

# ATTACHMENT C: REGIONAL EVENT FUND APPLICATION SUMMARIES 2017/2018 ROUND 1

Detail from funding applications in this schedule has been presented as received.  
No editing of content has been carried out

APPLICATION	ORGANISER	EVENT NAME
REF1800001	Auckland Highland Games Association Inc	The Auckland Highland Games & Gathering
REF1800003	Baseball New Zealand	Baseball Confederation of Oceania U15 Championship
REF1800005	Condor Rugby Football Club	Condor Rugby Football Club
REF1800008	The Korean Society of Auckland	2018 Korean Day
REF1800009	Crackerjack Promotions Limited	Auckland International Buskers Festival
REF1800010	Almanar trust	Auckland Eid day
REF1800013	Show jumping Waitemata	Show Jumping Waitemata World Cup Final
REF1800014	NZ Sculpture OnShore Ltd	NZ Sculpture OnShore
REF1800016	Japanese Society of Auckland Inc.	The 17th Japan Day 2018
REF1800018	New Zealand Sikh Womens Association (Inc.)	Celebrating Diversity in Multi Ethnic Way
REF1800023	Polo Events Ltd	Heineken Urban Polo
REF1800024	New Zealand Ukulele Trust	The New Zealand Ukulele Festival
REF1800025	The Parenting Place	National Young Leaders Day (NYLD)
REF1800026	Quantum Events Ltd	Harbour Crossing 2017
REF1800027	Quantum Events Ltd	King of the Bays 2018
REF1800030	Friends of the Auckland Botanic Gardens (The Friends)	Sculpture in the Gardens 2017-2018 (SitG)
REF1800031	Triathlon New Zealand Supporting First Tier Sports Productions	Panasonic People's Triathlon Series
REF1800032	Auckland Anniversary Regatta Inc	Auckland Anniversary Day Regatta
REF1800034	Athletics New Zealand Inc.	2018 Auckland International Track Challenge
REF1800035	New Zealand AIDS Foundation (NZAF)	Ending HIV Big Gay Out (BGO)
REF1800037	Eventing Auckland Inc.	Puhinui International Horse Trials
REF1800040	Netball Northern Zone – Skycity Mystics	Skycity Mystics
REF1800043	Te Kura Kaupapa Maori o Te Raki Paewhenua	Te Wiki Hakinakina o Nga Kura Kaupapa Maori Te Aho Matua
REF1800044	Mahurangi Action Incorporated	Mahurangi Regatta
REF1800045	Auckland Bowls Inc	The Trusts New Zealand Open
REF1800048	Auckland Resettled Community Coalition (ARCC)	Auckland Resettlement Sector Annual Summit
REF1800049	Auckland Regional Migrant Services Charitable Trust	ARMS Diversity Events
REF1800050	Auckland Choral Society Incorporated	Messiah - 100 Hallelujahs
REF1800051	Hockey New Zealand Incorporated	Women's World League Final
REF1800053	Elvis in the Gardens	Elvis in the Gardens
REF1800055	Violence Free Communities	Toddler Day Out & Great Parenting Fair 2018
REF1800056	The Preparatory Committee of New Zealand Taiwan Day Trust	New Zealand Taiwan Day 2017
REF1800057	James Cook High School	Te Ahurea tino Rangatiratanga kapahaka competition
REF1800058	Auckland Pride Festival Incorporated	Auckland Pride Festival and Parade 2018
REF1800059	New Zealand Federation of Multicultural Councils Inc	New Zealand Communities Football Cup (NZCFC)
REF1800061	ClipOn NZ Limited	Bike The Bridge

