

# **ROTORUA, NEW ZEALAND**



## Rotorua

Rotorua is an iconic tourism destination for both New Zealand travellers and international visitors. It is known for its beautiful lakes, spectacular geothermal attractions, stunning scenery, and its warm and friendly people. Rotorua is renowned for its welcoming hospitality and great experiences. It is also the home of many great festivals and events.





# Feel the Spirit - Manaakitanga

"Rotorua - feel the spirit – Manaakitanga" is our catch-cry ... and it holds a pretty powerful promise as well as an invitation to experience our extraordinary slice of New Zealand. A deep-rooted Maori cultural concept, Manaakitanga places a responsibility on us as your hosts to give you the best of ourselves, our time and our history. From the moment you arrive you will be truly looked after, inspired and provided with an experience you will never forget!

Located in the central North Island, the Rotorua district has a multicultural population of approximately 69,000 people.

Rotorua is a city of spirit and adventure; an iconic international visitor destination renowned for its Maori culture and geothermal activity.

Only a short drive from magnificent mountains, a host of lakes and the Pacific Ocean coastline, Rotorua offers a vast array of activities and a comprehensive range of accommodation types. Rotorua boasts a panorama unlike any other. Wisps of steam betray geothermal hotspots, and around every corner you will stumble across one of the 16 breathtaking lakes and acre upon acre of majestic forest.

Surveying it all, the sacred volcano Mt Tarawera stands guardian over the land. Maori claimed this area as their cultural heartland, and when the geothermal resources were harnessed by them and later the European settlers, Rotorua was fast established New Zealand's first tourism destination.



Fast forward to today and the city has developed into an iconic travel hub and premier event destination, with a diverse range of accommodation, and a cornucopia of attractions and activities – some unique to Rotorua.

Rotorua is still the best place to experience authentic Maori hospitality and culture, while several geothermal parks afford great opportunity to witness bubbling mud pools, erupting geysers and vibrantly coloured mineral pools. And let's not forget that an award-winning spa industry has risen from these geothermal resources.

But that is just scratching the volcanic surface of Rotorua. The region's very dramatic landscape has given rise to every conceivable outdoor activity, from luging, to white-water rafting, to off road driving, to scenic flights in float planes and helicopters.

Sixteen spectacular lakes offer fantastic trout fishing, a host of water activities and luxury cruises. The city has a vast choice of accommodation options including major international hotels and exclusive hideaway lodges, to comfortable motels and inexpensive backpacker accommodation. Fine dining options abound, including indigenous food in contemporary menus, floating restaurants, traditional hangi, a range of ethnic eateries, and much, much more.





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## Why should Rotorua win the award?

Rotorua is famous across the world for its geothermal activity and Maori culture, both of which attract thousands of visitors to the city throughout the year. However, in recent years the city has grown its reputation for hosting successful events, which are now recognised as playing a vital role in promoting Rotorua as a great place to live, work and invest.

2013 has been a huge year for Rotorua, with events adding thousands of dollars to the local economy. February was particularly special when events brought over 60,000 people into the city.

Rotorua has worked hard to offer organisers and participants a great event experience, and because of that it is now known as one of the best places to hold events in NZ.

In the last year alone several new events have been added to the calendar including a mid-year festival called Fire & Ice, a New Year's festival called GLO and the Rotorua Bike Festival which promoted Rotorua as the number one cycling city on NZ.

Many national and international events chose Rotorua as its home in 2013 including the IPSC Australasian Pistol Shooting Champs and the NZ Kapa Haka Festival attracting over 40,000 people over four days.

Rotorua is also home to many annual events including the biggest Reggae festival in Australasia called Raggamuffin and the Tarawera Ultra Marathon, rated one of the best ultra-running events in the world.

There are many more events that could be mentioned including XTERRA, Tough Guy and Gal, Lakeside and Wearable Creationz, all of which add to an event calendar that most cities in the world would envy.



In the last five years, the number of events has risen to point where they now cover the entire calendar and give reason for people to visit Rotorua all year round.

What Rotorua has to offer those events is much more than just financial support. It has a community that love to volunteer at events and a network of experienced and talented event organisers. It has a large network of businesses that support activity and events that add value to the local economy.

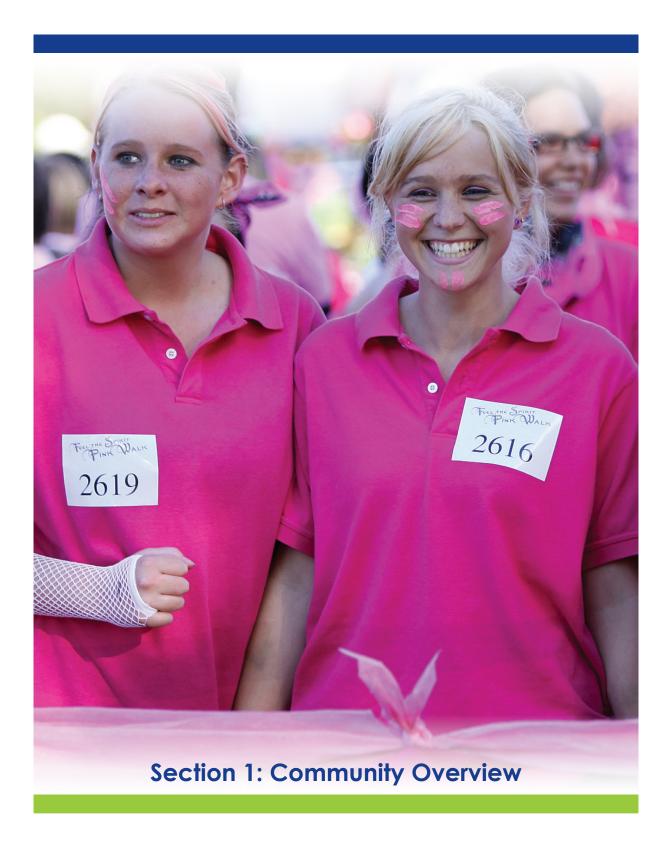
The regions topography and superb venues offer spaces for all types of events, with a skilled operations team ready to host at each of them.

Events & Venues Rotorua, part of Rotorua District Council, have a team of dedicated staff who support community and major events across the year, offering financial support and support in-kind including advice, equipment and free marketing avenues that enhance the experience for the organiser and participants alike. The events team also organise events and festivals that celebrate significant days in the calendar.

In the last seven years, Rotorua has hosted many major national and international events including the 2006 World UCI Mountain Bike and Trails Championships, 2007 World Water-ski Racing Championships, 2008 World Fly Fishing Championships, 2009 World Blind Sailing Championships, 2010 World Mountain Bike Single Speed Championships and 3 matches in the 2011 Rugby World Cup. Later in the year Rotorua will host the 2013 World Rafting Championships.

Rotorua recognises the need to support events and festivals that happen in the region, and we look forward to hosting many more in the future.







# Section 1 Community Overview

#### a. Current City Population

Rotorua is a multi-cultural district of 68,900 residents. In summer the population can peak at over 90,000 visitors, particularly around major events.

#### b. Current SMSA (standard metropolitan statistical area) population

The Rotorua district is ranked 16th in size of population out of the 73 districts in New Zealand according to the 2006 census.

#### c. Population within a 50-mile radius of Rotorua (80km)

Rotorua is within a two hour drive of most cities on the North Island. Auckland has over 1 million residents and is the biggest city in New Zealand. The majority of participants to events held in the region are from Auckland.

The following towns are located within 80km of Rotorua: Tokoroa, with a population of 14,000; Te Puke, with 6,770; Matamata, with 12,000 and Kawerau with 6924.

Tauranga, Taupo and Hamilton are all within one hours drive of Rotorua.

#### d. Primary Festival and event venues available and capacities

(see following pages)

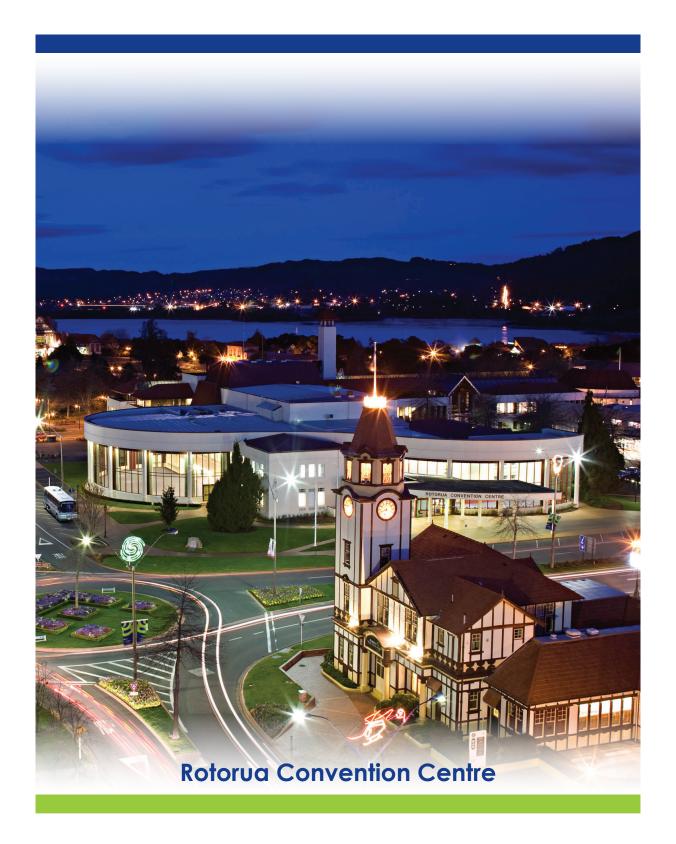


## **Rotorua Convention Centre**

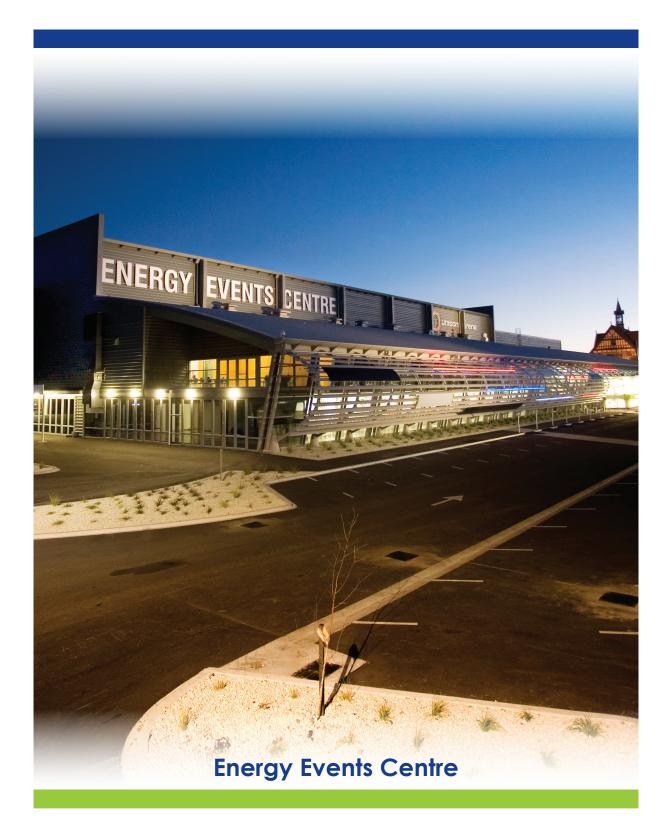
Located in the midst of Rotorua's downtown business and retail area, the Convention Centre is just a few minutes' walk from major hotels, shops, bars, restaurants and the lakefront. An architecturally stunning building, the Rotorua Convention Centre blends art deco and contemporary design elements to create a versatile and elegant venue.

Venue	Theatre	Classroom	Cocktail	Banquet
Civic Theatre	686	-	-	-
Banquet Room	800	300	1000	400
Concert Chamber	350	160	400	200
Foyer	-	-	650	400
Mezzanine	50	-	100	-
West Room	90	56	120	80
South Room	70	56	100	60











# **Energy Events Centre**

Located lakeside in the Government Gardens, the Energy Events Centre is a multi-purpose complex. The venue comprises three large self-contained event and function spaces – Unison Arena, BayTrust Forum and Southern Trust Sportsdrome. In addition, the complex boasts six break-out rooms and the substantial Wai ora Spa Grand Hall with its unique Damar History Wall and Maori influence design. This venue hosts a number of national and international conferences and sporting events.

Venue	Floor Space	Theatre	Class- room	Cocktail	Banquet	Exhibition
Bay Trust Forum	934	850	700	2100	700	60
Unison Arena (1,2,3)	3567	4000	2490	5650	2600	279
Unison Arena 1	1531	1680	930	2420	840	107
Unison Arena 2	1018	1080	640	1615	600	78
Unison Arena 3	1018	1080	640	1615	600	78
Wai Ora Spa Grand Hall	1480	-	-	2130	-	50
Southern Trust Sportsdrome	1453	1610	1160	2680	880	110
First Sovereign Trust Room	99	70	40	100	-	-
Skellerup Room	120	114	80	80	-	-
Opus International Room	120	114	80	80	-	-
Works Infrastructure Room	230	114	80	80	-	-
Sigma Room	120	114	80	80	-	-
Sportsdrome Conference Room	324	240	150	-	-	-
Skellerup & Opus International Rooms	246	228	160	160	-	-
Works Infrastructure and Sigma Rooms	246	228	160	160	-	-

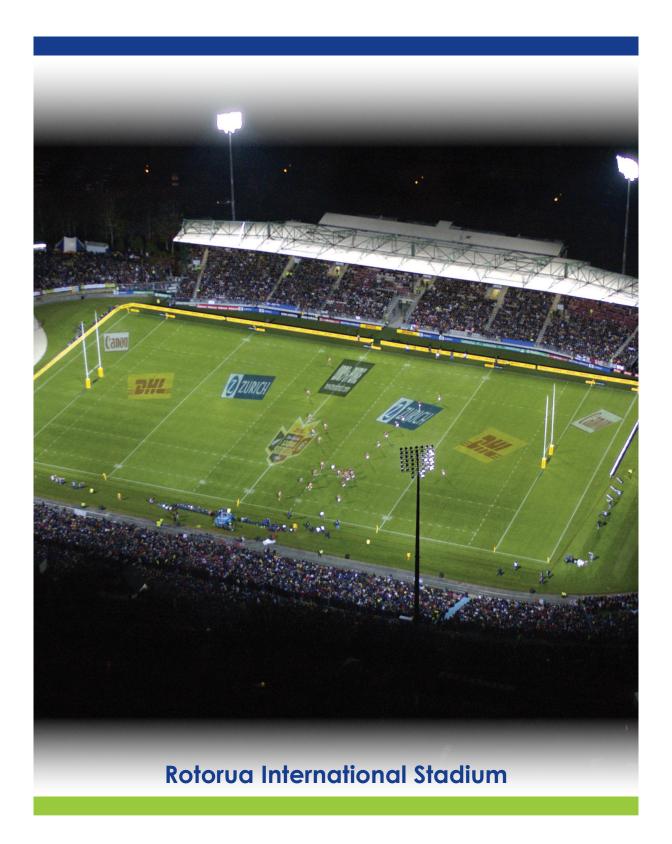


## **Rotorua International Stadium**

Rotorua International Stadium is located just ten minutes' drive from downtown Rotorua and is the traditional domain of local and international sporting events and festivals. During Rugby World Cup in 2011, the stadium hosted three pool matches which were watched by over 50,000 spectators. In February 2013 it hosted the National New Zealand Kapa Haka competition which saw 40,000 people visit the site over three days. It is also the home of New Zealand's premier reggae festival Ragamuffin.

Venue	Capacity	Classroom	Cocktail	Banquet	Concert
John Keaney Grandstand Seats	5300			-	
Terrace Seating	6000			400	
Total Ground Seating	40000			200	40000
Hepburn Electrical Lounge	170	100	100	400	
Konica Minolta Lounge	200	100	130	-	
Lions Den	160	100	150	80	











## **Rotorua Soundshell**

The venue contains both an auditorium and conference or meeting room and caters for all types of events - from community concerts and performances, recreational events and markets, through to conference dinners and dinner shows.

Venue	Auditorium
Theatre	390
Banquet	290
Classroom	275
Cocktails	400

Venue	Conference Room
Theatre	70
Banquet	52
Classroom	50
Cocktails	80

The numbers show the maximum capacity.

# Te Runanga Tea House & Band Rotunda

The Te Runanga Tea House is one of the most nostalgic and attractive event venues in Rotorua and is located in the heart of the historical Government Gardens, within the Rotorua city centre. Built in 1903 as a tea pavilion, Te Runanga (The Meeting House) served as a social centre for early visitors to this region. Located adjacent to the rooms is the Band Rotunda which was built in the 1900's. Both of these dwellings provide a unique venue for event organisers in the city.

Venue	Theatre	Classroom	Cocktail Room	Banquet
Reception	40	30	70	40



# Rotorua Museum

Dating back to 1908, Rotorua Museum was originally known as The Bath House – a world renowned geothermal spa offering therapeutic treatments. Today Rotorua Museum Te Whate Taonga o Te Arawa showcases an impressive range of exhibitions. It also has designated areas available for use as exclusive private venues.

Venue	The Bay Trust Pump Room	The Viewing Platform	The Verandah
Cocktails	300	30	50
Dining	160	20	30







# Redwoods Forest (Whakarewarewa)

Whakarewarewa Forest is one of Rotorua's most spectacular natural assets. Famous for its magnificent stands of towering Californian Coastal Redwoods it is just five minutes' drive from the city centre. Here you can experience some of the finest walking and mountain bike trails in the world. Not to mention taking in superb panoramic views of Rotorua city, lake and surrounding district, providing event organisers with unique world - class event venues.

Venue	Seated	Cocktail
Under the Sails	250	400





### Lake Rotorua

Lake Rotorua is the largest lake in the district and the most productive trout fishery in New Zealand. With the city of Rotorua on its shores, it is much valued and used by locals and tourists alike. The lake front is 8060 hectares and has a maximum depth of 11m. It is used by event organisers for a number of water sports events including water ski racing, sailing and Waka Ama.



## **Lakefront Rotorua**

The lakefront reserve is within walking distance of the city centre and is close to restaurants and cafes. The reserve is very popular and is regularly used for activities such as craft markets, amusements and concerts. The reserve is very family orientated with a volcanic playground and numerous amusements and facilities.



# Blue Lake (Lake Tikitapu)

The Blue Lake (Tikitapu) is one of the closest lakes to the centre of Rotorua. It's clear blue waters are popular with water skiers, swimmers and boaties. An easy 5km walking track circles the lake taking in beautiful beaches, native bush and the exotic conifers of Whakarewarewa Forest. The lake is 150 hectare in size with a maximum depth of 18m and was formed over 13,500 years ago.



The Blue Lake is home to events such as XTERRA, Rotorua Half Ironman, Secondary School National Waka Ama Championships, 3D Rotorua and Canoe Racing NZ National Sprint Championships.



## **Government Gardens**

The 1.3 hectare Gardens provide facilities for bowls, croquet, petanque and golf. There are various points of interest including the Arawa Soldiers Memorial, geothermal features, the Kwaqiulth Totem Pole and various buildings of historic interest.

A wildlife refuge exists in the Sulphur Bay area of the Lake Rotorua foreshore on the eastern side of the gardens while a well-used walking track connects the Lakefront Reserve to Government Gardens via Motutara and Sulphur Points.

The Government Gardens is also home to the most photographed buildings in New Zealand, The Rotorua Museum and the restored Blue Baths.



The start and finish of the Rotorua Marathon is located within the government gardens.



## Ray Boord Park

Boord Park is named after a former Mayor of Rotorua city, the Hon. Raymond Boord. Within its boundaries lies the International Stadium, a venue for provincial and international rugby union and rugby league and also the headquarters for local athletics. It is 5 hectares in size and is used for parking for large events.

#### **Kuirau Park**

Kuirau Park is an informal park of some 30 hectares (including playing fields) close to the city centre. Current features include a children's play area, a large garden area, ornamental lake, geothermally heated foot pools and a raised scented garden. A boardwalk near the northern edge enables viewing of the very active geothermal features. The Rotorua Aquatic Centre is on the western edge of the park Kuirau Park is also home to a very popular weekly (Saturday morning) Farmers' Market featuring fresh produce and is the home to the Kahukura rugby club as well as touch as cricket. The Rotorua District Council has a major, long-term redevelopment plan in place for the park which includes creating space for major and community events to take place.

## **Linton Park**

Linton Park is a large 44 hectares and not fully developed park serving the western side of the urban area and divided into two parts - Linton Park East and West-by Edmund Road. There are numerous access points into the park which is traversed by the Mangakakahi Stream and three playgrounds sited off Homedale Street, Kamahi Place and Alison Street. It is used for bowls, walking, running, dog exercising, soccer and touch rugby.



## **Medical Officers Reserve**

This reserve is at the corner of Pukuatua Street and Old Taupo Road. It is used as a winter sports training ground and for cricket as well as the annual national Frisbee tournament. It has toilets and sport field facilities and is 1 hectare in size.

