on a responsive environment where all sectors work collaboratively.
5. While health care services are an important determinant of health, health is also influenced by a wide range of factors beyond the health sector. Health care services manage disease and trauma and are an important determinant of health outcomes. However health creation and wellbeing (overall quality of life) is influenced by a wide range of factors beyond the health sector.
6. These influences can be described as the conditions in which people are born, grow, live, work and age, and are impacted by environmental, social and behavioural factors. They are often referred to as the 'social determinants of health'.
7. The most effective way to maximise people's wellbeing is to take these factors into account as early as possible during decision making and strategy development. Initiatives to improve health outcomes and overall quality of life must involve organisations and groups beyond the health sector, such as local government if they are to have a reasonable impact.

## General Comments

8. The CDHB supports the overall vision of the Draft Events Policy Framework and has some suggestions for consideration which would further improve health outcomes for the community.
9. The CDHB supports the overall goals for events as outlined in the Draft Events Policy Framework. In particular the following goals are supported as they will contribute to the wellbeing of the population by providing opportunities for social contact, positive expression of culture and heritage and lead to increased community connection and resilience:
  - a) having 'a variety of events that are accessible for residents and visitors'
  - b) having 'a range of socially inclusive events that reflect the diversity of people and communities in Christchurch'
10. The CDHB supports the goal to make events accessible but recommends that ensuring that events are fully accessible to those with disabilities is explicitly covered in the Events Policy Framework. The Christchurch City Council is a signatory to the Accessibility Charter, and as such it would seem appropriate that events are aligned with the intent of the charter.
11. The CDHB also supports the aim of making events 'environmentally sustainable'. This needs to be supported by appropriate messaging to educate the public (for example, to ensure that the biodegradable cups used at Council events are appropriately recycled in green waste).

12. The CDHB supports the goal of event to 'minimise any negative impacts on neighbourhood'. This should include specific consideration of the impact of alcohol and associated harms, noise and traffic on neighbourhoods as well as ensuring standards for sanitation are met, including providing for sufficient toilet facilities, including accessible facilities, to match the size of the event.

13. The CDHB recommends that the Events Policy Framework explicitly states that child-focused events be alcohol-free. Child-focused events should provide a sanctuary for children from alcohol exposure. Children continually exposed to alcohol (alcohol normalisation) are more likely to start drinking early in life and more likely to drink harmfully.

14. The CDHB also recommends that a further high level goal be included in the Events Policy Framework to ensure that events 'aim to have positive impacts on communities and promote community safety'. This would reinforce the importance at the implementation stage of health promoting initiatives such as:

a) supporting opportunities to ensure residents can safely access events via all transport modes, including active (walking and cycling) and public transport by ensuring appropriate infrastructure to support these options was available (e.g. cycle parking at events, maps showing public transport routes to venues etc)

b) supporting smokefree environments - this is in line with Council policy to promote Council owned playgrounds, parks, sports grounds and events as smokefree

c) engaging promoters, funders and sponsors that promote healthy lifestyles and avoiding those that support unhealthy lifestyles

d) encouraging healthy food and beverage options at events including free drinking water facilities. Community and Public Health, CDHB has produced a guide to healthy events and fundraisers that could be distributed and supported when planning community events – see <http://www.cph.co.nz/wp-content/uploads/nut0098.pdf>

e) ensuring sufficient shade and other sunsmart actions are considered as relevant.

#### Staff comments

12. Operational consideration, and covered under existing operational policy

13. 'Child-focused events are alcohol free'. We do not currently support any events on public space aimed at children where alcohol is promoted.

14. (a) Alternative modes of transport are available to most event organisers. We have provided bike stands for cyclists free of charge, and for our larger events we produce travel advisory notices that are distributed through our social networks. Where possible we seek the support of bus services to supply additional services during peak event times. We promote this, but do not enforce this due to limited resources.

14(b) Smokefree signage is available and encouraged for use to event organisers

14(d) Council working on Draft CCC Healthy Food Action Plan 2017 Staff note that events are not every day occurrences – they're a time for celebration and for having fun, treating yourself or the family. As such we don't recommend including specifics in this Framework but will align with the Healthy Food Policy when adopted.

14(e) Operational – can promote through event permitting process

Staff recommend adding 'support healthy lifestyles' or similar (*page 5 under Our events aim to* :).

