

20 July 2022

IMA grouping	Canterbury & West Coast
RTOs covered	ChristchurchNZ, Venture Timaru, Hurunui Tourism, Development West Coast, Destination Kaikōura, Mackenzie Tourism, Selwyn, Ashburton, Waimakariri
Reporting period	1 January – 30 June 2022

Summary report of five key achievements from the IMA grouping during the reporting period

1. Across this reporting period (01 January 2022 – 30 June 2022), 14 events proceeded, 12 events are currently delayed/postponed and 5 events were cancelled in the Canterbury & West Coast region.

Of the events that went ahead, final figures are still coming in from event organisers but to date approximately 33,500 attended the 13 events, attracting approximately 8,800 visitors to the region.

Unfortunately, 17 events were cancelled or postponed due to Covid-19 restrictions or uncertainty of how to implement Government guidelines to provide safe events.

Those that were postponed created an ongoing issue with many events across the regions having to be moved to the same date.

Some of those that were able to go ahead did so with smaller numbers. Autumn with Art in Gardens, Hurunui went ahead in April attracting 250 people over 3 gardens, during a 3-day period, which was less than anticipated. Selwyn Half Marathon was also postponed, seeing good numbers registered to attend, however on the day had a lot of no shows due to Covid-19.

Business Events Tradeshow MEETINGS was held for the first time in Christchurch for 14 years. The Tradeshow attracted 900 attendees with approximate 650 people attending from out of region.

ChristchurchNZ have funded \$50k towards their Major Events Strategy through an external, expert review. This is critical to the success of event planning and will provide an important foundation for major events in the region – particularly with the confirmation of Te Kaha multi use arena being built.

2. Some actions that took place:

- Business Events & Incentive Video Creation of the Kaikōura business events & incentive video. This tool is to complement the work Kaikoura are doing in the Business events space which was utilised at MEETINGS 2022. The incentive video is a tool to help promote Kaikoura's unique offering as a business events destination.
- Event Evaluation West Coast have contracted a professional event evaluation for the West Coast's largest adventure race, True West Adventure Race (1-4 December 2022, Franz Josef Glacier) to support with future development of the 4 – 6 year event commitment.
- Venue Audit Waimakariri identified the need to do a venue audit to develop a business case around business events and the willingness of operators to collaborate with each other to develop and entice business events in the District. With the new Main Power Stadium a large gala dinner could be held for up to 1000 people.
- The Mackenzie REF Contestable fund plan that was developed has been continually implemented over the course of this six-month reporting period. A strong communications plan has continued to

be implemented to attempt to best advise as many potential applicants as possible about the Mackenzie REF programme, including the Contestable fund (round two) dates. Mackenzie also delivered an inaugural Matariki event with additional MBIE incubator support.

- Further investment into an event management specialist in Mid Canterbury who will work to attract a range of events to Mid Canterbury that drive visitation and vibrancy.

3. Despite Covid restrictions, 14 events were still able to go ahead, as noted in the attached Event Register. Some events highlighted included:

- The Mt Hutt Open Day was held on 19 February 2022. Approximately 5,000 people attended this event with around 2,500 of those attending coming from out of the region.
- The Selwyn Marathon attracted approximately 3,000 attendees with 2,000 of those from out of the region. This was a new event for the district and was successfully held in June 2022.
- The Aviation & Militaira Extravaganza attracted approximately 4,500 attendees with 2,625 of those from out of the region.
- MEETINGS was held over 3 days in June (The first time in Christchurch for 14 years) The Business Events Tradeshow attracted 900 attendees with approximate 650 people attending from out of region. 211 exhibitor stands, over 90% occupancy experienced by central city hotels, a Welcome Ceremony with 650 guests and attracted international buyers.
- FLARE Street Art Festival – approximately 16,000 total number of attendees. The city now has vibrant graffiti pieces by 35 talented local graffiti artists and a range of additional St art murals leaving a legacy and storytelling piece for the city. The event was reduced in length and with no festival component as hoped due to Covid traffic light settings, but Christchurch is now fortunate to have legacy pieces throughout the central city.
- Business of the Year Awards – Originally scheduled for February 2022, the event had to be rescheduled due to Covid-19 – The event took place in May 2022 with over 250 people attended the event.

4. West Coast, Mackenzie, Waimakariri, Destination Kaikoura & Ashburton ran funding rounds during this period. With Destination Kaikoura receiving five applications. Four being existing events and one new event. West Coast has a total of two events funded, a further five being evaluated, for an attendee audience of 7,000+. Strong communications plans were developed and implemented to attempt to advise as many potential applicants as possible to ensure that a good quantity and quality of funding applications were received for REF funding.

5. ChristchurchNZ (lead entity) continued to host monthly meetings for the IMA to come together and discuss each region's progress & any event applications.

Many of the RTO's work closely with their local Councils e.g. Kaikoura, Waimakariri and Timaru, to ensure any relevant and appropriate event information is communicated between parties. Kaikoura and Waimakariri have both developed and manage websites that includes an event hub with a calendar for external users and event resources for event organisers. E.g. SCOFF (2021 event) is a

good example of collaboration, where Timaru work with the neighbouring Mackenzie and Waimate districts. Working together allows a true regional event. The REF funding has enabled Venture Timaru to lead the project and build these existing relationships. Additionally, for MEETINGS ChristchurchNZ put together a regional stand and coordinated training and materials to ensure a consistent, collaborative story and experience for visitors