#### **Neil Hunt Park**

The area of the park is some 11 hectares; much of the land has been used in the past for various industrial activities, it is now used as a sports facility and hosts soccer, cricket and touch rugby throughout the week.

#### **Smallbone Park**

This area is a large flat area of 1.5 hectares. It contains a cricket oval and practice area, toilet block, scoreboard, concrete terraces as well as two all-weather artificial surfaces.

# Puarenga Park

This 8 hectare park is home base for Rotorua cricket and is currently also used by junior soccer and business house soccer. It has hosted tournaments such as the Northern Junior IPS Touch Tournaments in January 2013 and is also is home to the Whakarewarewa Rugby Club rooms and fields.

## **Puketawhero Park**

This park is the home of rugby league and hosts an annual New Zealand Maori rugby league tournament. The field is 5 hectares in size and has toilets, playground, league fields and a skatepark.



#### **Centennial Park**

Centennial Park (formerly known as the Rotorua Tree Trust) is situated on the slopes of Tihi-o-tonga at the southern side of the city. The area consists of 20 hectares of rolling land with some quite steep gullies. Developments within the area recently include the addition of a BBQ, toilet, picnic tables, a grove of maple trees and a Peace Memorial.

# Ngongotaha Domain

The Ngongotaha Domain is 1.5 hectares in size and is located beside the idyllic Ngongotaha stream. It has been developed as a reserve for sports with two rugby fields, floodlighting, practice wickets, and a toilet block with changing rooms.

## **Hannahs Bay**

This is a flat area 1.5 hectares in size lying between the Rotorua Airport and shores of Lake Rotorua. The area is used for recreational activities and is popular for swimming, windsurfing and water skiing.



#### e. Power and Water Accessibility in Outdoor Venues

There are over 1800 hectares of reserves in the Rotorua District.

Parks or Reserve	Power	Water	Size (ha)
Centennial Park, Mokoia Drive	Available	Available	20
Government Gardens, Queens Drive	Available	Available	1.3
Hannahs Bay, Willow Avenue	Available	Available	1.5
Kuirau Park, Pukuatua Street	Available	Available	30
Linton Park East, Edmund Road		Available	44
Medical Officer Reserve, Pukuatua St	Available	Available	1
Murray Linton Park, Trigg Avenue	Available	Available	1
Neil Hunt Park, Tarawera Road		Available	11
Ngongotaha Domain, Beaumont Rd		Available	1.5
Puarenga Park, Hall Road		Available	8
Puketawhero Park, Te Ngae Road		Available	5
Ray Board Park, Devon Street		Available	4
Lakefront Reserve, Memorial Drive	Available	Available	4
Smallbone Park, Devon Street		Available	1.5
Hamurana Reserve, Hamurana Road	Available		10
Stoney Point, Spencer Road	Available		1
Boyes Beach, Millar Road	Available		.9
Blue Lake, Tarawera Road	Available	Available	150



#### f. Hospital and Emergence Response Availability

The St John Ambulance service provide 24 hour emergency and nonemergency cover and are often used at events.

The Rotorua Hospital is located in central Rotorua and is the home to the Bay Trust Rescue Helicopter.

The Bay Trust Rescue Helicopter was established in the early 1990s and is used for inter-hospital transfers and search and rescue work.

Lakes Prime Care provides accident and medical services for visitors to Rotorua daily, seven days, from 8.00am - 10.00pm. After hours services are provided to locally enrolled patients, tourists and anyone who is experiencing an emergency.

#### g. Total Number of Room Nights Available

With more than 13,000 rooms on offer, it's easy to find somewhere to stay when visiting Rotorua. From the ultimate luxury lodge experience to a casual backpacker environment, the city's accommodation providers cater for virtually every style, budget and preference.

Lake, bush and rural retreats nestle in secluded spots while 13 hotels and more than 90 motels and motor inns, many within easy walking distance of the CBD, add colour to Rotorua's city scape.

As well as the accommodation that is advertised, there are also many other choices for visitors. Some of these include holiday homes, home swaps, staying with friends, Department of Conservation camps and local Marae's. If these other forms of accommodation are included, it is estimated that Rotorua has a total of 25,000 beds available for visitors. It is not unusual for Rotorua to fill every accommodation space available when major events are happening in the city.



#### h. Public Transportation Options

With just a 20 minute drive from one side of the city to the other, getting around Rotorua is easy, with many attractions within walking distance of the city centre.

With coaches, personalized tours, shuttle services, rental vehicles, campervans and scooters and cycles for hire, there are transport options to suit every need. Rotorua has a pay-as-you-go City Ride bus service that visits all of the main suburbs of Rotorua. It also has a domestic and international airport which caters for flights to and from Christchurch, Wellington, Auckland and Sydney, Australia.

#### i. Parking Availability (Paid lots, Meters and Free)

Rotorua has approximately 2700 on street parking spaces which are a mix of free and paid parking.

Rotorua's indoor and outdoor venues all have free parking within a few meters walk. Rotorua's largest indoor venue, the Rotorua Energy Events Centre has 379 free parking spaces directly in front of the building. During large festival events at the Rotorua International Stadium, the surrounding area including Ray Board Park and Westbrook fields can be used to park over 3000 vehicles.

#### J) Walking Paths, Bicycle lanes

Rotorua is a cycling friendly destination with 10.5kms of cycle paths alongside roads and 23.5kms of on-road cycle lanes.

Rotorua has two major cycle ways: a national cycleway that is currently 37kms in length which will be 74kms once completed and the Ngongotaha cycleway which is 6.4kms.

The national cycleway will travel through beautiful scenery, countryside and geothermal features between Rotorua and Orakei Korako,



incorporating some of the world's most unique geothermal areas, outstanding landscapes, pristine lakes and exotic forests. It will also link four established geothermal attractions: Te Puia (New Zealand Maori Arts and Crafts Institute), Waimangu Volcanic Valley, Wai-O-Tapu Thermal Wonderland and Orakei Korako, these areas are a must-see for many visitors to New Zealand and for the domestic visitor market.

Rotorua District Council promotes cycling in the district by organising and facilitating events such as the Rotorua Bike Festival, Bike to Work, Frocks on Bikes and the Family Fun Ride. Rotorua also takes part in Bikewise month, an annual national event that is designed to get people out on their bikes and teaches road safety.

The Rotorua Bike Festival celebrates cycling in the city and is featured later on in this report.

Rotorua has many kilometres of walking tracks from lakeside strolls to trails for the more intrepid hiker; these trails are very popular with event organisers as well as visitors to the region.

Rotorua city has a 26km city walkway with eight sections. Each section takes in areas of historical, cultural, scenic and scientific interest including a bird sanctuary and landscape shaped by geothermal activity.

Popular walking options include Lake Tikitapu, commonly known as the Blue Lake and Whakarewarewa forest, which has a host of colour coded trails for leisure walkers and hikers.

Rotorua is located close to the Te Urewera National Park and Whirinaki Forest Park which contains remnants of virgin rainforest and is one of the world's most precious rainforests in the world.

Rotorua hosts the annual Rotorua Walking Festival each year with participants coming from all over the world to take part in the two day event.



#### K) Estimated City Visitors Annually Attributed to Festivals and Events

Rotorua continues to grow as an events destination attracting more events each year. With each new event and the growth of existing events, participant numbers also increase who in-turn bring with them family and friends. Although an accurate measure of how many people come to Rotorua specifically for events, it is estimated to be well over 100,000 each year, providing an estimated economic impact of \$35 million or more.



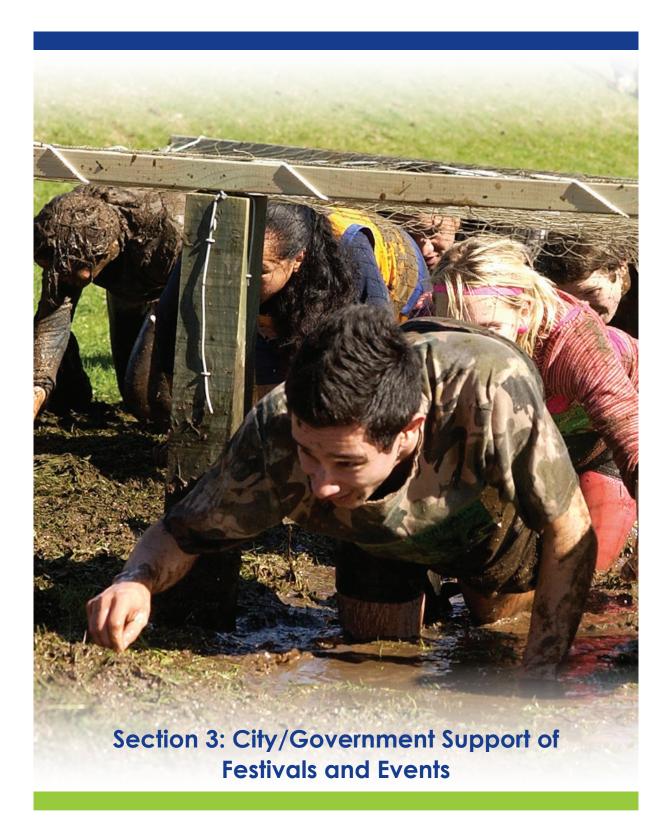






Event Name	Date	Who is the organising entity?	Brief description of the event- what is the event about?	Where event is held	No. of days event is held over	Participant Numbers	Est. Spectators	Primary Target Local, Regional, National, International	Age of Event	Frequency
Fire & Ice	July	Rotorua District Council	A series of events and activity over the winter school holiday period. The main attraction being the outdoor ice rink located at the lakefront.	Various	28	20000	5000	Local, Regional	This was it's first year.	Annual
Tough Guy and Gal	August	Event Promotions	A fun run with mud and obstacles in the way	Lakes Ranch	3	5500	1000	Local, Regional, National	11 years	Annual
Kurangaituku	August	Rotorua Netball	Netball tournament for all ages.	Westbrook Netball Fields	6	3000	500	Local, Regional, National	80 years	Annual
Ekiden	October	Rob Docherty	A running / walking relay around lake Rotorua for a team of 6 people	Lake Rotorua / Local Roads	1	1200	200	Local, Regional, National	10 years	Annual
Bike the Lake	November	Brand New Day	A road cycle race around lake Rotorua where participants have to complete either 1 or 2 laps.	Lake Rotorua / Local Roads	1	1500	350	Local, Regional, National	10 years	Annual
Triathlon NZ Contact Cup	December	Triathlon NZ	A Triathlon festival with events ranging from a kids tri to a Sprint Distance event for elite athletes	Blue Lake / Local Roads	1	300	200	Local, Regional, National	The series has been coming to Rotorua for over 5 years	Annual
Rotorua Half Ironman	December	Brand New Day	Rotorua's only half ironman triathlon which sees athletes swim, bike and run over a distance of 70.3 miles.	Blue Lake / Local Roads	1	600	150	Local, Regional, National	Over 7 years in Rotorua	Annual
GLO Festival	December	Rotorua District Council	A celebration to mark the end of the year.	Various with most at the Lakefront	3	200	15000	Local, Regional, National	2012 was its first year. However, Mardi Gras has happened for over 50 years.	Annual
Blue Lake Multisport Festival	January	Rotorua Association of Triathletes and Multisport (RATS)	Weekend of triathlon with individual events included.	Blue Lake	2	300	100	Local and Regional. Occasional national when prize money is offered.	26 years	Annual
Blue Lake Rowing Regatta	January	Rotorua Rowing Club in conjunction with Whakatane Rowing Club	Rowing at all levels and ages	Blue Lake	2	700	600	Local, Regional, National	Over 40 years	Annual
Rotorua A & P Show	January	Royal Agricultural Society	2 day event that celebrates the outdoors and farming in NZ	Agrodome	2	500	15000	Local, Regional		Annual
Raggamuffin	February	Andrew McManus Presents	Reggae Music Festival	International Stadium	2	500	25,000	Local, Regional, National and International	6 years	Annual

Event Name	Date	Who is the organising entity?	Brief description of the event- what is the event about?	Where event is held	No. of days event is held over	Participant Numbers	Est. Spectators	Primary Target Local, Regional, National, International	Age of Event	Frequency
Te Matatini	February	Te Matatini Incorporated Society	National Kapa Haka Competition	International Stadium	5	1,000	40,000	National	One off	Bi- annual
Rotorua Bike Festival	February	Rotorua Bike Festival Trust	One week celebration of cycling in Rotorua	Various locations in and outside of Rotorua. Highlights the infrastructure within the city including the world renowned trails in the forest.	10	2500	3000	Local, Regional, National and International	1 year	Annual
Australasian IPSC Pistol Shooting Championships	February / March	International Practical Shooting Federation	Pistol Shooting Champs for the Australasian Region	Rotorua Pistol Shooting Club based on Tarawera Road	8	850	300	International	One off	One off
Lakeside	March	The Rotorua Lakeside Concert Charitable Trust	Variety concert aimed at the whole family	Lakefront Village Green	1	300	25,000	Local, Regional, National and International	19 years	Annual
Tarawera Ultra Marathon	March	NZ Trail Runs	A variety of ultra runs (over 42km) including 60, 85 & 100km distances	It starts in the Redwoods Rotorua and finishes in Kawerau	4	400	200	Local, Regional, National and International	5 years	Annual
Redwoods Family Fun Day	March	Rotorua District Council	An all day event which celebrates childrens day and allows kids to try activities in the forest.	Whakarewarewa Forest, Redwoods Centre	1	1000	1000	Local, Regional	4 years	Annual
100k Flyer	March	Event Promotions	Cycle Race from Between Rotorua and Taupo	Starts or Finishes outside of the Copthorne on Fenton Street	1	1200	200	Local, Regional, National		Annual
Rotorua Walking Festival	March	NZ Walking Association	A series of walks for international walkers.	Forest and CBD	3	500	n/a	Local, Regional, National and International	20 years	Annual
XTERRA	April	First Tier Sports Productions	Off Road Triathlon incorporating MTBiking. Biggest of its type in the world.	Blue Lake / Energy Events Centre (Prizegiving)	1	2300	500	National / International	11 years	Annual
Cateye Moonride	May	Event Promotions	6, 12 & 24hr Mountain Bike Event	Now back in the Whakawerawera Forest after spending one year away.	2	1000	250	Regional / National	16 years	Annual
Rotorua Marathon	May	Athletics NZ	Marathon, Half, Quarter and 5.5km run or walk	EEC, round the lake	1	3800	500	Local / Regional / National / International	49 years	Annual
Targa Rotorua	May	Targa Promotions NZ Ltd	A road rally for cars.	Over 3 days in and around local rural roads within the region	3	600	1000	Local, Regional, National and International	8 years	Annual
3D Rotorua	June	Dare 2 Sweat Events	Multisport Festival incorporating kayaking, running, walking, mountain biking.	Held on one day at the Blue Lake and in the Forest, finishing under the Redwood Sails	1	1000	450	Local, Regional, National and International	2 years	Annual
NZ Indoor Bowls	June	NZ Bowls	Indoor Bowling Tournament	Rotorua Energy Events Centre	10	1200	250	Local, Regional, National	Rotorua has hosted on 2 previous occasions	One off





## **Section 3**

## City/Government Support of Festivals and Events

a. Define public objectives and support statements for festivals and events by the city and other local government agencies.

Rotorua District Council have an Events Strategy which outlines its objectives for events and festivals in Rotorua. The Strategy is included as an appendix in the document.

#### b. Direct funding support from the city or other government agencies

Events & Venues Rotorua, the events arm of Rotorua District Council have an annual events budget of NZ \$210,000 per annum, which is split into sponsorship and seed funding.

Seed funding is used to support and grow new events in the city, where they have the potential to become self-funding. Events are often contracted into a three year plan, with goals and incentives to be met in order for money to be released. It is normal for an event to require a lot of financial support in its early years and Rotorua District Council is proud to provide the foundation on which events can succeed.

Seed funding can also be used to support one off events including regional, national and international championships that are hosted in the city.

Sponsorship is given to events that provide a significant benefit to the city. They need to be events that showcase the Rotorua brand, provide a large economic benefit and promote Rotorua as a visitor destination.

Events that have been offered seed funding in the last 3 years include the Tarawera Ultra Marathon, 3D Rotorua, Rotorua Bike Festival, 2013 World Rafting Champs, 2012 Oceania Mountain Bike Champs, 2012



BMX Nationals, 2013 World Single Speeds, Tough Guy and Gal, Triathlon NZ Contact Tri Series and Rotorua Blues Festival.

Events that are currently offered sponsorship funding include Lakeside, Rotorua GLO Festival, XTERRA, Rotorua Marathon and Targa Rotorua.

Rotorua District Council also work in conjunction with the Rotorua Energy Charitable Trust to provide financial support to events that are community focused. Together they manage a joint fund known as the Event Attraction Fund which following advice from the Events Manager at Events & Venues, is offered to significant events happening in the city. The total amount of funding provided varies from year to year but averages out at \$75k per annum.

Events that have received funding from the Events Attraction Fund include: Fire and Ice Festival, XRACE, Rotorua Bike Festival and the Blue Lake Multisport Festival.

## c. In-kind services support provided to and/or budgeted for festivals and events from the city or other government agencies.

One of the ways in which Rotorua District Council supports event organisers is through a number of free advertising avenues, which organisers use to promote their events both locally and nationally. These include the destination and council website, via stands around the city and via notice boards in many of the council owned and managed venues.

In conjunction with the Rotorua Energy Charitable Trust, Rotorua District Council have set up and maintained a room full of outdoor and indoor event equipment which is offered for hire to organisers at a low cost. Items available include sound systems, radios, barriers and marquees as well as tables, chairs and traffic cones.

Surveys\* are created and managed by council staff on behalf of the organisers to help council understand the benefit of events. Organisers are then encouraged to use the data to improve the overall event experience at future events.

\*An example of a survey is shown in the appendix.



Each week, a staff member from Events & Venues is interviewed on both local radio stations to promote events that are coming up.

All local media including radio, print and TV are provided with a weekly event listing guide taken directly from www.rotoruaevents.com

Rotorua District Council actively encourages local organisations and clubs to bid for national and international events. The support offered by council includes help in the creation of a bid document, financial help with a feasibility study, introduction to key partners including Tourism New Zealand and New Zealand Major Events, help with travel, meeting and presentations costs that may be required to secure the event, including site visits and information gathering expeditions both locally and overseas. Once secured, staff from the Events team may sit on an organising committee to protect council investment and help create a successful event.

#### d. Define role of the city in festival and event approval.

Rotorua District Council support and endorse many events that happen within the city. Not only do they have the role of making sure all events have the regulatory and consent requirements necessary, they also manage many of the locations where major and community events are held. To make sure event organisers know, understand and obtain all of the necessary consents for their events, information is offered via websites, in person or by email.

## e. City provided festival and event process coordination and assistance system.

To keep council departments up to date with what events are coming up, to allow them to deal with any requirements efficiently, the major and community events team meet with key people within council each month. The meeting is designed to make sure all of council has the opportunity to have an input into events, reviewing what's happened during the previous month and looking forward to the month ahead.



Events that require special approval or are likely to have a major effect on the city are treated separately. Organisers are encouraged to come into council to meet with key people. Their event is presented to the team and any requirements discussed face to face. The meetings are generally held very early on in the process and are designed to make dealing with council as easy and streamlined as possible.

Events that have a major effect on the city often need the support of many organisations in Rotorua. For that reason it is important the council involve them in the planning process as early as possible. To do that, Events & Venues invite representatives from the appropriate organisations to meetings where events are discussed and planned. Some of the organisations who regularly sit at event meetings include the Rotorua Police, Rotorua Fire Brigade, St John, Chamber of Commerce, Sport Bay of Plenty and the Chamber of Commerce.

## f. Participation in official capacity by department representatives on boards and planning committees of local festivals and events.

There are number of Rotorua festivals and events that have committees or Trusts set up to organise and manage their particular event, many of those will have a representative from council sitting on them. The Christmas Parade Trust for example, has a councillor representative nominated by the Mayor.

The Rotorua Bike Festival is a good example of a major event that has been created for the benefit of the city as a result of Rotorua District Council playing a significant role. With the support of the Events Manager at Events & Venues Rotorua, the event was able to obtain significant funding which allowed the organising team, including council to promote the event both nationally and internationally. A Rotorua Bike Festival Trust has now been set up which will include the Events Manager from Rotorua District Council as a member.



## g. Local laws, ordinances, regulations, permits and policies impacting and supportive of festivals and events.

The Rotorua District Council's work hard to make sure organisers have the right support and information when holding events in the region. To help, the events team at Events & Venues provide extensive support material including all documentation that may apply to their particular event or festival. Working closely with all departments to make sure the documentation is up to date, the information is made available via websites and other mediums.