<b>Project Title</b>	<b>The Auckland Highland Games &amp; Gathering</b>
Applicant	Auckland Highland Games Association Inc
Website	<a href="https://aucklandhighlandgames.wordpress.com">https://aucklandhighlandgames.wordpress.com</a>
Proposed venue/location	Ellerslie Event Centre at the Ellerslie Racecourse
Proposed event dates	Saturday 18th November 2017
Proposed event times	8.30 am to 5.00 pm
Estimated total audience	10000
Target audience	Everyone
Total estimated running costs	\$64,000.00
Project cost GST inclusive?	Yes
Has event been held before?	Yes
<b>Brief project description</b>	
<p>A kaleidoscope of activities are on display - Highland and Country dancing, singing and music, the skirl of the pipes in the Pipe Band and Solo Piping competitions. The field events, including caber tossing, sheaf and haggis tossing, tug of war, a Strong Man section, a Junior Highland Games concept, historical fighting, as well as games for the children to take part in. The Clan Avenue is full of keen historians and cultural specialists sharing their knowledge with their tents full of colourful displays and information. The day is operated as a community family event, as requested by Auckland Council, where the activities are structured so you can either relax, take in the sights or, if you feel like getting involved, there is plenty of opportunity to participate in the games around the field.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>Over the previous 17 years the Games have been held at the Three Kings Reserve assisted by Local Government to be a free community event which has grown to now outstripping the facilities the Reserve offered, therefore the move to the Ellerslie Event Centre. Past executive members of the committee recall years when the Reserve was so crowded it was difficult to allow the Pipe Bands to perform their March Past Display.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<p>Dates and description of any Auckland Council or Council Controlled Organisation funding or in-kind support provided on occasions event held previously.</p>	
2016 Regional Events	12500
2016 Albert-Eden LB Events	1000
2015 Regional Events	15000
2015 Local Board Mangere-Otahuhu	1500
2015 Local Board Howick	2000
2014 Regional Events	12500
2014 Puketapapa LB	1772
2013 CGAF	7291

2013 COGS	2742
2013 Creative NZ	8000
2012 Council	8000
2011 Council	7000
2010 Council	6000
2009 Council	8000
2008 Council	8000
2007 Council	4500
2006 Council	5500
2005 Council	5625
2002 Council	2000
<b>Amount of Grant Requested</b>	<b>\$27,000.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
<p>The Auckland Highland Games have been held at the Three Kings Reserve for the last 18 years however have been held for over 147 years in Auckland. Contestants and their supporters come from all over Auckland and further - to the south from Wellington and to the north from Kaitaia with exhibitors and spectators from in between. The Piping &amp; Dancing Assn of NZ, Auckland Pipe Bands Assn, Scottish Heavyweights and Celtic Music Groups stage their regional contests which form an integral part of their lead up to New Zealands' national contests.</p>	

**REF1800003**

<b>Project Title</b>	<b>Baseball Confederation of Oceania U15 Championship</b>
Applicant	Baseball New Zealand
Website	<a href="http://www.baseballnewzealand.com">http://www.baseballnewzealand.com</a>
Proposed venue/location	Lloyd Elsmore Park, Pakuranga
Proposed event dates	18 to 21 January 2018
Proposed event times	9 am to 6 pm
Estimated total audience	1200
Target audience	Baseball players under the age of 15 and parents/supporters here and overseas
Total estimated running costs	\$39,610.00
Project cost GST inclusive?	Yes
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The 2018 BCO (Baseball Confederation of Oceania) is a qualifying event for the 2018 U15 Baseball World Championship to be held in August of 2018 in Asia or Latin America. To be decided soon.</p> <p>Please note as this tournament has been confirmed by Baseball Confederation of Oceania a Business plan is not required so have attached a Draft Operational Plan for the competition</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>January 2012 - Lloyd Elsmore Park in Pakuranga played host to the U15 BCO Championship, which was the qualifying tournament for the 2012 IBAF U15 Baseball World Cup. The tournament's final day was televised live on SKY Sport and was a hugely successful tournament, which resulted in an immediate growth spurt of the sport following this competition. It was also attended by then-New York Yankees outfielder Curtis Granderson who was a special guest and threw out the first pitch of the championship game.</p> <p>January 2015 - McLeod Park in Te Atatu South played host to the U18 BCO Championship, which was the qualifying tournament for the 2015 WBSC U18 Baseball World Cup. The tournament's second day was televised live on SKY Sport and was a hugely successful tournament, which featured crowds of over 300 on some days and also resulted in an immediate growth spurt of the sport following this competition. It was also attended by former New York Mets pitcher D J Carrasco, who was a special guest and scouts from the Pittsburgh Pirates and Baltimore Orioles. A handful of these Kiwi ballplayers have been signed to scholarships in the US because of their performance at this prestigious tournament. Media coverage was significant and ATEED assisted with some of the hosting responsibilities.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<p>January 2015 - Auckland Council (Henderson Local Board) provided much needed support for the 2015 BCO U18 tournament in the form of a \$5,000 grant to assist with running costs. ATEED supported with signage and in-kind support as well.</p>	
<b>Amount of Grant Requested</b>	<b>\$20,000.00</b>

Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

As an international sporting contest, the tournament showcases the best age grade baseball players from all over the Oceania region at the U15 level and delivers on Auckland Councils strategy for the promotion of sport and recreation. Bringing athletes to Auckland from all over the Oceania region will also showcase the city of Auckland to many who are visiting the city and region for the first time. With the New Zealand team being made up of players from all over the country, many are from the Auckland region, including players from clubs such as Orewa, North Shore, West City, Central City, Bayside-Westhaven, Howick-Pakuranga and Counties, which means family and friends of players from all over Auckland and the nation will be converging on Pakuranga for this important tournament.