Mt Pleasant Community Centre and Residents Assoc.	Derek McCullough	Submission ID 8405
<p>I/we support the draft policy</p> <p>We endorse the structure of the policy and the way it categorises events. Of particular interest to us is the process by which events are rated. Specifically we are talking about a community event that we have held for the past 4 years, The Estuary Festival. We believe it has the possibility of becoming a local (metro) event, given that the Avon Heathcote estuary is of international significance, yet under-appreciated by the majority of Christchurch people. Once the policy is adopted we would like to discuss how we might develop this event into a city-wide celebration.</p> <p>Thank you</p>		
Staff Comments		
Refers to specific event – operational consideration		
Sport Canterbury – Healthy Families Christchurch	Nina Perez	Submission ID 8289
<p>I/we support the draft policy</p> <p>Healthy Families Christchurch at Sport Canterbury supports the focus on environmental sustainability. Healthy Families Christchurch is about bringing community leadership together to make healthy choices more accessible to whanau where they are. To create lasting change in our communities, choices need to be environmentally sustainable.</p> <p>Healthy Families Christchurch also supports the Draft CCC Healthy Food Action Plan 2017, particularly the action point referring to the adoption of a healthy food policy for all Council managed events. We would like to encourage Council to explicitly reflect this policy alignment in the final framework.</p>		
Staff comments		
Similar to CDHB submission (above) (add to page 5, under <i>Our events aim to:</i> ) in 'support healthy lifestyles'		
Hockey New Zealand	Submission ID 8011	
Ken Maplesden	GM Community Hockey and Events	
<p>I/we support the draft policy</p> <p>We strongly support the draft policy and the approach that Christchurch is taking to the hosting of events. We see significant value in having specific expertise and resource around the different types of events and outcomes that a city is trying to achieve. Our interactions with both CCC and ChristchurchNZ have been excellent in recent times and we look forward to building this partnership.</p>		

We do have two comments which relate to the policy approach but maybe at more of an operational level;  
- as an organisation we are hopeful of hosting a number of different events in Christchurch that would sit across both organisations it would be ideal for us if we are able to hold joined up conversations and hopefully receive joined up support across both domestic and international events. This also applies when hosting international events we often look to wrap significant legacy benefits around these such as development courses for our local hockey community and as such a joined up conversation with relevant people is very helpful.

- being able to have conversations about multi-year programmes and multi-year support is very beneficial for us. We are entering a new era of international hockey in particular that is going to allow us to have much more strategic and longer term conversations with partners and we would appreciate a structure that allows these types of conversations to occur.

Staff comments

Supports Policy Framework, concerns are primarily operational considerations - which will be discussed with the submitter.  
No change to Policy Framework Required.

Alan Jolliffe

Submission ID 7992

I/we have some concerns

The Vision statement should be stronger. "Creating a vibrant city with memorable events." This is a small change by taking out more which is an unnecessary word and changing through to with. This also gives a target for events people as well.

The CCC responsibility of Regional, Local and Community events and their definition is a bit of a concern if the definitions set out are to be hard boundaries. There will be, and already are events that wish to grow with support to be bigger and stronger but in between times may straddle two or even all three of those "definitions".

This is not part of the policy document but do not make it so hard for smaller events to go to Council for support as all are likely to be voluntary. I recall application forms for small events to be too large that people decide not to go ahead.

Staff Comments

Staff consider 'more vibrant' acknowledges we are building on the efforts already made by many people in the city.

Other concerns are more operational – filling forms etc. This Policy Framework does have a goal that we would like to make the process smoother for people planning events.

I/we do not support the draft policy

I live in the Central City, opposite Hagley Park. When I moved here, 17 years ago, it was a "SAM Zone" meaning it had special amenity. The park WAS then a green space and noise was limited as it was also a residential area. The park was for walking (with or without dogs and children) and just generally getting out into a tranquil green space.

Those days are well gone. I am concerned at the Council becoming involved in show biz, rather than it's core function of providing infrastructure and essential services. Need I remind ANYONE of the Council spending \$700,000 of ratepayers' income launching it's "Flora, an Icon Event". Well, actually, I DO constantly remind people when they moan (to me!!!!???) of the money wasted on the failed Ellerslie. I remind them that there was quite an elaborate foray, launched at Otahuna.....you will remember the day, before the final floral folly.

From what I read of this set up of "Christchurch NZ" the Council seems to be setting up to REPEAT it's former failings. Have the people who have been selected to be "Christchurch NZ" read peer review reports of the Council's previous show biz ventures? ARE they the SAME people who begat Flora and bought Ellerslie? ARE they to be advised by the SAME people? I CONSTANTLY tell people what it is like to live in the central city.