The table below and over the page shows support material available to event organisers:

	1-
Area	Forms
Administration	Major Event Checklist
	Parking
Roads and Traffic	Road Closure Form
	Temporary Road Closure Application
	Event Application Form
	Safety Operation Form
Lakes and Forest	Forest Consent Checklist
	Lake Closure Guidelines
	Regional Safety Bylaws
Volunteers	Volunteer Request Form
Volonieers	Volunteer Feedback Form
D. ilalia a	Marquee Consent Checklist
Building	Evacuation Procedure
	Resource Consent Checklist
	Application for Resource Consent
Resource Consent	Written Approval of Affected Persons
	A Guide to preparing a basic assessment of Environmental Effects



Area	Forms
Parks and Reserves	Parks and Reserves Application Form
raiks and Reserves	Rotorua Parks and Reserves
	Liquor Licence Checklist
Liquor License	Liquor Licencing Information
	Check Sheet for Special License
	Noise Control Information Sheet
	Food Stalls on Public Land Information Sheet
Noise Control	Mobile Shop – Interant Traders Information Sheet
	Acoustic Measurement and Assessment
	Control of Signage Information
Signage	Rotorua Bylaws
	Rotorua Signage Opportunities
T-11-1-	Portaloo Ratio
Toilets	Toilet Chart
AA souls a Mos so	Marketing Opportunities
Marketing	RotoruaNZ.com Information
Cit of Country in	Busking Information Form
City Services	City Operations (Parking, Security, Cleaning)
	Rotorua Caterers
Food	Vendor Details
	Food Stalls on public land information
Waste Discharge	Information on connecting to the Utilities Sewer System
Safety	Event Safety Forms

Examples of documentation are included in the appendix.



#### h. City provided festival and event training programs.

The major and community events team for Rotorua District Council have a role to play in making sure event organisers are given the right advice and support for events happening in Rotorua. To do that, they provide information and advice via their website, email, in person or at specially organised forums.

Organisers forums are designed to allow those connected with events in Rotorua to come together to share experiences, issues and successes. Often guest speakers are invited to give advice on a particular subject which could include how best to promote your event, how to recruit and retain volunteers or how to protect yourself from risk.

Organisers are kept up to date with the latest news via a regular newsletter which is sent out by council and includes information on training opportunities, seminars and conferences to attend.

Although locally there aren't any specific courses in Event Management on offer locally, there are courses offered in various aspects of event management. Waiariki Institute of Technology, a local education establishment for school leavers and adults, offer short course in creative writing and marketing as well as long term courses in tourism, catering and art.

Rotorua District Council often take on students to allow them to experience what it is like being involved with events.

#### i. Direct industry involvement / memberships by city / city departments.

Rotorua District Council continues to play a role in the events and recreation industry, with many members in both the New Zealand Recreational Association (NZRA) and New Zealand Association of Events Professionals (NZAEP). Events & Venues Rotorua currently employ 4 members of NZAEP, 2 of which are encouraged to attend the annual conference.







#### a. Volunteer Involvement

The major and community events team at the Rotorua District Council maintain a volunteer database of 150 groups and individuals which is used by event organisers to support festivals and events held in Rotorua. The major and community events team hold at least one volunteer forum in the community each year to increase community participation in local and national events.

Organisers who require volunteers for events happening in Rotorua often use the council database to recruit them. Once found, those groups or individuals go on to support those events year on year, providing a great experience for the participants.

During Rugby World Cup in 2011, volunteers made a huge contribution to the overall success of the tournament in Rotorua. Volunteers were seen all over town, at matches, Fanzones and events, always with a smile on their face and ready to answer any questions visitors had about what was happening in Rotorua. A total of 220 volunteers were used throughout the tournament in Rotorua. There were 425 shifts with in total with 120 volunteers present across all three matches hosted in Rotorua.

As a pathway for involvement in the tournament, a project called Rotorua Entertains was created to support festival events that were put on specifically for Rugby World Cup 2011. It was designed to give local artists a way in which they could contribute to the tournament, to find new talent within the city and to provide education in street theatre which would leave a talent pool that could be utilised after the world cup was over. Volunteers learnt skills such as face painting, stilt walking and juggling.

#### b. Sponsorship Support

Rotorua has a large and strong network of local organisations who sponsor events on a regular basis, the majority of which come from the tourism industry.



Tourism related businesses including attractions, accommodation providers and restaurateurs are always looking for opportunities to get involved with events as they understand the impact participants can have on their business. Sponsorship is usually provided in the form of cash or in-kind but can also be in the form of volunteers.

Support from local business outside of the tourism industry is also common with many central businesses encouraging activity within the town centre. A good example of this is Harcourts Real Estate who have annually sponsored an Outdoor Ice Rink as part of a mid-winter festival called Fire & Ice. Without their support the ice rink would not come to Rotorua and the festival would lose its main attraction.

Event organisers are also able to apply to a number of local trusts for financial support. Those trusts include but are limited to the Rotorua Energy Charitable Trust, Bay Trust, First Sovereign and the NZ Community Trust.

Many of the events that happen in Rotorua are supported by large national and international corporate organisations.

#### c. Media Support

There are many local media outlets in Rotorua including three newspapers, two radio networks and two TV stations. All promote events happening in the city on a weekly basis and work with Events & Venues to learn what events are coming up.

The local daily newspaper, the Daily Post support many events with free advertising and editorial as well as advertising them in the regular 'what's on' columns. They also sponsor events, providing extra advertising space and significant media coverage where appropriate.

For a full list of local media see the Local Media table in the appendix.

For promotion outside of Rotorua, organisers work with Destination Rotorua Marketing (DRM), the tourism arm of council. DRM use a number of PR companies within the region to gain coverage in publications both nationally and internationally.



#### d. Convention & Visitor Bureau Support / Chamber of Commerce

# Convention & Visitor Bureau Support

Rotorua's i-SITE visitor information centre sees nearly one million people pass through its doors every year. It is located centrally and is part of the national i-SITE chain which has the purpose of providing local travel advice on their area, ensuring that all visitors experience the latest Rotorua has to offer. The i-SITE is kept updated weekly on events that are happening in the city with information circulated to all front line staff so they are able to encourage visitors to attend activity happening during their stay. Visitors and locals are also able to find out what is on by visiting www.rotoruanz.com which has an event listing page powered by Eventfinder. Eventfinder is the biggest event listing website in New Zealand. The i-SITE also promote events via TV screens which are located inside the centre itself.

## **Rotorua Chamber of Commerce**

Established in 1908 the Rotorua Chamber of Commerce is the district's leading business organisation and is an affiliate member of the New Zealand Chambers of Commerce.

The Rotorua Chamber of Commerce works with all business organisations and agencies by providing advocacy, support services and networking towards building a better business environment in the city of Rotorua.



The Rotorua Chamber of Commerce is one of 30 within New Zealand. The current membership is about 650 businesses, representing a large cross-section of business owners and employers in the Rotorua region.

The Chamber works closely with the Economic Development Unit of the Rotorua District Council to attract businesses to the Rotorua region and to keep them here. The Chamber provides its members with services and programmes that assist them to grow. The Chamber is a focal point to facilitate interaction across the community's businesses and to provide increased awareness of the diversity of the business environment.

#### e. Downtown Associations

The Heart of Tutanekai is a group of businesses that work together to encourage and promote shopping in the Rotorua central business district. Working closely with the Rotorua District Council, they have been part of many special projects and events that have taken place in the last few years. Included in those is the regular night market which is hosted in the centre of town on a Thursday evening and attracts close to 1000 visitors each week. As well as food and beverage being on sale, it also offers boutique and gift stalls.

### f. Organizations to Assist Individuals with Disabilities

Rotorua District Council work with many local organisations in the area to help raise funds for their particular organisation or need.

Occasionally there are opportunities that allow organisations to work with Council on special projects. The Rotorua branch for Special Olympics recently put in a bid to host the National Games in Rotorua where athletes are encouraged to take part in sports ranging from swimming to athletics. Although the bid was lost to another city the council are committed to making it happen in the future.

Rotorua District Council also work closely with Sport Bay of Plenty who have a coordinator employed to make sure events and activity support people with disabilities rather than excluding them.



#### g. Other organisations supporting the industry:

## **Department of Conservation (DOC)**

The DOC has a leading role in conservation work that contributes to New Zealand's prosperity which includes working with tourism operators and others running businesses on public conservation areas. They also have a role in building and maintaining outdoor recreation facilities.

DOC work closely with organisers to make sure events are having a positive effect on the environment, often using them for educational purposes where participants are encouraged to understand more about their work and how they can help protect the environment. A good example of this happens for water based events where participants are asked to clean their equipment before placing them on the water. By doing this the risk of transferring disease is limited.





#### h. Sports commissions

Rotorua District Council work with and engage many national sporting organisations each year. Many regularly hold regional, national and international events in Rotorua, working with the council in bidding for those where appropriate. Some of the sporting organisations currently engaged with Rotorua include: Bike NZ; Swimming NZ; Gymsports NZ; Triathlon NZ; NZ Rugby League; NZ Rugby Union and Touch Rugby NZ.

#### i. Educational institution support

Events play a vital role in the education network of Rotorua, with many primary, intermediate, secondary and tertiary school providers using them to help students with their studies.

One of the biggest events on the Rotorua calendar is the Rotorua marathon. Schools use the marathon as an incentive to study health and exercise through a project called 'Adopt a Runner'. Classrooms are given the names of runners who are coming to Rotorua to compete in the marathon. They contact the runners and ask questions about their training and diet, usually adding in questions about where they are from. The runner responds and often visits the school to the meet the children who in turn support the runner on the day of the event.

Waiariki Institute of Technology, who run courses for both school leavers and adults, regular partner with Rotorua District Council for events that happen in the city. One such event was the recently held NZ University Games, which was significant as it was the first time the event had been held outside of a traditional university.

## j. Special incentives/ discounts provided to festival & events by local venues

Rotorua District Council offers discounts to event organisers when holding events on and in council owned venues in the city. To receive a discount, the event must either be community biased, fit with the goals of the strategy or be providing funds directly to a charity. In addition, free reserve hire is offered to schools and church groups.



### k. Access to Industry Suppliers in the local market

Rotorua is fortunate to host many businesses in the area that offer equipment and services that support events. Some of the businesses that support events are listed below:

The table below (and continued over the page) is a list of local businesses that are used by the festival and events industry.

Business	Service
Event Impressions	Theming / Furniture
Knox Engravers	Engraving and Trophy Services
Novotel Rotorua	Accommodation / Prizes
Bunnings Warehouse	Building Supplies
Zero Seven	Design / Printing
Comserve	Fireworks / Lasers
Mahons Amusements	Carnival Entertainment
AVT	Audio Visual Equipment / Tech Support
Ritches Bus lines	Transport
Calico Jo	Event Photography
Lakes Event Medic	Private First Aid service
Blue Dog Media	Communications and Public Relations
Victoria Grove Costume Hire	Costumes
Radio Network	Advertising and Media Coverage
APN Holdings Limited	Advertising and Media Coverage
Action Truck Rentals	Vehicle Hire
Villa Productions	Staging / AV
Hirepool	Barriers, Generators
Andys Marquee and Party Hire	Marquees
Events & Venues	Equipment Shed (Barrier, RT's, Marquees)
Eurest Catering	Catering



Business	Service
Temporary Fencing	Fencing
50Fifty Traffic Management	Traffic Management / Road Signage
Displayworks	Carpet Tiles / Furniture
Expand – A – Sign	Coreflute / Banners / Signage
Golf carts	Transport
Pak-n-Save	Wholesale Food / Vouchers
Roommate cabins 4 U	Hire Cabins
St John	Ambulance Services
Spotlight	Crafts / Material
Alpha Displays	Panels for Displays
Ajays Emporium	Material / Crafts
Hepburns	Electrical
Creative Graphics	Graphics
Rawlisons	Plumbing
Central Design and Print	Design / Printing
Microclear Central	Water Coolers
Rotorua Florist	Floral Arrangements
Skycom	Radio Transmitters
David Jones	Design
Music Works	Sound Equipment
ADT Security	Security Staff
The Catering Company	Catering
David Burton Lawyers	Legal Services
Robsons Signs	Signage / Printing / Design
Shine PR	Communications and Public Relations
Media Works	Advertising and Media Coverage







## **Community Branding**

Rotorua is the tourism capital of New Zealand but it is also promoted as a great place to live, work, visit and invest. The belief is that the best ambassadors for the city are the people that live in it, so a full time business development manager is employed at the Rotorua District Council to promote Rotorua and all the great things it has to offer. Early in 2013, four thirty second videos were created to be shown to the local community, highlighting all the great things that Rotorua has to offer and to instil community pride in each of the local viewers about their town.

From July 2013, a local community perception campaign will be launched with a three year commitment from Rotorua District Council for its delivery.

A similar campaign is also run outside of the region, promoting Rotorua as a great place for professional couples and families that have a passion for life and the great outdoors. With 18 volcanic lakes, 3 major rivers, 20,000 hectares of indigenous and exotic forests, 7 geothermal fields and over 110 reserves, gardens and parks, all free for public use, Rotorua is seen by many as paradise.





## **Promoting Tourism**

Rotorua is the recognised birthplace of tourism in New Zealand with the Pink and White Terraces and geothermal activity attracting people from all over the world. In 1886 Mount Tarawera erupted and the Pink and White Terraces were lost but tourism continued to play a vital role in shaping Rotorua. It is now estimated that the tourism industry employs one fifth of the local community.

Rotorua District Council's regional tourism office is Destination Rotorua Marketing (DRM). Events are used by DRM to encourage visitors to come to Rotorua as they can often be the reason they choose Rotorua over another destination. One of the ways in which DRM promote events is through a visitor & lifestyle guide which is distributed to 48,000 homes in Auckland, as well as 20,000 locally.

## **Convention Marketing**

Rotorua hosts many conventions each year, some returning annually, others for the first time. Many of the local hotels and accommodation providers actively search out and bid for conventions which Rotorua District Council support through Destination Rotorua Marketing.

Events & Venues Rotorua manage the larger venues in Rotorua and as such are able to host bigger conventions, regularly attracting events above 500 people. Their marketing team also bid for and support conventions happening in the city, often working with accommodation providers and attractions as part of that process.



## **Corporate Recruiting Efforts**

Events are big business in Rotorua, often adding thousands into the local economy. It is therefore vital the city continues to provide excellent support for events held in the city.

Rotorua District Council work with organisers and local organisations to increase the economic impact of events across the calendar year, which in-turn creates jobs for the local community.

Event Promotions moved their business to Rotorua in 2010 as a result of what Rotorua could offer.

Murray Fleming, the general manager of Event Promotions, has been quoted as saying Rotorua was the best place to help his dream of growing into a major event management company as it was an ideal central base for his portfolio of events.

## **Relocation Packets and Information**

Rotorua employs a full time settlement support coordinator that works within the community to make sure new people to the area are aware of all the facilities and services on offer to them. A volunteering handbook which includes detail on how to get involved with and volunteer at events has been produced by RDC as events are seen as a great vehicle for making new friends.

## **Familiarisation Tours**

Destination Rotorua Marketing arrange familiarisation tours for media and organisers which are designed to encourage them to bring events to the city and write positive stories about what Rotorua has to offer.



## Out of Market media coverage

Destination Rotorua Marketing produce stories and press releases which are distributed both domestically and internationally, often these are picked up and used by media across the world.

In May 2013, Red Bull featured Rotorua as one of the top mountain biking cities in the world and the only city in the southern hemisphere. DRM made sure all of New Zealand media were made aware of the story.

## Enhancing Exposure to the arts and other causes

Rotorua hosts a number of events that are linked to the arts including the Magma Film Festival, Art in the Park, Lakeside and the bi-annual Rotorua Arts Festival.

There are also many events that provide funding for good causes including the Breast Cancer Walk which is an annual event that manage to raise \$10,000 for the New Zealand Breast Cancer Trust.

Over 2000 people took part in the walk in 2012, the last time it was held.

# Creating Highly Visible Public Relations Campaigns for City Facilities and Services

Events are often used by organisations to provide a message to the community. A good example is Bike Wise, a month long event run by the NZ Transport Agency with the support of Sport Bay of Plenty to promote safe cycling. In 2013, this event was part of the Rotorua Bike Festival which included events such as Ride to Work promoting safe cycling apparel.



# Encouraging Community Bonding, Participation and Celebration

Rotorua encourages community bonding through events, especially around important times of the year. At New Year's Eve for example, Rotorua District Council organises a festival called GLO which brings together families and friends at the Lakefront for an evening of entertainment. In 2012, the event grew to three days of activity with the highlight being a bigger firework display and family orientated concert.

In 2013 Fire and Ice, Rotorua's mid-winter festival, will have lantern workshops designed to encourage the community to be part of creating an event called Luminite, which includes an outdoor lantern trail through the Government Gardens in Rotorua.

In 2011, the Rugby World Cup bought together the community with a Council led initiative called Rotorua Entertains. It provided an opportunity for individuals to learn new skills and develop existing talents, which were then utilised as part of Rotorua's plans for entertainment during the tournament. Over 120 people took part, leaving a legacy for the arts in Rotorua.



# Highlighting or developing underused venues or sections of the community

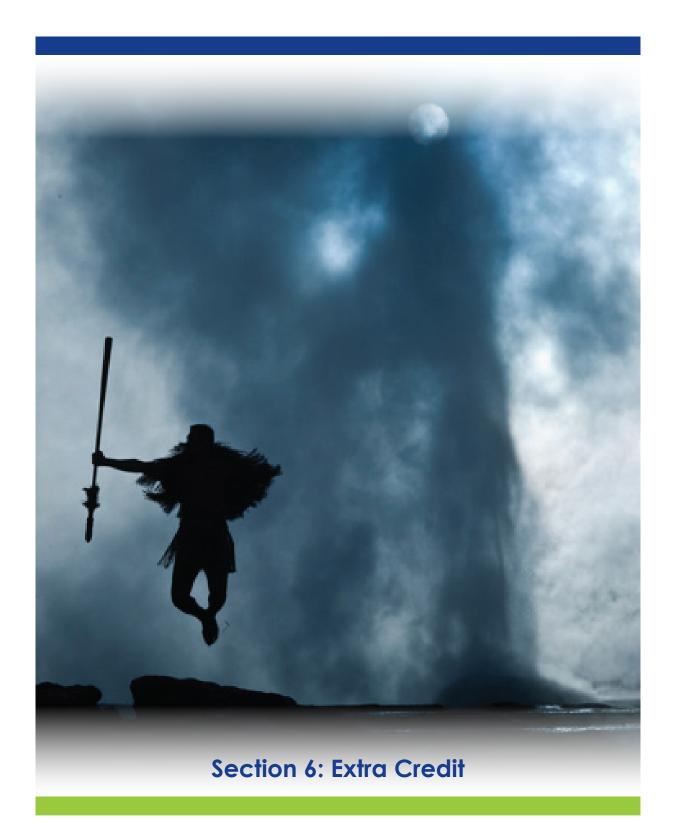
As part of the Events Strategy for Rotorua, it is the role of Events & Venues to bring events into the city that will utilize under used venues and reserves. Events like Fire & Ice and GLO which are organised by Rotorua District Council are designed to make sure activity occurs in some of those spaces.

An area known as Eat Streat, which is a closed street for through traffic is currently being redesigned to have a roof. The area is already used by events but will become a major events hub in the future. Events are encouraged to use this area to support the local bars and restaurants that are situated close by.

# Creating legacies and images beyond events

Every events that happens in Rotorua will leave its mark but there are events that are specifically hosted for reasons beyond the obvious like economic or media attention. Many of them will leave a legacy well beyond the year they are hosted. One such example is the Indo Pacific Tramopoline and Tumbling Chanmpionships which were held in Rotorua is 2008. A report produced by SPARC, not called Sport NZ highlighted the event as an example of great legacy. This report is included in the appendix.









and tomorrow

heart is laid open at the museum, writes Rosie Dawson-Hewes

AST WEEK ROTORUA'S
Wearable Creationz celebrated its
10th birthday.

L This mash-up of design, fashion and, often, recycled materials, plus a good dose of glamour is a creative explosion on stage that is better described as art.

Although many of the entrants are high school students, don't be fooled into thinking the entries were not of an incredibly high standard. Many of them were mind-boggling in their innovation, use of materials and cultural awareness.

It's the cultural and historical acknowledgment that is most striking about Rotorua. Much of the amazing walking art on show at Wearable Creationz acknowledged local history, the influence of Maori culture and the local environment. Every garment had a story to tell.

Tales of local history and culture are also the focus at Rotorua Museum. The museum, housed in the beautiful, historic Bath House, proudly dedicates



Polynesian Spa thermal hot springs and health spa soaks the aches away.

an entire section of its new wing to Rotorua's successful sons and daughters. It tells the stories of its past, from the first Maori to travel from Hawaiiki to the myths and history of the Tarawera eruption.

It has a corridor containing the many faces of 28 Maori Battalion and a Nazi flag, taken by our troops as a keepsake, that left me completely stunned and speechless.

The opposite wing tells the story of the building itself, from basement to rooftop. It peels away the layers of its history, literally and figuratively, so visitors can truly understand why and how the building came to be.

Back at Wearable Creationz, some of my favourite garments also explored their own layers.

