

Date: Wednesday 17 September 2014
Time: 6.30pm
Meeting Room: Whau Local Board Office
Venue: 31 Totara Avenue
New Lynn

Whau Local Board

OPEN MINUTE ITEM ATTACHMENTS

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2015 Whau Chinese New Year Celebration & Street Market Festival.

Key words:
Multi-cultural gala performance, street food, culture & festival elements experiencing.
Vibrant, sophisticated and eventful image of Whau Area.

Event Organisers

The 2015 Whau Chinese New Year Celebration and Street Market Festival will be organised and held by the following associations:

- Chinese Association of West Auckland
- Blockhouse Bay Chinese Association.
- Chinese Environmental protection Association.
- Colorful Arts society.
- Hannah Sport and Culture Association Incorporated
- Synergy Community Trust
- Happy House Society.

ENGAGE WITH THEIR DIVERSE COMMUNITIES AND PROVIDE FOR THEIR SOCIAL AND CULTURE NEEDS

Background of the Chinese New Year in NZ

Chinese New Year is known as Spring Festival or Lunar New Year. The Chinese New Year falls on Thursday 19th February 2015.

It is the most important holiday of the Chinese calendar and one of the most ancient events celebrated around the world.

The Spring festival is not only celebrated in China, but also celebrated in countries and territories with significant Chinese populations, including Hong Kong, Macau, Taiwan, Singapore, Thailand, Indonesia, Malaysia, Philippines. Korean and Japanese also celebrated new year at the same day of Chinese New Year.

Chinese are the largest non-European, non-Polynesian minority group in New Zealand. Three-quarters of the ethnic Chinese population living here are immigrants, so Chinese New Year is becoming an increasingly significant event in the New Zealand calendar.

Background of Chinese New Year in Auckland

2014 Auckland Major Spring festival events highlights:

Chinese New Year Festival & Market Day 2014

- January 18, 9.30am to 4pm, ASB Showgrounds, Greenlane.
- Market and food stalls, dragon and lion dances.

Firecrackers

- January 30 and January 31, SkyCity.

God of Fortune

- January 31, Sky City. Meet Cai Shen, the Chinese God of Fortune.

Auckland Lantern Festival

- February 13 to 16, Albert Park, Auckland City.

Chinese & Korean New Year Festival in Northcote

- January 31, Friday 5:30pm – 9:00pm; February 1, Saturday 10:00 am-3:00pm,
- Northcote town centre

Chinese New Year Celebration in Howick

Culture Diversity in Whau

Table 2: Ethnicity, 2013

	Whau		Auckland	
	Count	%	Count	%
European	30,603	45.0	789,306	59.3
Māori	6,387	9.4	142,767	10.7
Pacific Peoples	12,522	18.4	194,958	14.6
Asian	24,078	35.4	307,233	23.1
MELAA	1,683	2.5	24,945	1.9
Other	630	0.9	15,639	1.2
Total people specifying ethnicity	68,022	111.6	1,331,427	110.8
Not elsewhere included	4,575		84,123	
Total people	72,594		1,415,550	

Whau is ethnically diverse, that 35.4 of the population are Asian, nearly one in five (18.4%) of the population identified as Pacific ethnic group.

2015 Whau Chinese New Year Celebration & Market Day

Date: Saturday 24 January 2015.

Time: 10:00am- 5:00pm

Place: The main hall of New Lynn Community Centre, Street of Totara Ave and the backyard car park behind the New Lynn Community Centre.

Contain: cultural performance, outdoor food stalls, Chinese New Year cultural elements experiencing, dragon dancing, lion dancing, outdoor children's amusement games & rides, etc.

Purpose of Holding This Event.

- The 2015 New Lynn Spring Festival celebration & Market Day will be held to celebrate the Chinese New Year with local communities through street food, music, hands-on culture experiencing activities and cultural performance.
- Creating a great day for families to have fun and happiness, and an opportunity for them to experience the cultural differences and similarities.
- Encouraging all the communities in Whau to enjoy this summer festival together with the local businesses and arts communities.
- Encouraging Local Chinese communities to engage and work together with other organisations and communities.
- We aim to build a new image of New Lynn and Whau as a developing, diverse cultures, vibrant and eventful region.

Event Briefing

Chinese Films week lasting for 1 week prior to our 2015 Chinese New Year Celebration

Main stage for cultural performance and entertainment and outdoor children's amusement games & rides(backyard carpark)

- Variety of Chinese cultural performances including Chinese folk music, martial arts, Taiji, etc.
- Guest ethnical performance such as Pacific Island drumming, Korean Fan Dance, Japanese Taiko Drumming, etc.
- Free children's entertainment including bouncing castle, face painting, story telling etc.

Cultural experiencing site (Main hall of New Lynn community centre)

- Chinese paper cutting, Taiji, dumpling making, calligraphy.
- Lion and Dragon dancing,
- mehndi-(henna tattoo), etc

Food stalls (along the Totara Ave)

- variety of food stalls
- Business promotion desks
- Crafts

Major Anticipated Cost

- Equipment and facilities hiring fee
 - Stage
 - Audio system
 - Outdoor power supply unit, etc.
- Promotion
 - Signage, flyers, posters, etc.
 - Advertising through radio, TV, newspaper.
- Community centre hiring fee
- Traffic management

Fundraising Plan

We will raise funds in the following sources:

- Funding organisations, gaming and licensing trust, and local board.
- Event sponsorship opportunities.
- Food stalls hiring fees.
- Donations towards the event.