To give an example, the Zirka Chinese Circus set up a campsite in Hagley Park, opposite The George, small luxury hotel. They set up overnight. They were there for THREE weeks. They had four four wheel drive vehicles which came and went at their pleasure across the park. Opposite The George was a trailer which, after three weeks, became stacked with black plastic rubbish bags. It was beside an ablution block. Beside a clothes horse. That was beside a truck with "Furniture Movers" written across it, which was where the rice cooker was housed. That was in front of the circus tent which glowed red and yellow and pink and green purple and orange and blue. ALL NIGHT . EVERY NIGHT. REPEATING. FOR. THREE. WEEKS. Not funny! Then, of course was the spectacle of two men walking out from the campsite and down the river bank to empty a 20 litre bucket into the Avon. ECAN was, of course, closed for the summer break. The Circus finished packing out at 2am (Woo-Hoo!!!! Peace! Night sky!!!). Now, if I live here all year and am agog at the scene, just imagine what a tourist staying only one night in Christchurch thinks of the place. They might imagine it's what we have always wished for, but never dared ask.

That certainly didn't make my Central City living vibrant. It damaged the environment and the Avon (by 420 litres). It created light pollution. It produced three weeks of loud Music from Another Country (which would have befuddled the native birds...had they remained). It damaged the Christchurch brand as it did not give a true representation of "Christchurch" to anyone visiting the park for less than 21 days.

By way of background, 17 years ago we moved here for the green space amenity. The rates are more than can be accounted for but it was nice to walk the dog and hear bellbirds daily (and DAILY answer tourist's queries as to what the beautiful birds were). It was a pleasure to act as a local ambassador for visitors. 17 years later, the bellbirds are all but gone. I have heard one, oh, I suppose a dozen times this year. The park is full of broken glass and litter. Gaudy promotional signs will soon cover hurricane wire fences "SUPER LIQUOR SUPER LIQUOR SUPER LIQUOR.....TEAM EVENT TEAM EVENT TEAM EVENT".



At the beginning of this year, my husband and I went to Avonhead cemetery to buy a plot. No yearly rates. It was a lovely green space and the bellbird-S (!) sang AND sang non-stop! We drove away, roaring with laughter! (Almost killingly funny).

I'm 47 years old....it could be a VERY long time before I get the type of amenity I moved to Park Terrace for. Green space. Bellbirds. Dog walking and THREE FREE concerts per year for ALL. I strongly urge The Council to go back to it's core function. Three "free" ratepayers' sponsored events a year in Hagley Park. Ratepayers could park their cars on the park. They could take picnics and prams and children. Three days a year did not hurt the environment.

The City was a happy place....both for the City dwelling folk and the more suburban people.

Now the ratepayers are fenced OUT of their park and have to pay to get IN. There are that many trucks, bobcats and shipping containers that it's as busy as an industrial site. The bellbirds have turkeyed off. The natural environment here is particularly diminished. Sooooo. Bring back the Bellbirds! Let the Park (and us) BREATHE....and SLEEP.

Spread it around so that you don't kill off one neighbourhood at a time. (Oh, and a Ride The Wilderness truck has just gone past. AGAIN. Two days ago it began dropping orange barricades in the Park. WHYYYYYYYYY????????? We used to be a "green space" ...nowadays we resemble a transfer station. P.S. People, don't consider living in the Central City.

Staff comments

Operational concerns, although there is work progressing with Regenerate Christchurch (Square and Surrounds Strategy) and CCC teams with the intention to move more events from Hagley Park back into the city/square etc. where practicable.

Canterbury & New Zealand Business Association

Taz Mukorombindo

Submission ID 7384

I/we support the draft policy

I think there could be a perception that it leans towards more corporate, mega or larger events. Yet most of the cohesion of the community, participation and feeling of belonging, including inclusion comes from community based events. So we need to see more of the To host: to provide places, spaces, and venues to hold events at no charge for some events /sponsored. EG the International Market in Haswell requires to use the Council Facility there regularly but costs would be inhibitive unless council carry the hire costs for the community. last market there was a great success, see video here

<https://www.youtube.com/watch?v=b29n8p0-VPo&t=5s>

Staff comments

CCC Community Events Implementation Plan will ensure community events are still supported.

Specific event – no change to document

Free Theatre Christchurch	Dr George Parker	Submission ID 8527
---------------------------	------------------	--------------------

Nurturing local artists and producers should be prioritised as a key strategy for the events policy and backed up with consistent investment. Our concern is that the current division of roles in the draft events policy will see funding disproportionately allocated to the 'Mega' events of ChristchurchNZ, with the rest going to the usual festival fare that tends to be based around importing entertainment from elsewhere. There is also the potential for funding to be wasted on duplication of roles between the two entities. We recommend a primary focus in policy on the nurturing of local talent towards a more active, diverse and exciting identity for Christchurch.