A jailbird, entrenched in a cage of negativity and judgment, burst free to explore its creative freedom. A black, spiked ball depicted a kina with its protective shell intact.

Once shed, it revealed a stunning array of shimmering blues and greens, immediately bringing to mind the beauty of the ocean.

There were garments that told the story of the land and forests, and made from local plants with traditional weaving techniques.

The region also tells a story of mountains, forests and steaming hotspots. Skyline's gondolas and luge track wouldn't exist were it not for the winding, steep hillside of Mt Ngongotaha. The various tracks weave through the mountain's

Continued p10





### It's party time, be festive

Summer will be fun for all with song, dance, arts and crafts among the attractions, writes Dionne Christian — and don't forget the fireworks

f the weather gurus are right and summer is a sunny one, it will be extra tempting to jump in the car and take the family to one of the many fantastic fe

The annual Mangawhai Gala Day on January 2, at the Manga-whai Domain, is for all ages and

www.waipumuseum.com/html/

and connect young people with re fugee backgrounds to "mix it" with migrants and local youth. Silo Park is the venue for free performances

on January 12 and 13 (at midday,

the North selection of th

partying this sum

### Northland Islands

There's a new far ival in the winte summer. Called Music Festival, its two days (Sat and Sunday Supergroove, I Machine, the The 1814, Iva Lamk Bonjah, Lydia C Louis Baker and s ival is at Te Koy Kerikeri and org everything will there'll be no "e food, drinks or toilets", www.t

The Grand P at Waipu Museun pens only once e this year comme anniversary of settlers arriving evenings of Frid Saturday, 12, ther and a full tide in viding an atmos for the people of 'epic story of Nev European comn door spectacula and sound show horse-drawn vi teams, vintage waka, a croft but

and a firework narrated by aut Kidman. The eve starts at 7pm with adults and \$2: is on Saturday, January 19 from midday-IIpm. Once the sun goes down, Robin Kewells' world cinema under the stars begins. www.eventfinder.co.nz

2013 marks Auckland's 13th annual International Buskers Festival with performers from around the world - acrobats, juggles, hula-hoop artists, mimes, comedians, magicians and many others - who take to the streets for Anniversary Weekend (January 25-28). They'll perform at locations around the central city including Queen St, Princes Wharf, Viaduct Harbour and the Wynyard Quarter.

The entertainment is free - but voluntary donations, depending on how much you love each act are very much appreciated. aucklandbuskersfestival.co.nz

### Coromandel

Given Coromandel is one of the country's favourite holiday spots, there are no shortage of summer festivals. There are all-ages family events in Whitianga including, at the Town Hall, the Summer Fair from Friday, December 28 to Sunday, January 6.

This has an eco-friendly theme: think vintage clothing, recycled wood furniture, locally made handcrafts and jewellery, organic food and fair-trade products. Whitianga also hosts the Mercury Bay Summer Festival on December 30, with arts and crafts stalls, games and family activities, music and entertainment from local artists and, of course, food.

The Matarangi Beach Summer Festival goes for 12 days from Thursday, December 27, at various venues, with events such as the famous Cardboard Cup, where competitors sail a vessel they've

built from cardboard, fishing competitions, a kids' disco, the Miss Matarangi contest, a treasure hunt

and the Big Beach Day Out. Likewise, the Whangamata Summer Festival begins that same day, providing a focus for youth, young families, locals and holidaymakers and the elderly. There are five night-time concerts. including an all-ages, alcohol-free New Year's concert and Opera in the Park on January 1. Other events include the popular Miss Whangamata contest on Friday December 29 and the Coca-Cola

Activation in the Park on Friday, 4 and Saturday, January 5, which features a tug-of-war, a Frisbee throwing competition and a Cardboard Cup. www.thecoromandel. co.nz If you're looking for something a little more, um, deep and meaningful, the Prana New Year Festival, from December 30 to Thursday, January 3 at the Prana EcoRetreat, Oputere Beach. Whangamata could be the ticket. It features arts and crafts workshops, kidszone, yoga, dances, acoustic iams and circus performers, as well as social dialogue, conscious cinema and workshops. Festival organisers say 2013 is all about an "awakening in humanity". www.prana.co.nz

### **Bay of Plenty**

Summerfest returns for its second year at Blake Park, Mt Maunganui on Saturday, February 2, 10am-9pm. The all-ages festival is to showcase top talent with a BoP connection. This year's headliners are I Am Giant, Titanium and J Williams, while other local acts will be Aaron Saxon and Alice Ecila, Swamp Thing, Nick Barrat, Vega, RPM and Leilani Taula, Also

featuring are the Packing Heat Battle of the Bands and Packing Heat Dance Battle and Urban Dance Crew. Last year, 11,000 people turned up; this year organisers expect a capacity crowd of 15,000, www.summerfestnz.com

### Rotorua

The thermal hotspot has a new three-day festival for summer 2012/13. **GLO** has been put together with family in mind and includes a traditional street fair with buskers and a bazaar and, on lew Year's Eve, a family Party in the Park, an R18 Street Party and, at midnight, the biggest man-made fireworks display that Rotorua has ever seen. Party in the Park, at Village Green, runs from 6pm-9pm with fireworks to finish so the kids don't miss out; the adults' street party, on Tutanekai St, kicks off at 8pm with live entertainment from DJ Huddy, Kougar Sisters, Taste of Irish, Major Band and Stylus plus fire dancers and food stalls.

It's free, but numbers are limited. On New Year's Day, there's the First Big Brunch picnic from Ham-2pm with live entertainment. Bring your own picnic or enjoy a tasty treat from one of the stalls on Eat Street. www.rotorauglofestival.co.nz

### Waikato

Christian music festival Parachute 2013 runs from Friday, January 25 to midnight Sunday, January 27 at Mystery Creek, with an extensive line-up of artists and guest speakers.

The all-ages festival includes Tip-Top programme with activities and music for the young www.parachutefestival.com

### Taupo

Pat Benatar and Neil Giraldo, Bachman & Turner, and America come to the Taupo Amphitheatre on Saturday, February 16 for the town's annual Summer Concert from Ham-6.30pm. Collectively, the three bands have had 18 chart and 21 album hits in New Zealand alone so it's bound to be a popular event. Children 12 years and under free when accompanied by an adult. tauposummerconcert.co.nz

They also perform at Matakana County Park the following day.

### Gisborne and the East

Alternatives to Rhythm and Vines include the Mt Hikurangi Dawn Ceremony held annually at the country's highest non-volcanic eak, which Ngati Porou believe to be the final resting place of Maui's waka. The peak is regarded as the first land in the world to catch the dawn of the new day. Two days later, on January 3, the Ngati Porou Pa Wars are held in Tolaga Bay attracting thousands to the inter-marae family sports day, which also includes musical entertainment, www.ngatiporou.com

The Pohutukawa Music Festival, held under the Pohutukawa Tree in Te Araroa (near the top of the East Cape) on Saturday, January 5 is a family-friendly, drug/ alcohol and smokefree event for people of all ages. Featured acts include Maisey Rika, Cornerstone Roots, MTI, Dion Whaanga as well as local groups and kapa haka. Four days later, the East Coast welcomes a new festival East Coast Vibes, a roots and reggae event at Gisborne Outdoor Theatre



Australian MTB Magazine - Rotorua Bike Festival





February visitor nights in

the record

the catalyst for

setting month.

Rotorua's top road peeves

Friday, May 3, 2013

띺

\$1.50 (\$1.08 home delivery)

## 2012 to 80,500 with a national de-The figures were released in er and per cent. FANTASTIC

Visitor nights up 19.2 per cent to 80,500 FEBRUARY

22.5 per cent Motel visitor nights up Hotel visitor nights up

dation providers since records

Rotorua has bucked a national trend to post the city's best visitor numbers for accommo-

matthew.martin@dailypost.co.nz

By Matthew Martin

Large events in the city in February included Te Matatini

 the national kapa haka championships, the inaugural Roto-rua Bike Festival, the

27.3 per cent Tourist attraction visitor numbers up 12.3 per cent Chinese visitors to tourist attractions up

Raggamuffin music festival and

Compared with February 28,800 to 63,000 Australasia IPSC Handgun ing general manager Oscar Nathan said those events were

Destination Rotorua Market-

Championships.

the

nights up 15.2 per cent International visitor

tor to the region's growth, but the Bay of Plenty (up 7.1 per cent), Taupo (up 1.9 per cent) and Ruapeln (up 2.6 per cent) also benefited from more domes-tic visitor nights," Mr Nathan said. Statistics New Zealand's February 2013 Commercial Accommo-In contrast to the national figures, the Central North Island had good growth in domestic "Rotorua's whopping 19.2 per cent boost was the key contribuvisitor nights during February. dation Monitor last month.

"We are very encouraged by the success of these events and

Rotorua rose 19.2 per cent on

as a result we have a renewed focus on attracting more high-quality national and interna-tional events to our city in the coming years."

Mr Nathan said the Commer-

cial Accommodation Monitor was an important benchmark of national scale and February's how Rotorua was doing on results highlighted a lot positives for the region.

"The monitor also showed activity in Rotorua during Febincreased international visitor ruary

"International visitor nights year, versus an 8.3 per cent increase nationally," he said. spent in Rotorua's commercial accommodation were up 15.2 per cent compared to February last

It also showed Rotorua's ho-Rotorua's tourist attractions also did a well overall, with hotels up 22.5 per cent and motels up 27.3 per tel and motel sectors did very cent year-on-year.

to attractions taking part in the roaring trade. In February, there was a 12.3 Rotorua Attraction and Activities Monitor, compared with the per cent increase in total visits same time last year.

our nationwide Famously Rotopay big over the next three years by attracting even more "These results are really encouraging and we're confident rua campaign, which launched domestic visitors here than ever before," Mr Nathan said. last year, will dividends late

rotoruadailypost.co.nz

# Television crew goes wild in Rotorua

Rotorua has played host to some of the crew from popular television show The Crowd Goes

Allan George were in Rotorua yesterday filming a segment about the Rotorua Bike Festival. The crew were at Rotorua's The Crowd Goes Wild reporter Meghan Mutrie and cameraman

Agroventures to talk to Garth Weinberg and Sarah Pitcher-Campbell who won the Shweeb World Champs, an event which was part of the bike festival.

interviewing Dirk Peters, Lewis Hamilton, Sam Blenkinsop and Anton Cooper and during Thursday night's episode of the views with some of the riders During their time here, they also filmed in the Redwoods programme there were live intertaking part in a BMX event in Rotorua.

pletely overwhelmed by the Ms Mutrie said she was com sense of community in Rotorua.

tell something great is going on here. The cycling and mountain "I was here for half a day and already felt part of it — you can biking community is really

strong. "I felt very welcomed and the individual athletes I met were phenomenal people," she said.

times, showing me that he grew up here, and worked there — he for these stories based in Rotorua, as he's nostalgic about old "It's cool to be alongside Allan

great person and it's good to see him back where his roots lie and Crowd Goes Wild now - he's a speaks really highly of Rotorua He's been here twice for work for

to see how Rotorua is part of who he is now."

Agroventures.
PHOTO/SUPPLIED

James Hughes Goes Wildand

from

Meghan Mutrie

George from The Crowd and Allan

Mr George grew up in Rotorua and recently won an award for Maori Director of the Year,

# Thursday, March 28, 2013



good news is, it's set to continue. one of the best we have our lives and Rotorua has many HIS summer has been events realm and the Events play a huge part in experienced in the

of them. However this year we spectators streaming into the city nearly every day, it's important for us to remember are hosting more than usual. With participants and how it all comes about.

Events & Venues Rotorua who look after and support events began the process of updating the Rotorua Events Strategy, Two years ago, the team at created in 2004

Our biggest challenge was creating something that all of our stakeholders would agree You hear of strategies that with and be interested in.

file, never to be seen again after hours of effort, much like the 2004 strategy. What surprised us was the value of the process Like they say in life, enjoy the journey, the end result will take

questions: what is it we do, what is it we are trying to achieve, who are we doing it for and will Going through this process has allowed us to ask the hard The feedback we received was really constructive and, it really make a difference?

creating any strategy is to make sure vou have stakeholder support and "The most important element in confidence." element in creating any strategy is to make sure you have destination. The most important

stakeholder support and

confidence.

The vision reads "Experience Our mission is to inspire and support events which enhance Rotorua and make it a great place to visit, live, work and nvest Destination Rotorua Marketing Committee, the timing of the update was perfect with events With economic growth a hot topic in council and changes in So what is it we do and what playing a major role in plans. including the creation of the current Rotorua Tourism

are we trying to achieve?

cities strategies, we were able to

alongside research from other come up with a document that

Rotorua, Experience Great Events". Rotorua is a great place to hold events, it has everything; a wide range of venues, all types

hosting a visitor, sponsoring an the action, you are the people who make the experience great event, volunteering your time, participating or just watching best of all, it has good people. Whether you are serving or

PHOTO/FILE

Make it a goal to get involved We now have a strategy that will help grow events and bring and help make everyone's more people to our city.

Rotorua experience a great one manager for Events & Venues Martin Croft is events Rotorua.

attractions and restaurants but

of accommodation, great

# have been put into a drawer or

THE PLACE TO BE: Martin Croft says Rotorua is a great events venue -- and has, best of all, good people. works for Rotorua as a

ROTORUA hosted a record number of guests in February as high-profile events drew in visitors from across New Zealand and beyond.

Destination Rotorua said visitor nights rose 19.2 per cent to 80,500 during February 2013, up almost 20 per cent from the year earlier.

The Rotorua figures bucked national trends where visitor nights were down 4 per cent.

Destination Rotorua marketing general manager, Oscar Nathan, said the spike in visitor numbers was due to the successful large-scale events held during the month. "Te Matatini – the national

at the Rotorua International rua hotels ha Stadium which attracted rise in visi thousands of participants and motels were spectators," he said.

"The inaugural Rotorua Bike Festival, the popular annual Raggamuffin music festival and the Australia IPSC Handgun Championships also contributed to strong demand for commercial accommodation."

Mr Nathan said the timing of Chinese New Year also saw a boost in Chinese visits in February, up from 34,200 to

Statistics New Zealand's Commercial Accommodation

Monitor figures showed Rotorus hotels had a 22.5 per cent rise in visitor nights and motels were up 27.3 per cent year-on-year, he said.

He said the success of the events in drawing visitors to Rotorua had given Destination Rotorua a renewed focus on attracting more high-quality national and international events to Rotorua.

"These results are really encouraging and we're confident our nationwide Framously Rotorua' campaign, which launched late last year, will pay big dividends over the next three years by attracting even more domestic visitors

here than ever before."

Princes Gate Hotel owner Brett Marvelly said the events played a key role in drawing visitors to Rotorua and that they "contribute a huge amount to the economy".

Rob Roy motel owner Pam Sharma said February was one of their best months, with an occupancy rate of 66 per

Havana Motor Lodge owner Jan Stevenson said they had 15 per cent more guests than a year earlier.

Rydges Hotel manager Craig Simpson also said February was a bumper month for the hotel.



1st Rotorua Bike Festival February 8-17 Pedals? Schmedals! You don't have to pedal to have fun on a bike. That idea is at the heart of a brand new event that will feature at the 1st Rotorua Bike Festival in February.

The Redwoods Coast (or the Inaugural NZ Mountain Bike Coasting Championships) is the name of the game.

Riders will start at the top of a section of tarseal on Nursery Road, just inside the southern edge of the Whakarewarewa Forest, home to one of the best mountain bike trail networks in the world.

"No pedaling, just momentum," says race organizer, Dave Donaldson. "Nursery Road is steep and terminal speed - even coasting will be 50 to 60 kilometres per hour, so it's not for the faint-hearted."

At the bottom of the hill the riders will roll out onto the flat on Long Mile Road.

"Whoever coasts furthest, wins," Dave adds. "The rider doesn't only receive fame and glory, but settles many of the raging debates that torment the mountain-biking industry which tyres are best and at which pressures." continues Donaldson, with a chuckle. "Which diameter wheels roll best - 24" 26" 650's or 29."

The name of the event reflects the nature of the environment.

"There's a magnificent stand of coastal Seauoia or Redwoods on Lona Mile Road," says Donaldson, "so the event name was a bit of a no-brainer."

### **GIANT 2W GRAVITY ENDURO**

Another new event for the festival is the Giant 2W Gravity Enduro which will debut on Sunday February 17.

Gravity Enduro is growing like crazy, especially in Europe, and many see it as the future of MTB racing, partly because it can be won by anyone - from cross-country jockey, to big bike bruiser or weekend warrior.

Now Rotorua event director Neil Gellatly has decided to bring the concept to the spiritual home of the New Zealand trail

"It's time to introduce Kiwis to the gravity enduro concept - we've all got a little downhill gene deep in our DNA and this is the perfect event to bring it bubbling to the surface," Gellatly, of Dare to Sweat Events, said. "It's like this concept was developed for the town of Rotorua and the spectacular Whakarewarewa Forest and we've just given it a bit of local flavor to appeal to mountain bikers both here and across the ditch."

Riders will compete against the clock in a series of timed downhill trails, over a threehour or five-hour duration. The gravity enduro concept is similar to car rallying, with competitors cruising between special stages and then nailing down the trails.

"It's so accessible to so many riders - parttimers have the chance to pit themselves against top cross-country riders and champion downhillers, all on their own terms," Gellatly explains.

Adding to the appeal of the race, Gellatly has secured four race-exclusive shuttle buses for the day, with riders able to catch rides to the start of the race stages...

"You'll need plenty of strategy with the runs vou choose to do and in what order vou ride them but you'll probably need a bit of luck as well, to hit the bottom of the runs in time for the next shuttle bus leaving."

All competitors will start and finish at Eat St in the heart of Rotorua's restaurant district. with riders rolling out in groups of five every 15secs, heading along off-road trails into the forest.

Groups of mates are encouraged to enter together, keeping the social theme of the event in the forefront, with a number of Australian riders embracing that concept and entering early.

Gellatly is confident he'll fill the field in plenty of time, though such is the nature of the venue, he could pack several thousand cyclists into the forest and they'd still feel like they were riding solo.

### CATEYE MOONRIDE

There will also be some oldies but goodies. The Cateve Moon Ride will run for the first time in its long and legendary history in Summer. Warm night time laps. That's got to be good.

The Moon Ride launches the Festival on the evening of Friday February 8.

The National Mountain Bike Championships will be on the last weekend of the Festival, with the XC on Saturday February 16 and the Downhill on the Taniwha on Sunday February 17.

Junior World Mountain Bike Champion, Anton Cooper will bring his rainbow jersey and gold medal to Rotorua in February.

"It feels great to bring the rainbow jersey home and I look forward to racing the National Champs with a world title to my name," says Anton.

He's excited to be racing on the mountain bike trails Rotorua is world-renowned for.

"I think the flowy nature of the trails is a lot different to the places I normally ride, which is good for variety," he says with his trademark grin. "And the amount of trails is endless!"

The website for the 10-day celebration of cycling went live in October with a growing programme of events from the serious to the light-hearted: www.rotoruabikefestival.com

### TRAIL DEBRIS

### THE 1ST ROTORUA BIKE FESTIVAL:



### A CELEBRATION OF ALL THINGS CYCLING.

From February 8-17, there is a full programme of events - from serious to the light-hearted.

The Festival launches on Friday February 8 with Rotorua's longest-running mountain biking event, the Cateye Moon Ride.

The Giant 2W Gravity Enduro is on Sunday February 17. This multi-stage race will highlight the fast, flowing trails in the Whakarewarewa Forest and will feature Rosara Joseph and Justin Leov.

The New Zealand Mountain Bike National Championships are on the final weekend: cross-country on Saturday February 16 and downhill on Sunday 17.

The website has more information: www.rotoruabikefestival.com

### DEMO ENVE CARBON WHEELS ON YOUR TRAILS



Rotorua-based Wide Open Distributors don't just want you to take their word for it that their range of Enve carbon wheels make a real difference to your ride.

These fancy hoops will set you back nearly \$4k a set, but riders toying with the idea of upgrading (i.e., weighing up the significant cost to benefit ratio) have the opportunity to see first-hand whether they live up to the hype at the Enve demo days that have been taking place around the country. Wide Open's Matt "Dogboy" Whittaker and Kris "Grom" Withington have been touring about with a mobile workshop and a fleet of test wheels (catering to all of the current formats), setting up a mini-Expo of sorts at riding destinations and giving riders the chance to trial the wheels on their own bikes, plus handle any questions in person. It's great to see this level of commitment to product from a wholesaler – taking the time to set up and dial in a rider's own bike with their choice of wheel allows people to make a direct comparison against their current set-up on both trails and a bike that they're used to. We had the chance to ride and review a set of the All Mountain 29er wheels – check this issue's review to find out what the Ed. thought... And check out Wide Open on Facebook to see when a demo might be headed your way.



Remember the last time there was mountain bike racing at Skyline Skyrides on the side of Mount Ngongotaha in Rotorua?