Sponsorship Opportunities

We will accept the sponsorship for this event, and acknowledge their sponsorship and logo in the following ways:

- **Event signage**- sponsor logo signage including event posters, flyers or other handouts
- **Banner** – placement at event
- **Announcements**- the sponsor will be announced at stage or acknowledged during event promotion at radio, TV, newspaper and other media such as website.

Promotion of This Event

We are going to promote this event by:

Radio- local and ethnical radio channels

Television- TV33, WTV and etc.

Newspaper-local times such as westernleader, central leader, council's newsletters.

Social media-website, e.g. www.skykiwi.com, facebook, Auckland council website.

Signage- posters, flyers, sign board and etc.

Questions:

Draft Community Grants Policy (Attachment C)
Verbatim public feedback received from the Whau Local Board area

FEEDBACK RECEIVED THROUGH ONLINE FEEDBACK FORM		
Online feedback form sections	Feedback provided (verbatim)	Responses
Proposed guiding principles for the policy (para 33-55)		Number of responses: 1 In agreement – 1 Not in agreement – 0
Proposed local grant schemes (para 96-118)	<ul style="list-style-type: none"> I am very supportive of the idea that the application process will be made simpler and will also be quicker for grants under \$1000 	Number of responses: 1 In agreement – 1 Not in agreement – 0
Proposed multi-board grants programme (para 119-128)	<ul style="list-style-type: none"> I think this is an excellent idea, very supportive 	Number of responses: 1 In agreement – 1 Not in agreement – 0
Proposed regional grants programmes (para 129-148)	<ul style="list-style-type: none"> Some group's projects may cross over into more than one of these areas (e.g. an arts and culture event) it would be good to make sure that groups aren't disadvantaged if they choose to apply under one as opposed to the other - e.g. can they apply to both or how will this be managed? 	Number of responses: 1 In agreement – 1 Not in agreement – 0
Regional Arts and Culture Grants Programme (para 149-159)	<ul style="list-style-type: none"> Some groups/organisations may benefit from non-monetary support but other in-kind support (e.g. provision of office or rehearsal space within a council community building) which would alleviate a significant financial burden on them, can the programmes accommodate this? 	Number of responses: 1 In agreement – 1 Not in agreement – 0
Regional Community Development Grants Programme		Number of responses: 1

(para 160-167)		In agreement – 0 Not in agreement – 1
Regional Environmental and Natural Heritage Grants Programme (para 168-185)		Number of responses: 1 In agreement – 0 Not in agreement – 1
Regional Events Grants Programme (para 186-200)		Number of responses: 1 In agreement – 0 Not in agreement – 1
Regional Historic Heritage Grants Programme (para 201-214)		Number of responses: 1 In agreement – 0 Not in agreement – 1
Regional Sports and Recreation Grants Programme (para 215-226)		Number of responses: 1 In agreement – 0 Not in agreement – 1
Things for council to consider when assessing and prioritising funding applications (para 82-88)	<ul style="list-style-type: none"> Inclusiveness, diversity, and reach - I also think it's important that the individuals/groups involved are able to apply even if they aren't a recognised charitable trust - e.g. there should be provision for them to apply under an umbrella organisation if need be 	Number of responses: 1
Any Further Comments		Number of responses: 0

FEEDBACK RECEIVED THROUGH WRITTEN SUBMISSIONS

None received

FEEDBACK RECEIVED THROUGH WORKSHOPS	
Policy area	Feedback provided (verbatim)
Local Grants	<ul style="list-style-type: none"> • Please make proportionality genuine. Eliminate onerous processes for tiny grants • \$20,000 minimum is far too low (x2) • Generally agree, but if local boards don't need to follow recommendations then this could be challenging for community. Potential for huge inconsistency between local boards • Resources and expertise of local boards vary, i.e. How many times they meet for decisions to be made. More clear guidelines around time frames for grants. (x2) • Transparency around what has been funded by local boards needed for the future. Community needs to see what has been funded. • Local Board's capacity is already stretched. Are they too time-poor to absorb all this extra work? • Would want a recommended MAXIMUM that can be ring-fenced
Multi-board	<ul style="list-style-type: none"> • Would it be better for (one?) stop shops as far as decision-making? • Support in principle however concerned about ability of individual Local Boards to agree on priorities (x4)
Regional	<ul style="list-style-type: none"> • Would like to see a children, young person and family programme • Social outcomes focus missing • Must ensure there's not a duplication of other schemes e.g. Arts > CNZ or CCS • Community Wellbeing instead of Dev. Outcome focused. Where is "Health and Wellbeing"? (x3) • I think some groups would be challenged with seeing how they fit which could present operational challenges • Not sure how wellbeing, health, safety e.g. Violence, prevention are included - don't

Attachment A **Item 20**

	<p>seem to quite fit into 'community development' as described in draft policy?</p> <ul style="list-style-type: none"> • What if group not successful with strategic funding. How would they fit across multiple regional programmes
<p>Other comments</p>	<ul style="list-style-type: none"> • Bring back funding hub - across Auckland not just West! • Probably not as prescriptive as we would have liked but do understand why it has been deferred to local board in order to have regional consistency of funding