We agree with the principle that events are vital for developing a sense of identity, vitality and excitement for the emerging new city. Cities that excite participation and engagement have at their heart a nuanced and diverse cultural and event-based social life. The economic benefits of a lively, eventful city are well documented.

But how to create a distinct vibe or sense of place that the most exciting cities share?

Without strategic investment in local talent, Christchurch will continue to project the conservative identity it was notorious for pre-earthquakes. While it is possible to read between the lines of the draft document that investment in local talent is essential for developing an Events Strategy – e.g. “a more vibrant event friendly city will help attract and retain creative people” – it needs to be more purposefully identified as a primary driver for events and backed up with meaningful investment. An integrated, ever-responsive strategic plan should identify organizations and events that can be the engines of a vibrant new identity in the city. This is vital if Christchurch wants to change the usual exodus of talent and establish a distinct rather than generic cultural life for the city.

Christchurch has never been good at nurturing the local talent that can develop and sustain a distinct cultural life. It's not that such talent doesn't exist. Christchurch has an extraordinary history of creating ground-breaking artists, creative thinkers and innovators that have affected a distinct local and national cultural identity. However, this activity has sprung up on the margins of the wider culture, in spite of rather than because of the city's support and investment. Traditionally, the council has heavily supported and invested in arts organisations and events that aim to replicate what happens elsewhere.

Now is the time for Christchurch to invest in an approach that encourages a distinct local culture to emerge and be sustained for the benefit of residents and visitors alike. A policy that nurtures local talent to create a unique and distinct local culture would stimulate collaboration between locals and excellent national and international artists to create new experiences, rather than just importing these. Residencies with educational outcomes attached will help broaden and deepen the local culture and capacity to offer an exciting, ongoing calendar of events.

The benefits of basing festivals and events around local talent are multiple:

- Help develop and sustain local artists and encourage them to stay and contribute
- Sustain and diversify a more consistent calendar of events with growing depth and contributions by local artists, organisations and organisers
- A more active and nuanced social life and 'buzz' to the city throughout the year rather than the current shortage of local festivals and events

- Christchurch will attract visitors as a special destination and gateway to the region

For example, currently the Christchurch Arts Festival and the Jazz and Blues Festival base their programmes around (and direct their budgets towards) importing talent to entertain an established, but ever-diminishing audience. Local artists are included on the fringes of such festivals and are likewise encouraged to produce work for their established audience. However, if these important festivals were to have as a primary aim the nurturing and sustaining of local talent and restructure accordingly, it would have a profound effect on the entire social life and identity of Christchurch.

And surely an investment in the local should serve as the basis to a 'visitor strategy' that aims to promote a "city with a difference"? Are not the best overseas experiences those happenings beyond the generic 'tourist traps', where you are surrounded by ordinary people living their lives, eating their food, drinking their wine, listening to their music – for a minute, hour or day you get a sense of the place and take it away with you.

The Arts Centre is ideally placed to provide an engine room for nurturing local talent and producing distinct new work and diverse experiences. Providing a home to innovative artists, thinkers, makers and producers inspired by the distinct physical and historical environment, with a diversity of flexible spaces of varying dimensions, the Arts Centre can be a festival HQ that can extend to enliven the whole city. The Arts Centre has the capacity to provide a home not just to arts-based festivals but events of all kind. There is also the potential for a greater integration of arts, events, hospitality and business. With the Arts Centre in mind, inspired festival directors could plan programmes for the entire site and surrounds (e.g. Worcester Boulevard to the Square). This would truly distinguish a new city identity that is innovative, exciting and alive.

Recommendations:

- Seed organic growth – build strategies and programmes around local artists and producers and thereby invest in the long-term future of the city
- Establish this investment as a key aim and priority in the Long-Term Plan with appropriate funding
- Establish a working party of local producers and stakeholders to work with council to develop an events strategy for the city
- The working party can help identify organizations, sites and approaches that can bring the policy to life by engaging local producers to contribute
- Engage with the Arts Centre as a key site for distinct Christchurch festivals and events

We would be happy to comment further and contribute towards the development of the Events Policy.

Staff Comments

Most concerns more aligned / relevant to the development of new Arts Strategy (scoping in process).

The Community Event Implementation Plan will also seek input from the community on locally focused events.

We could add a goal of 'encouraging/supporting local talent', or similar on page 5 of the document.