September 2006 and the UCI Mountain Bike & Trials World Championships were in New Zealand for the first time. It was a magic week of racing with big, raucous crowds and world-class action.

The courses on Ngongotaha were specially designed and built for the worlds and the 2005 and 2006 UCI Oceania Mountain Bike Championships.

After the worlds the courses were decommissioned. There was some test riding and open days but for most riding these courses was just a dream.

Not anymore. As part of the 1st Rotorua Bike Festival a section of the downhill course is being re-opened by Tak Mutu and Mountain Bike Rotorua.

The Skyline Sprint Warrior will be raced from 6PM on Friday February 15, with practise earlier in the afternoon.

Registration will be in town at the MoreFM Bike Expo in the Rotorua Convention Centre.

One thing is different to 2006. Back then, the XC featured a tortuous climb to the top of the gondola and the DH started well above this.

In 2013 – it's gondola up, race down.

For more information check out www.rotoruabikefestival.com



Adventure Magazine - 2013 World Rafting Champs



On Saturday, 40.9.2 of the Automosite, the crower benedied such to the flarewer and the Solidom, with the vorne list minutes from the small Bay of Plenty township of Kewerau. After two rurs of a tight, technical course or grade 2 and 3 repulse, it was closed Chips who pipped from flevel by under a second. Both crows showed superhis and the wins who under a second. Both crows showed superhis and the wins who we

took the maximum 300 points in a best time of 2.53.17.

One of the Ghost Chips crew is Sam Sutton who his third or sorter world extreme tite in Austria earlier in 20.22. beating 150 of the best extreme paddies on the planet. He's traded in the kayak'for an the best extreme paddies on the planet. He's traded in the kayak'for an

6-man raft for the Nationals and a place at another sort of White Water

Team Teikei retained first place overall, just nine points ahead of

in the mist Tuhoe country is famous for as the race began. In the end the professionalism of Team Teleti shore through on a grey day. They won in a time of 44,04.45 ahead of Ghost Chips in 45.11.65 to take the overall title. Ghost Chips with a maximum of 400 points on the line for the winner of the last event of the veletend - the Down River on the Rangitali River, soult of fobrua, on Sunday. Absence Paddlers continued to hold onto a slim ead over Team BTA in Master's Men and Okere Ladies cruised to championship titles," said Raewyn Larcombe from New Zealand Rivers Association. The fine weather had passed and the hills were shrouded And so it all came down to Sunday and day 3 on one of the North Island's classic white water rivers, the Rangitalki, south of Rotorua. The Down River is a race of strength and stamina that often decides

The left (year in Furdawa, Satoshi Jacon and Takiya likeda and Team Teak left (year in Furdawa, Satoshi Jacon Suzuki, Masahiro Izumiyama and Yuta Fujikwa) are aiready confirmed as the Japanese Iteam in 2013 when they will bring their blend of precision, technical skill and may after the New York of precision, technical skill and may attempt back to New Zealand. They full be really welcome, 'said area director, 'I'm Marshall. They are a great burch of guys win enjoyed. themselves, raced hard and made lots of friends.

Doric. However, in the end it was Team Doric that came out on top overa strong challenge of Team Bestie from Czech Republic. In the race within a race for Australian selection there was nothing in it. Team Cairns had trailed all weekend but won the Down River in a sprint finish over Team Second overall and first Kiwi crew was Bay of Plenty's Ghost Chips. Captain Bernd Sommer with Sam Sutton, Jamie Sutton, Benjamin Gibb Brad Lauder and Paul Roozendaal had a great weekend, seeing off the - by just 6 points.

In Masters Men, Rotorua crew Aotearoa Paddlers (Nick Chater, Maike Nutu, Donald Johnson, Dai Edwards, Martin Helleur and Jon Snook) were For Nick Chater of Aoteanoa Paddiers 2013 will be very special. "It's a massive opportunity to introduce New Zealand to the fun and excitement of raft reoring," he said after wrapping up the New Zealand title. Racing agginst well-funded international crews is a bough ask but Chater fish. overall winners, after the non-stop battle with Team BTA. "Both teams are old hands in New Zealand rafting and it was hard to see one of them represented New Zealand at the World Rafting Camel Challenge on lose." said Raewyn Larcombe. "BTA

backing they have, we'd be one of the top countries, if not the best in the do." Home advantage will play a big role in the success of the Kiwi crews world," Chater continued. "They are constantly amazed at how well we intimidated. "They tell us that if we had the same race experience and

next year. We'll have an awesome opportunity to achieve at the highest level, by northaning to wroth both target with least be to focus on training for the morths prior to the worlds, added Chater.

The Rotucus-based Overle Ladies' crew of felly Wood, Denise (Bubb)
Martin, Alana Whiteman, Annie Carins, Kink Olympian Luula Jones and reserve, Niek Whitehean Annie Carins, Kink Olympian Luula Jones and reserve, Niek Whitehean Annie Carins, Kink Olympian Luula Jones and perfect weekend for Bernd Sommer, captaining Ghost Chips and also coodning the Okere Ladies' team, He's at truly invaluable assect to the

team," said captain, Kelly Wood. "We're really looking forward to having the World Champs here, right on our doorstep, and representing New Zealand," continued Wood before the crew headed home to their Okere

Falls Store HQ for a well-samed celebration.

The mal Results Open Mer. 1 Jame lieled lapen (JAP) 964 points 2 (freat layer (JAP) 97 points 30 Bestle Cael in (ZE) 799 points 4) Team Deric Sydre (MZ) 977 points 30 Bestle Cael in (ZE) 799 points 6) Too Co Sydre (MZ) 702 points 6) Too Co Sydre (MZ) 702 points 6) Too Co Sydre (MZ) 600 points Masters Mer. 1J Absence Paddlers 988 points 2) BTA 892 points. Open Womer. 1J Overe Ladies 1000 points

For more information on next year's race and how to enter, check out: www.2013raftingworldsnz.com



Denise (Buba) Martin and Nikki Keliy are in the 6-women 'Okere Ladies' crew and were part of all those winning crews. "We currently hold the most medals won at world champs out of all men and women steams and are in the Guinness book of records for most consecutive world years on from the last time they were no the bost sep of the podulum they will start fewortize to take gold again on home water in 2013.

Will start fewortize to take gold again on home water in 2013.

In the afternoon, Team Teikel dominated the Head 2 Head, Ghost Chips made their more bo be 21d oreatist fact ends on eard Team Bestle Chips made their more bot 2014 and the fact and the made was developing. Austriania bestleton for the 2013 World swa sale ou prior grabs and Team Dork Sydray and Team Carins were 4th and 5th, separated by zrew in 2001 and 2003 and Kelly Wood in 2003. Since then New Zealand nave been second once and 3rd, twice. It is a remarkable record and ten The Open Women's category featured a star-studded Rotorua based squad, Okere Ladies. New Zealand women's crews have been incredibly successful at world championships with four world titles - in 1999, 2000, 2001 and 2003. www.rivers.co.nz Two other Okere Ladies are world champs: Annie Cairns was in the 0800 RIVERS Ultimate Descents New Zealand tles," said Kelly, with a big smile. fun to extreme Multiday trips 1/2 Day to adventures from family Murchison



The 2013 Raggamuffin music festival

Rotorua's plethora of successful large events over summer have resulted in its highest volume of domestic visitor nights in commercial accommodation for a February month.

Visitor nights rose 19.2% to 80,500 during February 2013 compared to a national decrease of four per cent against the same period in 2012, as outlined in Statistics New Zealand's February 2013 Commercial general manager, Oscar Nathan, says Accommodation Monitor.

By contrast to the national figures, the Central North Island had good growth in domestic visitor nights during February. Rotorua's 19.2% boost was the key contributor to the

region's growth, but Bay of Plenty (up 7.1%), Taupo (up 1.9%) and Ruapehu (up 2.6%) also benefited from more domestic visitor nights.

Destination Rotorua Marketina several key events drew big domestic crowds to Rotorua in February and contributed to the extremely positive statistics.

'Te Matatini - the national kapa haka festival, was held at Rotorua

International Stadium attracted thousands of participants and spectators. The inaugural Rotorua Bike Festival, the popular annual Raggamuffin music festival, and the Australasia IPSC Handgun Championships also contributed to strong demand for commercial accommodation.'

He says the monitor also showed increased international visitor activity in Rotorua during February.

The city's hotels and motels weren't the only ones to benefit from Rotorua's rise in popularity - the tourism attraction sites also did a roaring trade.





a meeting news supplement [mayjune] 2015 [25]

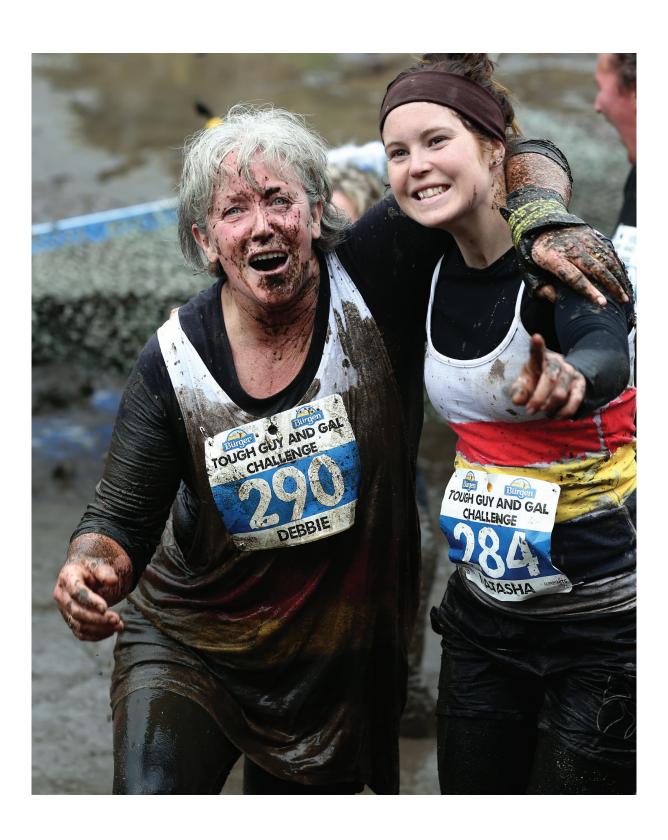




### **Appendix**

- Tough Guy and Gal economic impact report
- Forest event application form
- Lake Closure Guidelines
- Local Marketing Guide
- Rotorua Major Events Strategy
- Rotorua GLO Festival Media Report
- Indo-Pacific trampoline & Tumbling Championships Legacy Programme
- Event Calendar for 2012 2013
- Local Media Contacts





### INTRODUCTION

This report shows top line results from a survey of Tough Guy and Girl Challenge Rotorua Event 2010 participants, undertaken online during September 2010. The research was commissioned by Event Venues Rotorua. A total of 351 online surveys were completed over the internet. The survey was designed and data collated by APR Consultants.

### THE EVENT

The Tough Guy and Girl Challenge is an army type obstacle course. Events are held in Auckland, Palmerston North and Rotorua. This analysis is based on the Rotorua events held on 7 August 2010 and 14 August 2010. The event on 7 August had both 12km and 6km courses. There were 682 starters on the 12km course and 1,507 starters on the 6km course. The event on the 14 August only had the 6km social challenge. This event had 2,320 starters. Total participation in both events was 4,509 people.

The full course is 12 kilometres (two 6km laps). Participants can run, walk, push, crawl or climb through a variety of natural and man made obstacles. The maximum depth of water at any stage is approximately waist deep. A social one lap (6km) option is available. The course includes water trails, a spiders web net climb, mud slide, crawl under barbed wire, the Firestone tyre run, native bush trails, paddock running, swamp crossing, hurdles and much more! A shower block is available for competitors who finish the event.

### **SUMMARY RESULTS**

The following is a summary of the results of analysing 351 surveys from participants who took part in the 2010 Tough Guy and Girl Challenge Rotorua Events. Survey design and analysis of the results were undertaken by APR Consultants.

### Participants:

- Total participants to 2010 events = 4,509. The 7<sup>th</sup> August 2010 event, 6km course had 1,507 participants, the 12km course had 682 participants. The 14<sup>th</sup> August 2010 event only had the 6km course. There were 2,320 participants on this date.
- Total surveys received = 351.
- Most survey respondents were female (66.1%), with the remaining 33.9% being male.
- Most respondents identified themselves as participants (96.9%).
- Most respondents were aged between 20 to 49 years (86.0% of respondents).
- The largest grouping of respondents (34.2% of respondents) came from Auckland. This was followed by Waikato/Taupo (25.9%) and Bay of Plenty (23.6%).

### Travel to event:

Most respondents travelled to the event by car or van (98.9% of respondents).

### **Accommodation:**

 The most common form of accommodation used by survey respondents was hotels (21.7% of respondents), followed by motels (13.4% of respondents). A third of the sample (32.5%) did not stay overnight.

### Nights stayed:

 Looking at all the forms of accommodation stayed at, the average number of nights stayed was 1.4 nights.

### People accompanying respondents to event:

 A total of 1,393 people accompanied respondents to Rotorua. This was an average of 4.3 people per respondent.

### Visits to Rotorua attractions/activities:

 The most popular attractions/activities were thermal pools/spa (22.8%), followed by shopping (18.5% of respondents).

### Respondents spending at event:

Average spends	(\$)
Accommodation	\$128.28
Food and / or beverages	\$127.21
Entertainment & sightseeing	\$28.48
Shopping / retail	\$30.02
Travel within Rotorua (includes car, taxi)	\$15.77
Event related spending	\$32.20
Other expenditure	\$16.24
Total	\$377.22

Note: Figures are averages for each category and are not additive to the total

• From respondents who specified their spending patterns, the average total spend was \$377.22 while staying in Rotorua for the Tough Guy and Girl Challenge Rotorua 2010 Events.

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### Previous participation in the event:

Only eight respondents (2.3%) had not participated in the event previously. Most respondents (63.2%) had competed in the event once, 17.7% had competed in the event twice, 7.7% had competed in the event three times and 3.1% had competed in the event four times. A further 2.6% had participated in the event five or more times. A small number of participants (3.4%) did not specify an answer to this question.

### How respondents found out about event:

• The most popular method of respondents finding out about the Tough Guy and Girl Challenges was by 'word of mouth' (60.4% of respondents), followed by previous participation (19.7%) and the website (17.7%).

### Promotion of event:

Most respondents rated the promotion of the event as very good (51.0%), followed by good (34.5%) and average (9.7%). Three respondents (0.9%) rated the promotion as poor and a further two respondents (0.6%) rated the promotion as very poor. Four respondents (1.1%) didn't know how they rated promotion and 8 respondents (2.3%) did not specify an answer.

### Rating of venue:

• Most respondents rated the venue as very good (77.2%), followed by good (18.8%) and average (1.4%). Only one respondent (0.3% of respondents) identified the venue as very poor.

### Rating of event overall:

• Most respondents rated the event overall as very good (75.5%), followed by good (18.8%) and average (3.7%).

### Future participation in the event:

Of survey respondents, 86.3% indicated that they <u>would</u> participate in the event again and 7.4% indicated that they <u>may</u> participate in the event again. A further 1.7% indicated that they would not participate in the event again.

### Recommending event to others:

• Of survey respondents, 91.2% indicated that they would recommend the event to others and 3.1% indicated that they would recommend the event to others with conditions. A further 1.7% would not recommend the event to others.

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### Whakarewarewa Forest Event Application Form

The information below must be supplied for consideration by the Whakarewarewa Forest Event Appraisal Group, who will approve or decline events and agree on event fees and any additional conditions applicable. To be considered information must be submitted by the following dates:

Events taking place between	Applications due	Decision Notified
January - June	1 September	November
July - December	1 February	April

(Note: applications can be made more than 6 months ahead of anticipated date)

Submit applications to: Julianne Wilkinson

Activity type E.g. Run component

- Ph: 07 3500 112 Fax: 07 3500 111

- julianne.wilkinson@rdc.govt.nz

Finish Time

Name of Event/Activity		
Event Date	Official Start time	Official Finish Time
Set up date	Start time	Finish Time
Clean up date	Start time	Finish Time

If your event intends to use the forest as part of a larger (e.g. the run component of a run/swim/ road bike) event please indicate the times that the event will take place within the forest. Start time

Organising Body		
Event Official		
Event contact person		
Postal Address		
Phone Number		
Mobile Number		
E-mail Address		
Second Contact		
Phone Number		
Mobile Number		
Event description (you		
may attach additional information		
information		
Impact of the event		
on the forest and forest use		





### Whakarewarewa Forest Event Management Details

Once you have received official notification that your event has been approved in principle, the following information must be supplied <u>no later than 2 months prior</u> to the event for final approval to be given. It can be supplied on initial application.

### Please note:

- Your event approval can be revoked if this information is not supplied by the requested time.
- Your event can be cancelled at any time if public access is restricted or if the forest is temporarily closed by the land owner or forest manager for any reason.
- Additional conditions can be applied to your event.
- Although forest managers will work with you as much as possible to achieve your desired event, you may be requested to make changes to meet any forestry management, land management and public access management objectives.

**Submit information to & additional documents to:** Julianne Wilkinson

- Ph: 07 3500 112 Fax: 07 3500 111

- julianne.wilkinson@rdc.govt.nz

Name of Event	
Event Contact person	
Number of Officials	
Number of Support Personnel	
Expected Number of Participants	
Estimated Number of Spectators	

Documents to be attached (please tick or write N/A and supply additional	v / ~
documents in support)	n/a
Copy of Event entry form & fee structure if applicable	
Copy of intended promotional material	
Map of event course/s including marshal, first aid, base locations etc	
Request for any areas/tracks to be closed or tracks to be used that are	
dedicated for other user groups (not encouraged).	
Map or description of event base layout	
A document detailing your plans for:	
Fire safety	
Health & Safety of participants including communication and first aid	
facilities	
Vehicle parking	
Road safety	
Clean up/ waste management	
Additional toilet/sanitary facilities plan	
Will food or refreshments be available – sale or given away?	
Will your event impact on any public roads?	
Copy of Indemnity & Public Liability Insurance	
(\$2,000,000)Fire Suppression (\$750,000)	
Any other information you think may be relevant:	







### Rotorua Lakes Closure Guidelines 2011 (August 2011)

### 1 Introduction

The purpose of this document is to identify the criteria that the Harbour Master will consider when approving an application to close a lake covered by the Bay of Plenty Regional Navigation Safety Bylaw 2010 ('the Bylaw'). Clause 3.9 of the Bylaw allows the Harbour Master to temporarily reserve an area for use and uplift the speed restrictions set by the Bylaw.

This document should be read together with the Bylaw, Rotorua District Council bylaws, Maritime New Zealand Rule Part 91, and all relevant legislation.

### 1.1 Types of Closures

Full Lake Closure:	Gives temporary use of an entire lake, restricting public vessels during the duration of the closure. It may also include uplifting of speed limits set by the Bylaw.
	An exception is Tikitapu (Blue Lake) where the main body of the lake can be fully closed but the eastern and/or western passive areas of the lake can remain open and available for swimmers and non-powered vessels.
Partial Lake Closure:	Gives temporary use of only part of a lake, restricting public vessels during the duration of the closure. It may also include uplifting of speed limits set by the Bylaw.
Māori Ceremony Closure:	Gives temporary use of part of a lake next to an area where Maori are holding a formal ceremony to minimise disturbance from water users. It can provide for the use of ceremonial waka and a floating burial if adequate water safety measures are in place.
	Closures for events such as waka ama racing are to be made as a partial or full lake closure under the 'local club and organisations' category.
Harbour Master Closure	An immediate closure of an area when the Harbour Master considers the circumstances would endanger a person(s) while using the lake, as set out by Clause 3.11 of the Bylaw. This includes enforcing rāhui to protect public heath as guided by the local kaumatua.

### 1.2 Continued Public Use

The public will continue to have the right to access the Rotorua lakes until the Harbour Master approves an application to close a lake. The public will also continue to have the right to access any public reserve, jetty, wharf, boat ramp and/or state highway unless the Rotorua District Council or the New Zealand Transport Agency has approved these areas to be closed and/or managed.

### 1.3 Compliance with this Guideline

It is an offence under clause 3.9.1 of the Bylaw to fail to obtain written permission to hold a special event on a public lake. Not all events require a lake closure, but all event organisers must advise the Harbour Master of their event. If the event does not require uplifting a speed restriction or the event manager does not require the lake to be closed then the event manager still needs to complete the Ten Minute Form, which can be downloaded from Council's website.



### 2 Criteria for approval

The Harbour Master will assess lake closure applications based on the following criteria (not in order of priority). Council cannot guarantee the lake conditions will be suitable or safe. Applicants need to obey all warnings issued by the Harbour Master. The Harbour Master may cancel a closure without notice due to unforeseen conditions.