<b>Project Title</b>	<b>Condor Rugby Football Club</b>
Applicant	Condor Rugby Football Club
Website	<a href="http://www.condorsevens.co.nz">http://www.condorsevens.co.nz</a>
Proposed venue/location	Sacred Heart College, West Tamaki Rd, Glendowie
Proposed event dates	Thursday November 30th - Sunday December 3rd 2017
Proposed event times	8:30-5pm
Estimated total audience	15000
Target audience	18+
Total estimated running costs	\$320,000.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The event is the National Secondary School Sevens Finals. It involves over four different grades including Open and U15's divisions and girls and boys divisions.</p> <p>The event is the culmination of over fourteen Regional tournaments throughout the year that act as qualifiers for the National Finals. This involves over 200 teams and 3000 competitors.</p> <p>It's purpose is to provide a true National Sevens Rugby finals that develops grassroots rugby regionally and Nationally and also develops the next layer of talent by proving a pathway for the NZ Sevens team in both the mens and womens division.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>Dec 4-6th 2015 3000 spectators, unknown TV audience, 800 Competitors</p> <p>Successfully run event with 70+ teams competing</p> <p>December 2-4th 2016 3-5000 Spectators,10,000 Tv Audience at Peak times,1000 participants</p> <p>Successfully run event with 96 teams competing 20% up on previous year</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<p>2017 \$5000 Local board funding</p> <p>2016 \$9000 Local board funding</p>	
<b>Amount of Grant Requested</b>	<b>\$20,000.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
<p>The Condor Sevens- the National Secondary School Sevens event is becoming one of the most talked about National School Tournaments it has seen exponential growth from sixteen teams to over one hundred teams in the last six years.</p> <p>We draw teams from throughout the country. Our hope is to keep the event in Auckland and to</p>	

showcase Auckland as the event capital of New Zealand. The Condor Sevens is the National Finals and is a significant date in the Secondary School sporting calendar.

Due to the event being screened on Sky TV it showcases to the nation a high profile event in Auckland. It has been hosted in Auckland centrally, in the West and now in East Auckland.

We have intentionally hosted the event at Sacred Heart College to showcase the historical and cultural elements of this historic Auckland school.

Our event supports the regional event key priorities as listed below:

<b>Project Title</b>	<b>2018 Korean Day</b>
Applicant	The Korean Society of Auckland
Website	
Proposed venue/location	North Shore Event Centre
Proposed event dates	14/04/2018
Proposed event times	10:00 - 17:00
Estimated total audience	10000
Target audience	Anyone who lives (or stays) in Auckland. No limits in disability, age, gender, religion and ethnic.
Total estimated running costs	\$40,000.00
Project cost GST inclusive?	Yes
Has event been held before?	Yes
<b>Brief project description</b>	
<p>Korean Day is the largest Korean cultural event which targets the local community to express Korean culture and art. It is good chance to try Korean culture in Auckland.</p> <p>And it is purposed to reduce the cultural gap in the community in Auckland region by the introducing Korean culture and provide the cultural exchanges between diverse ethnics.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>Most recent event detail:</p> <p>Date: 1st April 2017</p> <p>Attendance: Approximately 8,530</p> <p>Key outcomes: Understanding Korean culture and exchanging cultures between diverse ethnics.</p> <p>Achieved:</p> <ul style="list-style-type: none"> <li>- Traditional activities experience were provided.</li> <li>- Support local businesses and NGOs.</li> <li>- The 2017 event was focused on experience and exhibition.</li> </ul>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<p>24/11/2016 Regional Event fund 2016/2017</p> <p>02/11/2016 Kaipatiki Local board fund (Multi-board)</p> <p>25/10/2016 Creative Communities Scheme</p>	
<b>Amount of Grant Requested</b>	<b>\$20,000.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
<p>2018 Korean Day is purposed to introduce, educate and exchange the Korean culture with a local community and ethnic groups. Each year, the events were developed to deliver the existing tradition of Korean culture and tried engaging with New Zealand and other ethnic cultures in the current of Auckland. It is aligned with one of the Auckland's Vision, ' Culturally rich and creative Auckland'.</p>	





