

# Off the Grid Event 2017

Proposal to Great Barrier Local Board



The Great Barrier Local Board Off the Grid event has now been successfully established as one of the islands signature events.

AoteaOra Community Trust was contracted by the Local Board in 2015 to develop and launch an inaugural event and additionally funded to create a second event in 2016 with the goal to further increase participants and profile, and to expand and refine the programme in conjunction with an Off the Grid website, and to formally gather feedback data. The outcome of both events and the website have been fully reported to the Board.

Key impacts of the 2016 event were

- increase in community participation and engagement (240+)
- utilisation of the Off the Grid website for the event (3054 views Mar-May)
- injection of \$16,000 into the local economy plus what guests spent
- growing community knowledge of current and future alternative systems
- clear commitment to support sustainability on Aotea through this Local Board owned event

The AoteaOra Community Trust proposes that a third event be funded for 2017 to

- expand the potential and profile of the event
- develop a 'theme' based programme to bring cohesiveness
- refine, vary, and expand the programme utilising feedback received post the 2016 event
- meet expectations that such an event is part of the Islands event calendar
- build on lessons learnt from the previous two events
- support the local economy
- support the Local Board Plan aspirations to showcase our off the grid lifestyles

Following the third event it is envisaged that OTG will become bi-annual allowing for sufficient new technology to emerge for the programme to remain exciting and to fairly share the limited event funding between other community events.

The following is a draft programme for 2017, additional event details, and an expected budget for your consideration and potential approval.

<b>Timeframe</b>	21 April to 6 May 2017
<b>Draft Programme</b>	A city event with speakers A social gathering on island to open the event with a key speaker and a panel of selected theme based experts A Property Tour with a domestic home and theme focus for up to 60 participants followed by dinners in private homes – experts participating A minimum of three x 1.5 hour community workshops based on the selected theme A field day for the community to interact with suppliers and designers
<b>Potential theme</b>	'Spark and Dark' – batteries and septic waste
<b>Additions to previous programme</b>	Panel format and a series of specific workshops Experts on property tour Appointment of an administrator to support the event coordinator so that logistics improve Programme of events on the website and sent to all booked participants
<b>Marketing</b>	To build on the multimedia exposure of the event – TV, radio, Facebook, website, magazine advertising
<b>OSH</b>	Develop a full plan for the event including insurance

<b>KPIs</b>	40-60 Tour participants 50-70 attendees at the City based event 80-100 participants at the opening event 10-20 attendees at workshops 50-100 attendees at the field days Equal or improved media coverage
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### **Expected budget**

<b>Item</b>	<b>Detail</b>	<b>Budgeted</b>	<b>Economic benefit</b>
Event coordinator	Contracted to coordinate and manage <i>Off the Grid</i> 2017	\$9,000	Local economy
Event Administrator	Coordinator back up & admin	\$2,000	Local economy
Transport – flights and boat	Speakers/panellists transport to the island	\$2,700	
Accommodation	Accommodation for speakers/panellists	\$600	Local economy
Magnetic signs and banners	Part of promotion and marketing campaign	\$250	
Website	Managing the Off the Grid website to promote the event and take bookings.	\$300	Local economy
Marketing/ promotion	Paid advertising in newspapers/ radio and in event guides.	\$1,000	Local economy
Printing and laminating	Event posters and fliers	\$250	Local economy
Van hire	The Aotea Family Support van	\$200	Local economy
Venue /Hall hire	Hire of City Venue, Tryphena Club/ Claris Conference Centre	\$800	Partly Local economy
Petrol/ mileage expenses	Distributing and putting up posters, meeting guests, etc.	\$250	Local economy
Miscellaneous	eg, raffle costs, cartage, Projector hire	\$300	Partly local economy
Event contract costs	AoteaOra Trust Management fee	\$500	Local economy
<b>Funds requested</b>		<b>\$18, 150</b>	
<b>Event funded income</b>			
Property Tour	45 x \$90	\$4,050	Local Economy
<b>Projected Expenses</b>	Property Tour Catering	\$1,550	
	Property Tour transport	\$2,500	