### 2.1 Criteria for considering Full and Partial lake closure applications:

- (a) The Maritime Lakes team receives the full application (not the Ten Minute Form) at least one calendar month before the start of the closure.
- (b) The area defined in the application is a public lake within the Bay of Plenty Regional Council boundary.
- (c) The length of the lake closure does not exceed 10 days.
- (d) The event's Safe Operations Plan (SOP) is provided and is relevant to the size and scale of the closure and it meets the Harbour Master's minimum standard. Note: the Harbour Master will use reasonable discretion to ensure all maritime risks specific to the closure are satisfactorily covered.
- (e) Written approval from Rotorua District Council is included if the closure requires the use of adjacent public reserves, foreshore, boat ramp, wharf, jetty or traffic management on local roads.
- (f) Written approval from the New Zealand Transport Agency is included if the closure requires traffic management on a state highway.
- (g) A request to uplift a speed restriction does not include 'Special Designated Areas' (as shown by Schedule 4 of the Bylaw), excluding Lake Tikitapu (Blue Lake). Note: you may still apply for the use of a special designated area.
- (h) The speed restrictions set out in the Bylaw are not uplifted between 7pm and 7am.
- (i) The Harbour Master is not already processing, or has approved, another application for the same lake planned for the same time.
- (j) No full lake closures during the summer, autumn or spring primary school holidays, public holidays or any weekend that incorporates a public holiday. Note: the only exception is the two historic annual events (rowing and multisport) that take place in January, as previously approved by Rotorua District Council.
- (k) No partial lake closures during the period 25 December through to 2 January.

- (I) All public lakes covered by the Bylaw are fully open to the public for at least one weekend during a calendar month. No more than three lake closures per organisation in one financial year (1 July – 30 June). Note: these closures cannot be traded between organisations.
- (m) The Harbour Master agrees the event has a reasonable predicted level of support that justifies excluding the public from a lake or part of a lake. Note: closures are unlikely to be granted for small groups of participants during peak season.
- (n) The adjacent lake does not have a full lake closure at the same time. This ensures that the public can access an alternative lake, such as Lake Ōkāreka if Lake Tikitapu (Blue Lake) is closed.
- (o) Reasonable steps are taken to avoid invasive pests entering the lake. Note: see Council's Lakes Maritime team for guidance on the latest threats and precaution steps a closure may need to take.
- (p) Reasonable steps are taken to ensure petroleum and solvents do not enter the lake. Note: Rotorua District Council approves rubbish management for the event.
- (q) The event will not have a significant impact on the erosion of lake banks or beds.
- (r) The closure does not endanger the public, unreasonably restrict public access to use the lake, or raise any other matter the Harbour Master believes to be a legitimate reason for not approving the closure.
- (s) The event is aligned with the vision and goals of the Strategy for the Rotorua Lakes District, Rotorua Lakes Recreation Strategy, and adheres to Te Arawa's statutory acknowledgements.
- (t) The applicant agrees to the fees and charges listed in Section 5 of this document.
- (u) The applicant agrees to adhere to any condition(s) the Harbour Master may impose when approving a closure.
- (v) The Harbour Master may consider worthy events that exceed the criteria on a case-by-case basis.

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### 3 Procedures for approving Maori Ceremony Closure applications

- (a) A formal ceremony or hui is planned to take place at a site of significance to Maori that is next to a lake and is likely to be affected by disruptive noise from water vessels.
- (b) The Harbour Master will consider guidance from Te Arawa Lakes Trust, iwi and hapū in recognising the cultural, spiritual, historical significance of the lakes to Te Arawa as set out in the Te Arawa Lakes Settlement Act 2006 and Affiliate Te Arawa Iwi and Hapū Claims Settlement Act 2008.
- (c) If another closure has already been approved for the same area, the Harbour Master will work with both closure applicants to see if both closures are compatible and find a mutual solution that satisfies both parties.
- (d) The length of the closure does not last more than a day.
- (e) The area of the closure is of minimum size so that the public can safely use the remaining area of the lake.
- (f) The applicant agrees to adhere to any condition(s) the Harbour Master may impose when approving a closure.

### 4 Procedures for Rāhui following a missing person or a death

- (a) An issued NZ Police report states a person(s) is expected missing, or a body has been recovered, from a lake.
- (b) The Harbour Master seeks guidance from the recognised kaumatua in the area where the body was found to impose a rāhui to exclude public access to an area of a lake, except for the Coroner, NZ Police, and BOPRC staff.
- (c) If a pre-approved lake closure is scheduled to happen during the rāhui period, the pre-approved applicant may make a request to the kaumatua and Harbour Master to allow the event to go ahead. The event may be subject to additional conditions that the kaumatua recommends that the Harbour Master imposes to enable the event/closure to go ahead.
- (d) Other organisations, agencies or individuals may seek written approval to access the area of the lake covered by the rāhui for exceptional circumstances. The Harbour Master will consider these applications on a case-by-case basis.
- (e) The Harbour Master may reinstate the rāhui following the conclusion of the event in accordance with the direction of the kaumatua.



### 5 Fees and charges

### 5.1 **Application fee**

Fees for processing approved applications cover a portion of staff time spent processing the application and installing signage around the lake. The application fee excludes the public notification fee and the Maritime Team's time on the day of the event set out in sections 5.2 - 5.4 below. The categories below recognise the different size of applications and profit status of some applicants:

	Full lake closure	Partial lake closure
Local clubs and organisations	\$115.00 (GST incl) per day	\$57.50 (GST incl) per day
Other applicants	\$230.00 (GST incl) per day	\$115.00 (GST incl) per day
Emergency service exercises	\$0 per day	\$0 per day
Māori ceremony or hui	Not applicable	\$0 per day

Note: The minimum fee is for one day. Half-day rates apply for any additional half-day/s required in addition to the first day.

### 5.2 **Public notification**

All closures need to issue a public notice (clause 3.9.3 of the Bylaw) so the public is aware that the lake is closed. Staff will place a public notice in an appropriate newsprint publication, 'The Review' as an example. Council will invoice the cost for the public notice to the applicant (excluding rāhui). Staff regularly review this fee to ensure it is kept to a minimum.

### 5.3 'Ten Minute Form' - Signage fees

The Ten Minute Form informs the Harbour Master of a lake event to ensure navigation safety. It is free to submit a Ten Minute Form. The Harbour Master may consider it is necessary to erect signage to notify the public about your event. The Harbour Master will determine what signage is needed and the associated cost to be covered by the applicant. A public notification will not be required.

### 5.4 **Maritime Team's time**

Sometimes Regional Council staff are required to help set up the lake. For example, navigational aids need to be shifted and put back when the event is completed. The applicant will be invoiced for this time using the applicable charge out rate. A separate fee will be invoiced if Maritime staff is required to attend the event, based on the applicable charge out rate.

### 5.5 **Cancellations or late changes**

If the applicant wishes to withdraw an application then the fees incurred prior to the withdrawal will be invoiced to the applicant. In the event of bad weather causing the cancellation of the closure there will be no refund of the application fee or the public notification. The applicant will be invoiced for any additional signage or public notices if they wish to make a late change to the time or date of the closure. The applicant will not be charged if the Harbour Master imposes the late change.

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### 6 **Definitions**

Bay of Plenty Region:	The area within the Bay of Plenty Regional Council boundary as defined by the Local Government (Bay of Plenty Region) Reorganisation Order 1989.
An event:	Any organised activity of an educational, commemorative, exhibitive or competitive nature that occurs on the Rotorua lakes for a limited time.
	Note: not all events require a lake closure. All events must submit a ten minute form to the Harbour Master as set out in clause 1.3 of this Guideline.
Local clubs and organisations:	Any not-for-profit or charitable organisations based in the Bay of Plenty region. It excludes other not-for-profit organisations with offices in other regions. It includes locally based clubs affiliated to national bodies. It may also include local companies and businesses.
Māori ceremony:	A formal ceremony or hui at a recognised site of significance to Māori, that justifies minimising the disturbance from public activities on the water.
Rāhui:	A form of tapu restricting access to, or use of, an area or resource by persons. Iwi have traditionally used rāhui for many reasons including conservation, public health, and to protect food sources. The purpose of rāhui in these guidelines includes safeguarding public health following a death of a person(s) on a lake.
	Note: Rāhui for fishing conservation values for instance are imposed under the Fisheries Act 1996.
Rotorua lakes:	All public lakes in the Rotorua Lakes catchment within the Bay of Plenty Regional Council boundary.
School holiday period:	As determined by the Ministry of Education, which includes the first and last weekend during the holiday period and includes the end of year break – December to January.



### INTRODUCTION

Rotorua, as a tourist destination, appreciates the contribution made to our community by events and shows, not just in an economic sense but also for the vibrancy and excitement that they bring to our community. Please see attached information about local marketing opportunities to explore and how we at Events & Venues Rotorua help to advertise your events.

### **RADIO ADVERTISING**

### **The Radio Works**

### Radio Works' station profiles

### More FM

If you want to talk to female household shoppers 25-44 years old, then MORE FM needs to be at the top of your advertising shopping list! MORE FM makes sure that if its happening in your community, you'll hear about it.



### The Edge

With their high disposable incomes and "I want it - NOW" attitude, the under-35's stay tuned to The Edge to hear the newest music, the latest gossip and be entertained by the most exciting promotions in New Zealand.



### The Rock

Playing mainstream modern rock to a 25 – 44 year old male audience, The Rock is irreverent, funny and enormously popular with all socio-economic groups. The Rock drives a loyal audience to your door.



### Solid Gold

Solid Gold plays the greatest hits of the 60s and 70s, targeting Baby Boomers. This generation is one of the fastest growing demographics in New Zealand and the richest generation ever seen.



### RadioLive

RadioLIVE offers intelligent talk, robust discussion, controversial comment and up-to-the-minute local and international news targeting a 35-54 year old audience. RadioLIVE delivers a new style of fresh and innovative news and talk.



### Mai FM

Mai FM represents the diverse multi-cultural urban mix, with upbeat and vibrant music. Connecting with it's "everyone alive under 35" target audience, Mai FM listeners are extremely loyal to the station and its advertisers.





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### The Breeze

The Breeze is New Zealand's premier Easy Listening radio station targeting 40 – 59 year old Baby Boomers with a female skew.

Breeze listeners love the Easy Listening music and have the luxury of time and money on their hands.



### **BSport**

New Zealands's first dedicated Sport and Racing Network for the sports purist. Primarily targeting 40+ males, BSport combines youth and experience with the country's most talented sportspeople and broadcasters.



For further information contact Radioworks Rotorua Promotions on 07 346 3902

### **The Radio Network**

### **Radio Network Station Profiles**

### Classic Hits 97.5 and 90.9

Rotorua Top Breakfast Team Playing the best music from the 90's 90's and now, Classic Hits is New Zealand's premier adult music station and a powerful advertising medium for targeting the big spending 25-54 demographic. Listeners fit neatly within the most active consumer group, the household shopper. Classic Hits is Rotorua's Number One Radio Station.



25-54 year olds \* Homeowners \* Household Shoppers

### ZM 98.3

If your business is after the disposable income dollar then ZM is the station to advertise on. They are active consumers prepared to 'spend-up' on leisure activities, clothing, music and entertainment. By nature, ZM listeners are early adopters and will be on the search for new and exciting products.



\* Busy and active 18-39 year olds \* Young professionals, singles and yound familes \* high disposable incomes

### Radio Sport - 1350am

Radio Sport is an easy fit for business targeting the male consumer. From young guys into their sports, to fans, to yesterday's sports participants – they form a very diverse consumer group and include home owners in the higher income bracket, business decision makers, fathers and mates.

 25-59 year olds – predominately male \* Large spenders on social and sporting events \* Business decision makers



Just Sport.



### Coast - 96.7

Baby boomers make up the majority of coast listeners. Personal fulfilment is their priority and their purchasing power allows them to pursue whatever they desire. International Research shows that in



western economies, boomers control 75%+ of the nation's wealth and more than half of its discretionary income.

40-64 age group \* Reached highest earning potential \* Intelligent and opinionated

### Radio Hauraki – 94.3

Radio Hauraki is the perfect fit for the workingman, the family man, business owner, manger or board member – between the age of 25-49. Their social lifestyle makes them big consumers of music, cars, household appliances and 'gadgets'. They are also active participants at concerts and sporting events. While male skewed, Hauraki also reaches a unique female audience – those that share the interests of their male counterparts.



\* 25-49 years with make skew \* socially aware and family orientated \* mid-high socio-economic group

### Easy Mix - 95.1

The Easy Mix audience is all about busy people. Whether they are working professionals or mothers supporting family and kids, these upwardly mobile women actively adopt trends and experiences. The audience is a very active, exciting and attractive market for advertisers. They are organised shoppers, know what they want, and open to ideas and offers that support their pace of life.



\* Female 30-54 years \* Active and confident professionals \* Follow modern culture and trends

### Newstalk ZB - 747am

Newstalk ZB listeners have established and affluent lifestyles. The younger sector of the Newstalk ZB audience is made up of busy professionals with family commitments. They are major purchases of the usual big-ticket items including new cars, investment products, home appliances and household goods. The more mature members of the Newstalk ZB audience are free and independent of family commitments and are increasingly into travel, adventure, quality household purchases and enjoying life's opportunities.



\* 35 years and above \* business owners and decision makers \* key upper socio-economic groups



### Flava - 98.6

Hip hop and R'n'B has attitude and keeps strong family ties and community values. As proud Kiwis they make the most of everything New Zealand has to offer. Sport, socialising, music and community are a large part of their lifestyle and as a consumer the urban listener spends money on a variety of activities and goods including: music, concerts, sports, events, cars, clothing, movies, food and games



\* Under 30 female skew \* urban audience \* active with attitude

For further information contact Aaron Gillions, General Manager, The Radio Network Rotorua; phone 07 348 9089, DDI 07 349 5511, mobile 027 432 3645, fax 07 349 5527, aarong@radionetwork.co.nz.

### **PRINT ADVERTISING**

### **The Daily Post**

The Daily Post and associated publications serve the central North Island... Rotorua City, Ngongotaha, Reporoa, Murupara, Taupo, Turangi, Putaruru, Tirau, Tokoroa, Kawerau, Whakatane, Opotiki, Edgecumbe, Matata, Pukehina Beach, Te Puke and all rural areas in between...

Reader Profile of the Daily Post: 52% Female and 48% Male. 62% of Daily Post readers are in paid employment. Readership of the Daily Post is consistent throughout the week. 26,000 people read the Wednesday Daily Post. Average issue readership is 24,000. 35,000 people will read at least one edition of the newspaper per week. 74% of 15+ readers decide where to buy something from information in a daily newspaper.

63% actually purchase from their daily newspaper.

On average people spend 35 minutes reading their daily newspaper Monday-Friday and 44 minutes on a Saturday. Community paper are 19 minutes.

A broadsheet paper published six days per week (Mon – Sat) and read by 79% of people aged 15 plus in the Rotorua/Eastern Bay/Central North Island region.

### The Weekender

The Weekender reaches 27,000 readers.

One advertisement on a Wednesday Dailypost and repeated into the Weekender will reach 36,000 people 15+. *This is higher than any other media.* 

Across the week with the Daily Post and the Weekender it's possible to reach 41,000 people 15+.



Delivered every Friday, this publication is delivered to all urban and rural households in the greater Rotorua area. The Weekender is also available to visitors to Rotorua at all major tourism sites and through hotels and motels.

### **TV Week**

Produced and delivered every Tuesday with The Daily Post, this publication is one of the most popular and highly sought after publications by readers. Advertisements are full colour and limited to one per page. Set advert sizes are offered and generally advertising needs to be booked into this publication several months in advance.

For the print items above please contact your Venue Co-ordinator at Events & Venues Rotorua to supply you with advertising costs.

### **Thermal Air**

A weekly visitor/tourist guide to Central North Island attractions, Thermal Air is distributed on a weekly basis to a number of visitor information network offices throughout the North Island, Auckland airport, all Rotorua accommodation facilities, selected Rotorua cafes and restaurants. Four times a year, Thermal Air Householder is also distributed to homes throughout the greater Rotorua district.

Thermal Air circulation: 7,000 Thermal Air Householder: 30,400

Contact Tina Hetherington Ph. 07 348 6199 ext 57017

Email: tina.hetherington@dailypost.co.nz

### The Rotorua Review

The Rotorua review is a community newspaper delivered free to city and rural homes every Tuesday. 71% of all Rotorua residents will read a copy of Rotorua Review.

ABC Audited Circulation: 24,080 Contact: Ph: 07 348 0045

Email: rotorua.review@wrcn.co.nz

### TV ADVERTISING

### **TVNZ**

Advertising and audience figures can be obtained by contacting:

TVNZ News & Current Affairs 5<sup>th</sup> Floor Trustbank Building 11 54 Hinemoa Street PO Box 9 Rotorua Phone: 07 350 2540

Phone: 07 350 2540 Fax: 07 350 2543

Website: <a href="http://tvnz.co.nz">http://tvnz.co.nz</a>



### **LETTERBOX CHANNEL**

The Letterbox Channel offers a service delivering flyers to business boxes throughout Rotorua.

For more information:

Website - http://www.letterboxchannel.co.nz

Email - info@letterboxchannel.co.nz

Phone - 0800 538 837

### POSTER/FLYER DISTRIBUTION

Brian Wafer offers distribution of poster and flyers throughout the Rotorua area.

For more information:

Email - waferb@ihug.co.nz Mobile - 029 120 3191 53a Waiteti Rd Ngongotaha Rotorua

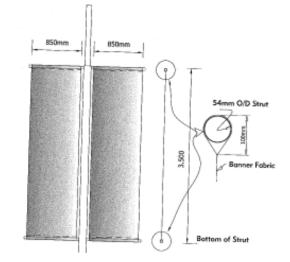
### **ROTORUA CONVENTION CENTRE BANNER POLES**

Events & Venues have 3 banner poles, which can hold a total of 6 banners.

These banner poles are located adjacent to the front foyer entrance of the Rotorua Convention Centre.

Please see the plan for dimensions. To arrange banner display contact: Trevor Robson Signs on 07 348 4002

### ROTORUA LOCAL NIGHT MARKET



Every Thursday in the middle of our city's hub we have our local night market. This is a great opportunity to showcase your event either by a short performance or a signing/information tent. Great way to give our locals and visiting tourists a taster of things to come. For further information please contact

Night Market Manager Brigitte Nelson

07 350 0209

Brigitte.Nelson@rdc.govt.nz

### **CITY FLAG POLES**

### **ROTORUA MAIN ENTRY BILLABOARDS**



### WHAT WE DO FOR YOU!

### **Website Listings**

Please send through details regarding your event that includes
Name of the event
Date & Time
Venue
Cost if applicable
Blurb/Information about the event and a picture and we will list on our local websites which include

- Events & Venues Website www.eventsandvenues.co.nz
- Rotorua NZ www.rotoruanz.com/events
- Event Finder <u>www.eventfinder.co.nz</u>
- Our facebook page

### Seek quotes for paper and radio advertising

 Send us through a copy of the AD and the size or length of the ad and we will seek quotes and book these once you confirm.

### **Local TV advertising**

Organise a TV interview on our local Rotorua TV

### Radio

Mention your event on the local radio stations a week prior to the event

### **Poster distribution**

• Source quotes for poster distribution through out the region

### **Database**

 We send out a monthly newsletter to our email database advetising your event within that particular month. No charge here for this, please let us know if you wish for us to mention your event here.

AND MUCH MUCH MORE! Please speak to your co-ordinator about these option. We want to help you make your event successful!

### **ROTORUA MAJOR EVENTS**

**STRATEGY DOCUMENT** 

**VISION:** Experience Rotorua, Experience Great Events

**MISSION:** To inspire and support events, which enhance Rotorua as a great place to live, work and invest.









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11.)	OUR CAPABILITY

### INTRODUCTION



Over the last decade, events have evolved and developed across the world to a point where they are now regarded as an important tool for promoting its host as a great place to visit, live, and work.

Rotorua events are no different; they make a major contribution to the districts growth strategy and add to the destination brand. As a result, the Rotorua District Council (RDC) sees itself playing a major part in the events sector.

RDC's current role includes: providing facilities for events; making funding available for events; regulatory control of events; research and evaluation; event bids and supporting others to stage events through running workshops and forums.

With Rotorua's local economy being heavily reliant on Tourism, a strong events strategy is immensely important, not only to grow the visitor market, but also to defend its position as a Tourism heavyweight.

Fortunately Rotorua has some distinct advantages over other areas as an events destination that will aid its development, such as:

- Its central location
- A strong accommodation sector
- A population of 2.0 million within three hours drive
- The cultural and geographic diversity
- The International Airport
- Good city infrastructure including the recently built Energy Events Centre
- Its natural assets including the forest and lakes
- Its internationally recognised Maori welcome Manaakitanga

Over recent years, Rotorua has grown its reputation as a major event destination hosting World events including the 2005 British and Irish Lions Tour; 2006 Mountain Bike World Champs, 2009 Indo Pacific Trampoline and Tumbling Champs and most recently three games during the 2011 Rugby World Cup.

It is important that Rotorua continues to build on its successes and attracts not only more national and international events but also maintains a full calendar of annually recurring events.

RDC wants to signal its long-term intentions and to provide a level of certainty for the industry, for this reason the Events Strategy was created and is now being updated.