<b>Project Title</b>	<b>Auckland International Buskers Festival</b>
Applicant	Crackerjack Promotions Limited
Website	<a href="http://www.crackerjackpromotions.co.nz">http://www.crackerjackpromotions.co.nz</a>
Proposed venue/location	Auckland CBD
Proposed event dates	26,27,28,29 January 2018
Proposed event times	12pm-10pm
Estimated total audience	60000
Target audience	Everyone
Total estimated running costs	\$87,810.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The Auckland International Buskers Festival is a 4 day festival where dynamic international street performers, armed with suitcases of props, quick wit, and some kooky habits, spill into the surrounding Viaduct and inner city hot spots of Princes Wharf, Queens Wharf, Market Square, Wynyard Quarter, and Viaduct Harbour entertaining and delighting spectators. They perform various circle acts including comedy, mime, magic, contortion, acrobatics and other clowning acts suitable for the roadside.</p> <p>Major international city streets are annually transformed into a playground for some of the world's most talented international street performers. Auckland is no different. The main purpose of this event is to create a real buzz in Auckland over Auckland Anniversary Weekend. Festival goers, brochure in hand stream from site to site, enthralled and delighted by the diverse talent. Our event has been described as the glue that holds together the separate Auckland Anniversary events. The Festival also acts as a training and motivation school for local performers who 'hang out' with the international street performers, gaining skills, confidence, and contacts.</p> <p>The Auckland International Buskers Festival celebrates unique talent, and encourages others to be world class in whatever they choose to do.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>9March-14April 2001  19-24February 2002  4-9February 2003  5-8February 2004  4-6February 2005  1-6February 2006  1-6February 2007  1-6February 2008  4-8February 2009</p>	

29 January-1 February 2010  
 28-31 January 2011  
 27-30 January 2012  
 25-28 January 2013  
 24-27 January 2014  
 23-26 January 2015  
 29 January-1 February 2016  
 27-30 January 2017

In the past 17 years, we've delivered a free, fun, family event which appeals to all and has also promoted excellence in performance and talent development. The festival attracts more than 60,000 people with numbers growing year on year. The festival increases economic impact and has brought over 150 international performers to New Zealand. This festival provides a vital link between the separate Auckland Anniversary events!

**Dates and description of any prior Auckland Council Group Support**

1-6 February, 2006 - Auckland Council - \$10,000  
 1-6 February, 2007 - Auckland Council - \$10,000  
 1-6 February, 2008 - Auckland Council - \$10,000  
 29 January-1 February, 2010, Auckland Council - \$20,000  
 28-31 January, 2011 - Auckland Council, \$20,000  
 27-30 January, 2012 - Ateed, \$20,000  
 25-28 January, 2013 - Auckland Council - \$12,000  
 24-27 January, 2014 - Auckland Council - \$15,000  
 23-26 January 2015 - Auckland Council - \$45,000  
 29 Jan-1 Feb 2016 - Auckland Council - \$45,000  
 27 - 30 Jan 2017 - Auckland Council - \$45,000

<b>Amount of Grant Requested</b>	<b>\$40,000.00</b>
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**Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES**

Supports Council's strategic outcomes such as sport and recreation, arts and culture, community development:

The Buskers Festival is the ultimate creative, artistic and culturally rich recreation, bringing street theatre and performers from all over the world to perform their unique magic/dance/stunts for the people of Auckland. The Festival also helps to develop Auckland's performer community and gives Auckland's street performers/buskers/entertainers a home over the 4 festival days. The Festival acts as a training and motivation school for local performers who 'hang out' with the international street performers, gaining skills, confidence, and contacts. They come to the shows and learn from their performances and expertise. Our performers are culturally diverse, allowing performers to use their shows to promote and educate people about diverse communities in a humorous and creative way.

Building a regional identity:

The Buskers Festival helps build a regional identity as it has been going for 17 years and Aucklanders are proud to call it their own. We like to think that we are an international diverse, urban city as well as a city that is family friendly and fun and this is exactly what the festival provides. The Buskers Festival also occurs over Auckland Anniversary Weekend which invites Aucklanders to celebrate their city –

so it is extremely significant to them. Showcasing Auckland's assets (includes harbours and coastline, stadia, renowned and talented people) and what's special about the region.

The festival gets Aucklanders outside in the sunshine to watch performers in the city and along Auckland's harbour. Many of our busking sites use the harbour as a backdrop to the performances. Our Wynyard Quarter site is bathed in sun and surrounded by the beautiful harbour as are our Princes Wharf and Viaduct Harbour sites. We aim to have the most talented New Zealand performers in our line up every year. In 2012 we had the Blingling Bro's 'New Zealand's all Maori Circus'. They were a real hit and gained a lot of exposure. They also recently won the Golden Carnie Award for Best Circus Act. In 2014 we had two New Zealand acts - Sport Suzie and El Jaquar, in 2016 Basket Ball Jones and Toni Smith, in 2017 Mr Qwirk.