### **BACKGROUND**

Events and Venues, the events arm of RDC, manage a number of council owned venues including the International Stadium, Energy Events Centre and the Convention Centre. As well as supporting events happening in those venues, they also have a team of people who support community and major events happening at the lakes, in the forest and on reserves within the region. Their role is to make sure all events that happen in Rotorua are a success, not only for the organisers but for the city as a whole. How that success is measured is one of the reasons an events strategy is required.

The original strategy was created in 2004 to provide the events manager for RDC some clear objectives. Most of those objectives have now been achieved which is why the time is right for an update. It has been proposed that the length of the new strategy should be no more than 3 years and its contents reviewed annually.

The Events Strategy is not aimed at the Conventions and Incentive market. It has been created for the events that can occur anywhere in the city, showcase Rotorua as a place to live, work and play, allow the public to attend and attract media interest both locally and nationally.

Rotorua is fortunate to already host a large number of events across the year, this strategy will outline how Rotorua can leverage off events that happen in the city and provide goals and objectives that the community and major events team within Events and Venues must try to achieve.



### **PURPOSE**



### The purpose of the Strategic Plan is;

- To provide the Rotorua District Council with a strong, clear focus for supporting events of all types.
- To guide event development within the region.
- To foster and encourage a strong sense of community spirit.
- To provide visitors to our community with an enjoyable experience
- To provide a greater diversity of experiences for our community to participate in
- To provide local industry partners with a vision with which to encourage their strategic support for events.
- To attract additional visitors to Rotorua, particularly during the shoulder and low seasons
- To build upon and highlight the key elements of Rotorua as a visitor destination.
- To offer Rotorua as a realistic and viable location within which to run events.



### **STAKEHOLDERS**



### **Current and Potential Organisers**

- Rotorua District Council
- Councilors
- Rotorua Residents
- Rotorua Businesses
- Industry Partners
- NZ Events

Current and Potential Organisers: Includes individuals, local and national clubs and organisations.

**Rotorua District Council:** Includes all officers who have contact with events either via the organiser or at the event itself. It is important all staff understand the benefits of events to plan and act accordingly when dealing with people associated with them.

It also includes key departments who have a interest in what events are happening, which events council are currently supporting and bidding to host in the future. Those departments include but are not limited to: Destination Rotorua Marketing, Economic Projects and The Organiser.

**Councilors:** Councilors need to know, understand and agree with the policy for attracting events to Rotorua.

**Rotorua Residents:** Events can add to the feel and atmosphere within a city, often creating a mood of excitement as witnessed during Rugby World Cup 2011. They can bring a community together and make residents feel proud of where they live. It is important to acknowledge that events can also have a negative impact on residents and regular communication is essential to understand how events are affecting people living in the region.

**Rotorua Businesses:** Rotorua business including all accommodation providers, attractions, retail and suppliers. Local businesses can profit from events held within the city as they offer marketing opportunities through sponsorship as well as potential customers.

Industry Partners: Includes local and national Trusts, SportBOP, Health, Councils, National Organisations

**NZ Events:** The NZ Government are now more actively involved with the event industry with NZ Major Events offering funding to events that provide major economic benefit to the country. It is important Rotorua makes use of the resources on offer and works with government agencies to make sure Rotorua benefits.

### **EVENT DEFINITION**

For the purposes of this Strategy, events can be defined generally and by their type;

'An event is a celebration, activity or display of an educational, commemorative, exhibitive or competitive nature which occurs for a limited time and is not considered a regularly scheduled happening.'

The following definitions have been created for Event types:

A **showcase event** positions Rotorua internationally and provides economic returns above 5 million dollars. It fits perfectly with the Rotorua brand and provides positive media both nationally and internationally. An example of a showcase event for Rotorua could be Raggamuffin.

An **iconic event** has been hosted in Rotorua for over 10 years and is unique across New Zealand. It provides economic returns above 1 million dollars and creates media interest from all over New Zealand. Examples of iconic events for Rotorua include the Rotorua Marathon & Kurangaituku.

A **major event A** provides economic returns above 1 million dollars and creates media interest from all over New Zealand. Over 50% of its attendees will come from outside of Rotorua Examples of current major event A types are the Rotorua Tough Guy and Gal and XTERRA Festival.

A **major event B** provides economic returns below 1 million dollars and creates some media interest from outside of Rotorua.

Examples of current major event B types are Targa Rotorua, Bike the Lake and Wearable CreationZ.

A **community event** has a focus on developing and enhancing community spirit and involvement. Examples of community events are Santa Parade and Children's Day

### **VISION**

Experience Rotorua,

Experience Great Events

### **MISSION**

To inspire and support events, which enhance Rotorua as a great place to live, work and invest.

### STRATEGIC DIRECTION

7.

The four key priority areas of the Events Strategy are:

### **Economic Growth – Help grow Rotorua's economy.**

Major Events already provide a large annual economic return to Rotorua. It is important RDC continues to work with organisers to increase that return by identifying where events have the potential to grow and by adding new events where impact is low.

Showcase Rotorua - Enhance Rotorua's reputation as a world-class destination to live work and invest.

Events attract media attention so it is important RDC support events that can promote Rotorua as a great place to live, work and invest, maximizing the opportunity they provide. It is also important to host events in Rotorua that fit well with Rotorua's brand, developing events that have the potential to promote Rotorua internationally.

### Community Engagement - Increase community participation and involvement.

Community support for events is vital for any event to be successful in Rotorua. It is therefore very important that organisers use local businesses, volunteers and organizations for their events. It is also important to consult with the community on a regular basis to understand the impact events have on the community.

### Improve our ability to support events.

To develop a good reputation within the New Zealand events industry, the community and major event team within Events & Venues need to be continually looking for ways to improve how they support events in Rotorua.

### Measure and improve the economic impact of events in Rotorua.

### **Action:**

- Create an accurate economic model to assess all events
- Calculate the economic impact of all major events across the year.
- Identify which events have a higher average spend per participant.
- Identify >5 existing events with potential to grow and work with their organisers to increase their overall economic impact.

### Attract and develop new events.

### **Action:**

Introduce >1 new event each year where economic impact from events is low and measure its impact on Rotorua.

### Identify and promote all potential event venues within the city.

### **Action:**

- Produce a comprehensive venue database for Rotorua by the end of 2012
- Work with the venues in the database to identify surplus capacity by end of 2012 and develop plans to utilise spare capacity by end of 2013

### Action:

- Survey and calculate the average spend in Rotorua by participants to 6 key major events and increase the average spend by >5% each year.
- Determine the average number of people travelling to Rotorua with participants for the same 6 key major events and increase by >5% each year.

Working with other key organizations in Council including Destination Rotorua and Economic Projects, identify and support showcase events that can be used to promote Rotorua as a world-class events destination.

#### **Action:**

- By the end of 2012, identify or recommend 2 events that meet or have the potential to meet the definition of a showcase event for Rotorua.
- By the end of 2014, identify another 2 events that have the potential to meet the definition of a showcase event for Rotorua.
- Facilitate the creation of at least 2 of the events identified as showcase events.

### Develop a diverse and vibrant year round calendar of events.

### **Action:**

 Research and survey to determine 5 event types currently missing from the event calendar and work with organisers to fill these gaps.

Work with Destination Rotorua Marketing to promote Rotorua as an event destination.

### **Action:**

- Create a communication plan with DRM to promote the strengths of Rotorua as an event destination to New Zealand and Australia.
- Increase the number of community and major events listed on rotoruaNZ.com/events by >10% each year.

### Attract national and international events to Rotorua.

### **Action:**

- Work with local clubs and organisations to bid for at least 6 national each year that provide national media interest and economic returns above 1 million dollars each.
- Work with local clubs and organisations to bid for at least 3 international events each year that provide international media interest and economic returns above 2 million dollars.
- Secure at least 3 national events each year.
- Secure at least 1 international event each year.

### Improve the quality of events held in Rotorua.

### Action:

- Establish guidelines for organisers to follow when holding events in Rotorua by the end of 2012.
- Hold at least 4 forums each year for organisers to share knowledge and skills.
- Working with Bay of Plenty Regional Council, provide recommendations on best practice for event organisers to follow when holding events on or around lakes in Rotorua.

### Increase the local marketing avenues available to events held in Rotorua.

### **Action:**

- Create a comprehensive list of marketing avenues available in Rotorua by June 2012.
- Increase by >1 each year, the number of marketing avenues available to events held in Rotorua.

Develop new and stronger links with a wide range of organisations in Rotorua.

#### **Action:**

- Work with Events & Venues Marketing to establish a database of local organisations and increase by
   >5% each year.
- Encourage >20 new organisations to have new or additional involvement in events by Dec 2014
- Present the benefits of events for Rotorua to at least 5 new organisations each year.

Engage with the community to make sure events are providing a positive impact.

### **Action:**

Establish a method to measure and understand the impact that events have on the community.

### Increase local participation numbers at events.

### Action:

Target >2 events each year and develop a plan to increase community participation with the organiser.

### Increase the size and capability of the volunteer database.

### **Action:**

- Double the number of people in the database by end of 2014.
- Run at least one forum each year to support volunteers and organisers.
- Produce a yearly report outlining where volunteers have been involved with events in Rotorua including feedback from both volunteers and organisers.

Encourage and increase the use of local talent in events held in Rotorua.

### Action:

 Create a comprehensive database of local people who can provide entertainment at events hosted in Rotorua. Provide leadership and sound management by understanding the New Zealand events industry to ensure Rotorua maintains a strong position in the country.

### **Action:**

- Meet with key representatives from New Zealand major events at least once each year to understand how the Government can support events in Rotorua.
- Attend at least two relevant conferences each year and provide a report for organisers to read.
- Encourage at least one organiser to attend the NZAEP conference each year.
- Provide communication updates to organisers every 3 months including information that is relevant to holding events in Rotorua.

Promote Events & Venues and Rotorua District Council as a partner to events through clear and consistent communication, marketing and branding.

### **Action:**

- Create a yearly communications plan to maintain and improve Events & Venues ability to support event organisers in Rotorua.
- Communicate regularly to all organisers of events in Rotorua how Destination Rotorua Marketing can support them in promoting their events.

### Improve event venue capability in Rotorua.

### **Action:**

- Invite feedback from organisers on venue capability >1 per year
- Meet with key venue owners in Rotorua to learn how and offer advice on how their venues can be better utilised for major events.
- Make yearly recommendations on how to improve venue capability to council via annual submissions.

### Promote Rotorua as an event friendly city.

### **Action:**

- Submit at least one positive article about Rotorua events to appear in the NZAEP monthly newsletter.
- Produce at least 6 media articles each year about Rotorua events to be released nationally.
- Produce at least 12 media articles each year about events in Rotorua to be released locally.

## **OUR CAPABILITY**



### Make it easier for organisers to produce events in Rotorua.

### **Action:**

- Create a one stop shop for event organisers, reducing the amount of time and paperwork involved when dealing with council
- Meet with key council officers monthly to update event applications.
- Improve information available to organisers via the Events & Venues and RDC website.
- Increase the range of equipment available for hire from Events & Venues in line with event needs.

# Actively seek to increase the amount of financial support available to Rotorua events.

### **Action:**

- Increase the amount of direct financial support available through Rotorua District Council each year.
- Look for new funding opportunities for events and assist organisers with funding applications when appropriate and necessary.
- Actively seek support from local businesses and organisations for events in Rotorua
- From feedback provided by event organisers, produce a report every 6 months on what Council can do to improve Rotorua's ability to host events.





### **EVENTS & VENUES ROTORUA**

ADDRESS Private Bag 3029, Rotorua Mail Centre, Rotorua 3046, New Zealand PHONE +64 7 349 5141 EMAIL martin.croft@rdc.govt.nz WEBSITE www.eventvenues.co.nz





### **Branding, Marketing & Communications**

### Introduction

Marketing and Communications of Rotorua GLO Festival was managed by Kylie Gunn from the Major and Community Events team.

Due to budget restrictions the plan was limited and utilised free and cost effective mediums where possible.

The main objectives of the marketing and communications plan was to:

- Create a strong brand for the new festival.
- Communicate the change of event from one day to three days.
- Create a strong social media following.
- Get both local and national media coverage.

### **Branding**

### Name

The name GLO came from a competition run through The Daily Post. Tia Smith and Noelani Hudson's winning name was chosen due to its uniqueness, they came up with the name as they saw similarities to the fireworks and GROW Rotorua.

### Design

David Jones Creative won the bid to be the design team behind all of Rotorua GLO Festival's branding. They worked on all elements from logos to full page advertisements.

The GLO festival branding received heaps of positive feedback and was praised repeatedly on its unique design.

### Poster Examples



### Advertisements & DLE's



### **Marketing**

### Print Media

Early in the planning stages of GLO, The Daily Post came on as the associate sponsor of the festival, providing sponsorship of advertising space within it's local (The Daily Post and Weekender) and sister papers in surrounding regions (Bay of Plenty, Hawkes Bay and Taupo). This sponsorship provided GLO with a large amount of advertising space to communicate the change from a one day event to three days.

The Rotorua Daily Post, Weekender and Rotorua review also printed a number of editorials on different aspects of the events prior to the festival and throughout (see next page). The Daily Post printed full page photo pages after Buskers and Bazaar, Party in the Park and The First Big Brunch. A competition was also run in The Daily Post in the week leading up to the festival, to win a meet and greet with Titanium which helped build momentum in the lead up to GLO.

Media Releases were sent out as part of the communications strategy and were picked up nationally by the New Zealand Herald and Kia Ora - Air New Zealand's in-flight magazine. GLO also featured prominently in the Rotorua Visitor Guide which went out to Rotorua households and 48000 homes in affluent areas of Auckland in September and December.

### **Print Media Coverage**













### New Year fun with family tocus



MAKING a decision on where to celebrate the New especially finding activities for kids.

This year however, Robrenta has recreated a Francisco and the properties of the first of the Schotran separated with children and families in mind, so that they can enjoy the fastivities and celebrations with everyone clee, enhancing Robran's regulation as a family decided with children and families in mind, so that they can enjoy the fastivities and celebrations with everyone clee, enhancing Robran's regulation as a family decided with children and families of the fastivities. The commencing at middy on December 3 and families on an enjoy a big part of the festivities. The robran short of the fastivities and the state of the commencing at middy on December 3 and families on January will include at radiational street market with buskers and street enfortamment on December 30. On New Years Eve, as we have always done in Robran, there will be a might be contrainment on December 30. On New Years Eve, as we have always done in Robran, there will be a might be contrainment on the contrainment of the chance to celebrate the amount of the chance to celebrate the park will start at 5pm and finish at



Win a chance to meet Titanium boys

By Mathew Marie

To Park Thomas Since June 1 Among the Park I Share I



of the city cette bosons of the forest cetter by the city cette bosons of the city cette bosons of the city cette bosons of the city cetter bosons of the

**New Year** 

The Action of State o



### Busker well on song

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#### Gary Hamilton-Irvine d Sonya Bateson

e year 2013 arrived with a ban Rotorua as the inaugural GLO titval lit up the city, with bi ents Party in the Park, the works Spectacular and the Bi

Party in the Park organiser into Morrison estimated more into Morrison estimated more in 10,000 people crowded late. Village Green on New Year's to listen to live music, ddined by boy band Titanium, etc., and the said the three-day GLO tival had been angled more arrans families, and Party in The k had taken the place of course. March Cree to course of the place of course March Cree to course.

We can't really compare the this event was a completel erent vibe and atmosphere."

A line of young girls and teer as stretched halfway aroun edge of the Village Gree ing the event, waiting for their compared to the compar

biggest the city had seen.
We normally put three
toons out on the lake but there
e seven pontoons and a barge
time [carrying all the fire-

ks]."

In RIS Street Party was also
I on New Year's Eve as part of
festival, followed by the Big
inch in the Village Green yes-





FANS: Cheyenne Kennedy (second left) and friend Charlotte Cleverly, both 15, talk with Titanium members T.K. Paradza and Rotorua's own Jordi Webber (right).

### Daily Post winner meets her idols

By Sonya Bateson

Cheyenne Kennedy was left speechless after meeting New Zeatand boy band Titanium backstage al Rotorua's GLO Festival on New Year's Eve.

The Ngongotaha 15-year-old was the winner of a competition run by The Daily Post to meet the teenage heart-throbs backstage before their headlining performance at Party in the Park.

When she entered the Cheyenne and her friend Charlotte Cleverly, 15, were given a hug by

each of the band members, including Rotorua local Jordi Webber.
Cheyenne said she had been left speechless after being greeted by the Local season of the local season with the local season being the like Jordi's eyes. I'm excited to tell all my friends, I didn't really tell them when I won the competition because they would all have asked to come. I think they will be jealous when they hear about it."
A signed poster from the band would be hung on her bedroom

wall. Cheyenne said she was thrilled when she heard she had won the competition one of their contexts, I couldn't go when they came here last. When I got the phone call to say I won, I was screaming around the house telling everyone."

Band member Jordi, who halls from Rotorua, said It was awesome to perform to a home crowd. "It's always a really good feeling being back home and performing on stage where everyone I know can see."









# Party pace is stepped up

A three-day GLO festival will give Rotorua a different event feel over the festive season.

The traditional New Year's Eve Mardi Gras has been replaced by a Party in the Park from 6pm to 8.30pm.

Entertainers will include the James Webster Band, Kelly Makiha, Rodger Cunningham, Haylee Nitschke and Rotorua Has Talent contestants.

An R18 street party will later heat up on Tutanekai Street to the sounds of the

Kougar Sistas, Taste of Irish, Major and Stylus. The arrival of 2013 will be marked with a large fireworks display over Lake Rotorua.

The festival will culmi-nate on New Year's Day with an informal The First Big Brunch from 11am with live entertainment.

A traditional street market with buskers will open the festival from midday on December 30.

Rotorua District Council's major events manager Martin Croft said the GLO festival would be similar to other New Year events around the world and was designed to make the most of the full range of activities and attractions that the region had to offer.

A photo competition in conjunction with local tourism operators will run during the festival.

"Rotorua is already an exciting and friendly destination but we expect that the Rotorua GLO festival will help make it an even more popular family-focused destination over New Year." Mr Croft said



Stars: Fireworks over Lake Rotorua will

# Titanium tops bill for Glo party

By Matthew Martin matthew.martin@dailypost.co.nz

organisers of Rotorua's new three-day
Organisers of Rotorua's new three-day
New Year festival have pulled off a
massive coup by signing boy band
Titanium to headline the city's New
The charts record-breaking band will
perform from spm on December 31 as
headline act during Rotorua's Gio Festival Party in the Park to be held in the
Village Green between spm and spm.
Thanium will be supported by yet-toto-break to the control of the party of the
test performers.
The word of the party of the party
Jordl Webber is from Rotorua and Zac
Taylor from Whakatane.
The event will feature local entertainment and will include ground-level fireworks earlier in the evening for families

and children to enjoy. The three-day festival starts at mid-day on December 30 and finishes on January 1. It will also include a street fair, an R18 street party, a buge midnight fireworks display on Lake Rotorua, a big brunch party in the Park organiser Monty Morrison Said it would be a great popertunity for locals to perform on the same stage as Titanium. "We look forward to working with the boys from Titanium and we are sure that they will enjoy their time here in Rotorua they will enjoy their time here in Rotorua here will be the best of Rotorua's hose-pitality. "This is a real coupt, to get one of the country's hottest acts to perform for the same stage as Titanium perform as part of the Gio mind enabling visitors, the Rotorua collection of Cole have the country that the same stage as Titanium perform as part of the Gio mind enabling visitors, the Rotorua collection of Cole have the collection of the same stage as Titanium perform as part of the Gio mind enabling visitors, the Rotorua collection of the same stage as Titanium perform as part of the Gio mind enabling visitors, the Rotorua collection of the collection of the same stage as Titanium perform as part of the Gio mind enabling visitors, the Rotorua collection of the same stage as Titanium perform as part of the Gio mind enabling visitors, the Rotorua collection of the same stage as Titanium perform as part of the Gio mind enabling visitors, the Rotorua collection of the same stage as Titanium perform as part of t



### Collateral and Printing

Over 2000 A3 posters on each of the events were printed and distributed around Rotorua and over 10,000 DLE sized brochures of the events including a timetable were distributed to stakeholders, the community and at GLO events.

### • Radio

The Radio network won the bid to be the supporting radio station of the festival.

As part of this sponsorship advertisements were run in the lead up to the festival and throughout the festival on local stations Classic Hits, Newstalk ZB, ZM, Radio Sort, Flava and Coast. There were also some ads run on these stations in surrounding districts Tauranga, Tokoroa and Taupo during the festival.

Morning host Paul Hickey also did several recorded cross over's in the two weeks leading up to GLO and ran a competition to push the button at the Party in the Park fireworks, during his morning shows.

As part of the contract Paul completed the MC duties for some of the events.

### Newsletters

GLO festival was featured in the Events and Venues newsletter twice and Destination Rotorua Marketing's October trade newsletter.

### Displays

A GLO display was created at the Rotorua District Council Civic Centre during November/ December with information. This coincided with rates payments for the year, the civic centres busiest time.

GLO Festival collateral was loaded onto the I-site counter displays, two weeks prior to the festival.

### TV

Six interviews were undertaken on Rotorua TV about different aspects of festival.

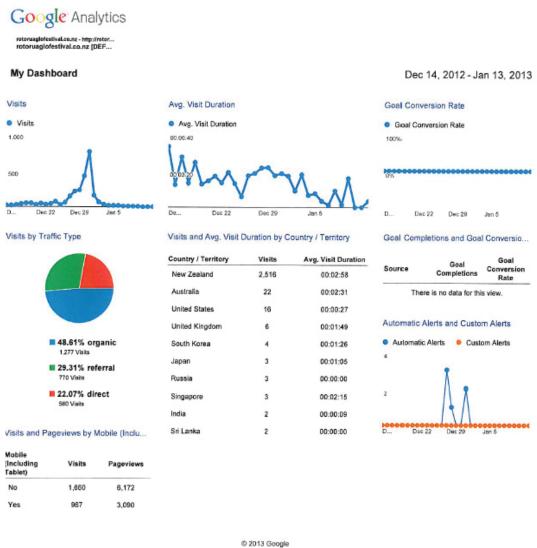
Kylie Lang completed a national interview on Maori TV about her event Buskers and Bazaar.

### **Online Marketing**

### Website

The web domains www.rotoruaglofestival.co.nz and www.rotoruaglofestival.com were purchased, with the website designed within the Rotorua District Council by Adrian Hodge and content coordinated by Kylie Gunn.

The website had over 2600 views over the holiday period of December 14, 2012 -Jan 13, 2012 with nearly half of these visits coming from a mobile. The peak number of views was 750 on December 31, 2012.



The website went live at the end of October and will now become the permanent resource for GLO.

### Eventfinder

Rotorua GLO festival had all events listed on Eventfinder these were updated regularly each event received a large amount of views:

Event	Views
Buskers & Bazaar	15,240
Party in the Park	28,276
Street Party	20,310
Fireworks	22,584
Big Brunch	14,484

These events are also published on the NZ Herald website and RotoruaNZ.com.

### Facebook

Facebook was a large part of the marketing strategy using the events, and advertising functions to grow the following and communicate the change of events as well as gain feedback after the events.

The Events tab was used to list each of the individual events with a total of 435 registering as attending the GLO events. These events were updated with information in the lead up to the events.

Facebook advertising was used in the week leading up to GLO with targeted ads produced for the different events. In the seven days of advertising there were over 67,000 impressions and over 470 clicks to the GLO Festival page.

The page now has over 650 likes and during the week of GLO festival 12,500 people were reached through the page and 739 people was talking about it, meaning they liked, posted, shared or commented on something on the page.

Kylie Gunn was the admin for the page and updated it daily several times in the lead up and during the events with information, photos and details.

Facebook was a strong cost effective tool in communicating what was happening over GLO festival especially with the limited budget, facebook will provide a good base to work from next year. It will be important to start advertising earlier and continue to update information regularly.

### Community Interaction

The M&CE team met with hotels, motels and businesses in the CBD and provided operators with collateral and information to pass on to their clients that were in Rotorua over the New Years period.

There was a stall at the night market in the two weeks leading up to Christmas where M&CE staff handed out information and talked with the community about the events.

### Photography

Photo's were taken by local business Calico Jo's Photo Art, main photographer Joni had a presence at all of the GLO events and she was aided by student photographers from the Rotorua Youth Centre who were gaining work experience.



More images can be found on www.facebook.com/rotoruaglofestival

### Promotions

A Photo competition was run over the three days of GLO where people were encouraged to visit 9 tourist attractions and take a photo, with prizes up for grabs for the winners.

The tourist attractions that sponsored the event were OGO, Rotorua Duck Tours, Agroventures, Polynesian Spa, Wai-o-tapu Thermal Wonderland, Rainbow Springs and Skyline Skyrides.

### **Example of entries received:**



### Communications & PR

A communications plan was created initiated in the three months leading up to the event, this included a schedule of releases to go out on a fortnightly basis, increasing closer to the event.

These releases were picked up by the Daily Post, NZ Herald, Scoop.co.nz, Rotorua Review and others.

### • Media Release Examples





### **Titanium to headline Rotorua's New Year Celebrations**

New Zealand's hottest boy band Titanium have today announced that they will be performing in Rotorua as part of GLO, Rotorua's new three-day New Years festival.

The record breaking group will headline the free family friendly event, Party in the Park on 31 December. The event will feature local entertainment and will include ground level fireworks earlier on in the evening for families and children to enjoy.

The three-day festival commences at midday on 30 December, 2012, and finishes on 1 January, 2013. It will also include a Street Fair, R18 Street Party, huge midnight fireworks display off the shore of Lake Rotorua, a big brunch and lots more. It is similar to other New Year events held over several days around the world and makes the most of the full range of activities and attractions that the Rotorua region has to offer.

The Rotorua District Council's Major and Community Events Coordinator, Kylie Gunn, says that she is thrilled to have Titanium perform as part of GLO Festival this year.

"GLO has been created with family in mind enabling visitors, the local Rotorua Community and businesses to celebrate together. There is a great fit with Titanium, especially with popular band member Jordi Webber being from Rotorua".

"With three days of action packed activity planned already we hope that having Titanium here in Rotorua will only make the festival bigger and better. Rotorua is already an exciting and friendly destination but we expect that it will be the place to be with your family this New Year".

Organiser of Party in the Park, Monty Morrsion, is excited with the line of local talent that will be playing at the show.

"We look forward to working with the boys from Titanium and we are sure that they will enjoy their time here in Rotorua and receive the best of Rotorua's hospitality".

The Rotorua GLO Festival, in association with the Rotorua Daily Post, is proudly supported by the Rotorua District Council, Rotorua Energy Charitable Trust, the Radio Network, The Southern Trust and First Sovereign, and NZCT.

For more information about GLO head to www.rotoruaglofestival.co.nz

Contact:

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Events and Venues Rotorua





#### Rotorua New Years festivities to go off with a different bang

Locals and visitors celebrating the New Year in Rotorua will be dancing to several new tunes this festive season with the announcement of a wider Mardi Gras festival to be held on the days leading up to and following New Years Eve.

The three day event follows on from the success of the recent Rotorua Mid-Winter Festival, and is similar to other international events which celebrate several days of festivities over New Year, rather than just one night. The festival will commence at midday on 30 December, 2012, and finish on 1 January, 2013.

The Mardi Gras will include music, a range of different arts and street theatre, night markets, food, fireworks and much more.

The Rotorua District Council's Community and Major Events Manager, Martin Croft, says the wider Mardi Gras festival is the natural evolution of the original New Years Eve concert on the Village Green.

"The traditional concert has been very successful over the years, but it's time to take our New Year's event to a whole new level and make Rotorua's festivities even more accessible and attractive for locals and visitors alike."

Mr Croft says there will still be a show at the Village Green on New Years Eve, but it will start and finish earlier to make it more accessible for families and children.

"The concert will start at 6pm and finish approximately 8:30pm with a ground level fireworks and laser display, similar to the very successful fireworks show that was held recently for the mid-winter festival. This earlier time will allow children and families to be part of the New Years Eve festivities and to enjoy some fireworks which they may not have previously been able to do

"Rotorua is a family destination and the structure of the Mardi Gras event has been developed with children and families in mind, so that they can enjoy the festivities and celebrations along with everyone else."

Mr Croft says Tutanekai St will be the heart of the three day celebration.

"Street theatre and buskers will provide entertainment throughout the three days, with sections of the street closed off for an evening party which will include food stalls."

Mr Croft says local talent will be promoted and encouraged.

"The night will finish with the largest fireworks display that Rotorua has ever seen. This will be held further out on Lake Rotorua so that people across the city can see the display from wherever they might be."

Mr Croft says the key point of difference with this year's events is that festivities won't end on New Years Eve.

"New Years Day in Rotorua is definitely going to be the place to be. There will be more street theatre, entertainment and food, and we're exploring the concept of a "big breakfast" for that morning..

"This year, New Years in Rotorua will be about much more than just one night. There will still be music and entertainment, but we are focused on ensuring we provide something for everyone, for a longer period of time.

"This year's activities will also involve more of the local community, including businesses, attractions, clubs and organisations.

"There is so much to do and see in Rotorua, and we expect many of our Mardi Gras visitors will make the most of our wider activities and attractions as well. Our goal, working with other agencies and offices like Destination Rotorua, is to ensure that they have a complete Rotorua experience."

Rotorua Mayor, Kevin Winters, says the extended New Year's festivities proposed for the city will take the celebrations to a whole new level.

"We are constantly striving to develop and promote large scale and community events that contribute to our local economy, and to our unique position as a sought-after lifestyle destination," says Mr Winters.

"Key events like these give a significant boost the local economy by attracting visitors who stay and spend, while at the same time offering quality activities for Rotorua residents to experience and enjoy.

"Rotorua is already an exciting and friendly destination but we expect the new-look Mardi Gras will help make it an even more popular family focused-destination over New Year."

Mr Croft says the Council's Events and Venues group has consulted extensively with other stakeholders, including local businesses, bars and restaurants, Police and others.

Well-known Rotorua event manager, Monty Morrison, will be involved in managing the Mardi Gras events. He says the new changes will make for an even more exciting time in Rotorua during the height of the Festive season.

Mr Morrison, who has been part of the initial planning team, says that a lot of work has gone into ensuring that the 'history' of the event is retained.

"Particularly, the event will continue to be very much a celebration of who we are, at the same time enhancing that spirit of 'manaakitanga' for which Rotorua is world famous. I am excited by the opportunities we will have to celebrate together and I look forward to assisting the Council unfold its new vision our city and community."

Rotorua Police Area Commander, Inspector Bruce Horne, says local Police support the new festival and will be working alongside event organisers in the planning for the event.

"Police have a lot of experience working with Rotorua District Council and other partners on major events such as the Rugby World Cup, Raggamuffin and Lakeside. A significant factor in the success of large events is effective partnerships and everyone in the community working together to get a great result.

"We have a great working relationship with Events and Venues staff and we are looking forward to working with all our community partners on the new festival format," says Inspector Horne.

"We will be making our contribution to ensuring this is a successful and safe event for everyone involved – event organisers, locals, visitors and our Police staff."

Mr Croft says extensive planning is already well underway for Mardi Gras. He says the team would like to hear from any community groups, organisations or individuals who would be keen to be involved with street theatre, events or stalls.

-ends-

Martin Croft
Events and Venues Rotorua **D:** 07 351 8654 | **M:** 027 249 8670

### Recommendations

- Concentrate on growing domestic marketing in year two, in particular Auckland and wider BOP.
- Continue to grow social media, move into new outlets such as Twitter and Flickr
- Increase Facebook advertising budget, increase campaigns to include a broader target market.
- Introduce competitions to include Auckland market (e.g. Win New Years in Rotorua with your family).
- Create and grow a GLO database, create email-outs with information on events and things to do in Rotorua while visiting.

### Indo Pacific - Trampoline and Tumbling Championships Legacy Programme

#### Introduction

In October 2008 GymSports New Zealand (GSNZ) hosted the Indo-Pacific Trampoline and Tumbling Championships (IPTTC) in Rotorua – a five day event which attracted over 300 competitors from seven countries.

GSNZ's hosting partnership with the Rotorua District Council (RDC) was a beneficial collaboration for both organisations. Together they created an outstanding legacy programme for the people of Rotorua and GymSports across New Zealand.

### Background

The Indo Pacific Champs are held every two years but had never been hosted in New Zealand. When GymSports New Zealand (GSNZ) was successful in their pitch to bring the 2008 ITTCP to New Zealand, they chose Rotorua as the host city.

They felt the region had a unique geographical appeal and would be of cultural interest to visitors. Furthermore Rotorua was very well placed to host the event. The Council had led the development of the award winning Energy Events Centre, which opened in March 2007, and offered an ideal lakeside facility.

The RDC made an ideal partner because of its commitment to both a positive economic impact, and an event that would create a legacy of social wellbeing. "As well as commitment, RDC had the expertise, as well as the business, community and sporting connections, and communication channels to make the most of the ITTCP coming to town", says Business Development Manager for GSNZ, Sarah Ashmole.

"With the RDC we were able to get much greater economic and social impact. Through their partnership we got far greater opportunities for what could be achieved," she says.

Through its connections, RDC was able to forge shared events and goals leading up to, during, and after the ITTCP among the GymSports club community, Sport Bay of Plenty, local schools, and community funders.

### **Promotion and Legacy Initiatives**

A working group established by GSNZ and the RDC events team set up a range of activities leading up to the championships. These targeted different sectors and ages with promotional support from regional media.

### Activities included:

- a demonstration from members of the international team at the opening ceremony of the AIMS Intermediate Schools Sport championships. There were more than 2,000 children and their families attending the night time ceremony.
- a trampoline demonstration in the Redwood Forest where 200 people were attending a regional chamber of commerce meeting. Nine months out from the championship, this gave regional business leaders a preview of the coming event and contributed to the securing of extra partners and funding well beyond the RDC's original event budget.

- a world record challenge. Teams of 12 athletes competed to break the world forward roll record. In one hour they rolled 10,183.9 metres over the previous 9,092.4 metre record, and attracted national radio coverage.
- 1,800 school children were bussed in over three days from 16 schools to participate in GSNZ New Foundation Skills programme. They were set up in the city's old sportsdrome attached to the new event centre. GSNZ and Sport Bay of Plenty organised their activities, the Bay Trust funded marketing support and bus transport, and the Rotorua Energy Trust provided tickets for the school groups to attend the Indo Pacific championships.
- free sessions for under five year olds, offered to early childhood organisations as well as families, were held twice weekly in September at Mid Island GymSports Club.
- free sessions were also provided for over five year olds at Mid Island GymSports Club.
- two 'give-it-a-go' days were offered for the public to trial trampolining in the Rotorua city centre and at Rotorua's 'Ekiden' relay marathon event.

### Benefits

The combined efforts of GSNZ, RDC, and all the organisations they brought on board, along with the national media coverage the event enjoyed, exceeded expected outcomes.

The exercise has resulted in a marked increase in interest in the sport both nationally and regionally, has driven development at Mid Island GymSports Club, and led to an increase in numbers participating in trampolining classes locally and nationally.

For GSNZ the legacy programme resulted in nearly 46,000 hits on their website in October 2008 - doubling previous records.

Positive statistics from Mid Island GymSports since the Indo Pacific event include:

- 35% increase in enquiries for trampoline classes
- membership expected to show increase to 480 in 2009 from previously static 415
- · competitive trampoline classes doubling in size
- adult class numbers increasing by 5%
- a 15% increase in number of boys participating
- four new enquiries from schools and preschools

As a result of this growth the club is now seeking a further full time coach and the trampoline community is looking to run a regional competition in 2009 to support the development and growth of the sport.

The Rotorua economy benefited from the event by an estimated \$785,000. However it is the legacy of increased participation in sport in the city that will provide more enduring benefits to its community and economy.

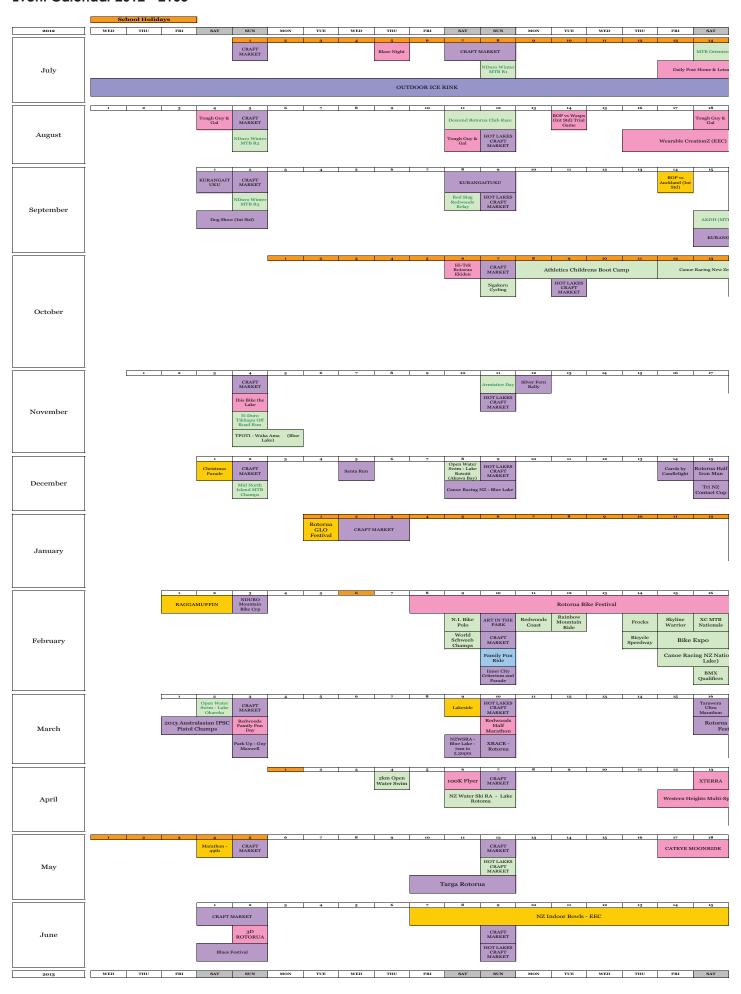
### Lessons

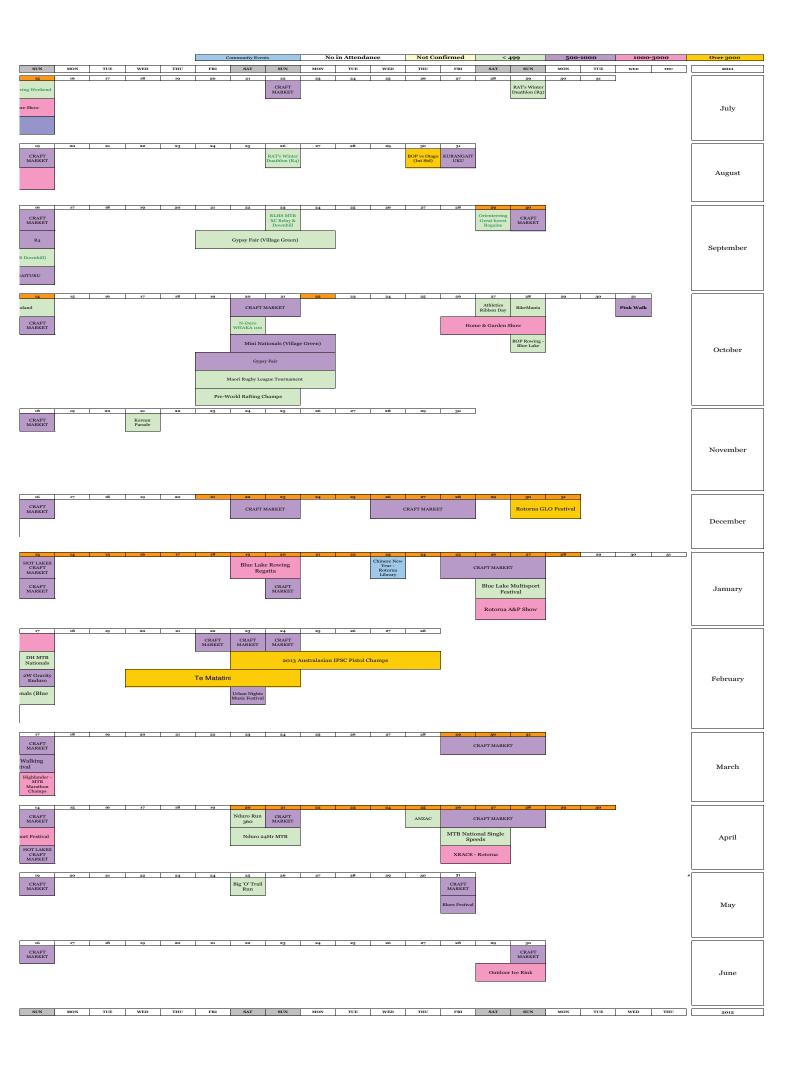
"GSNZ now realise we have the capacity to run big events and can step up a level from this exercise to a world championship. By tapping in to others' resources, creating partnerships, and finding support in ways we hadn't previously done, we've also learned there is huge opportunity for GymSports in New Zealand to grow our sport" says Sarah Ashmole.

"The event has also highlighted how GymSports can benefit many areas of the community including other sports. By providing classes specific to the needs of those sports, GymSports numbers can grow in the region. Mountain biking, which is very popular in Rotorua, is one which could be targeted, for example."

"This event demonstrated how important it is to engage the community and to work in partnerships," says RDC Events and Venues Manager, Martin Croft." "We got national television coverage, but children who had taken part in the lead-up activities summed up the legacy on local radio. They said it was the coolest things they had ever done."

### Event Calendar 2012 - 2103





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