Region-wide impact:

A robust media and publicity campaign gives the festival a truly regional profile and ensures a comprehensive reach to all corners of Auckland. We also promote the event via brochures covering the 4 corners of Auckland.

<b>Project Title</b>	<b>Auckland Eid day</b>
Applicant	Almanar trust
Website	<a href="http://almanar.co.nz/">http://almanar.co.nz/</a>
Proposed venue/location	Eden park
Proposed event dates	September 1st 2017
Proposed event times	9am to 3pm
Estimated total audience	10000
Target audience	Muslim community, including youth, migrants and refugees
Total estimated running costs	\$42,000.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>Auckland Eid Day is a bi-annual (twice a year) project to celebrate the "Eid" events that our Muslim community observes. Our purpose is to bring the community together in a day of fun, diversity and unity under the one banner. Our community is made up of at least 20 different cultures from across the globe. This event which is open to all Aucklanders, is designed to showcase our Muslim community and provide an opportunity for our community to interact with the wider society in an environment of joy and happiness.</p> <p>On this day, we have games for kids (bouncy castles), food stalls, community stalls (we had a stall from the NZ Police and WINZ in the past) and a stage show to showcase the different cultures in our community. There is no entry fees and a lot of games are for free.</p> <p>More information about the project can be found on <a href="http://www.aucklandeidday.co.nz/">http://www.aucklandeidday.co.nz/</a> or our FB page on <a href="https://www.facebook.com/AkIEidDay/">https://www.facebook.com/AkIEidDay/</a></p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>13 September 2016 10,000</p> <p>6 July 2016 10,000 people attended</p> <p>25 September 2015 7,000 people attended</p> <p>Our key outcomes are derived from our vision, which is to provide</p>	

an atmosphere of happiness, fun, diversity and unity for the community. This has been achieved through the constant feedback we have gotten from attendees that describe the joy they had, and the attendance of the different cultures in our community showcasing the diversity and unity.

**Dates and description of any prior Auckland Council Group Support**

Auckland Eid Day on 13 September 2016 and 25 September 2015 was mainly sponsored by Auckland Council through funding we received. In 2016, 10,000 estimated attendees and approximately 7,000 people attended in 2015 event.

**Amount of Grant Requested**     **\$26,000.00**

**Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES**

The event mainly supports the council strategic outcomes through art and culture. This is a place where different cultures come together to represent their own identity. The stage show is a platform for the different cultures in our community to showcase who they are through art, including songs and dances performed by kids and adults.

In our last event, we had organised a soccer game including bumperballs to get the youth out playing sport during the event too. This is an event that is run by the community for the community. It fosters pride in the community as all organisers and volunteers are unpaid and do this to provide a service to the community, to develop the community and show we can be who we are but still assimilate in the wider community. In turn, this event builds regional identity as there is pride in being an Aucklander as we can celebrate who we are in our own slice of heaven.

This event has a region wide impact as we have people in our community come from all over Auckland to attend, the majority being from central Auckland. It has such a wide impact that we have people come from as far as Christchurch solely to attend this event and volunteer in it.

This event showcases Auckland's assets as it is held at some of our biggest stadia, such as Eden Park, Mt Smart Stadium, Trusts Stadium. It has also been held in ASB Showgrounds and Alexandra Park and we were in talks with North Harbour Stadium and Vodafone Events Centre as potential venues. Our event attracts that many people that we need stadiums to be able to cater for all in a largely indoor area.

<b>Project Title</b>	<b>Show Jumping Waitemata World Cup Final</b>
Applicant	Show jumping Waitemata
Website	<a href="http://www.sjwaitemata.co.nz">http://www.sjwaitemata.co.nz</a>
Proposed venue/location	Woodhill Sands, Waimauku
Proposed event dates	11th-14th January 2018
Proposed event times	8:30am-5:30pm
Estimated total audience	10000
Target audience	Families, groups, those who are wanting a day out, Local community
Total estimated running costs	\$140,900.00
Project cost GST inclusive?	Yes
Has event been held before?	Yes
<b>Brief project description</b>	
<p>This event is hosting one of New Zealand's most prestigious premier Equestrian Show Jumping Events which includes the Federation Equestrian International (FEI) World Cup Final. The new year Show Jumping Festival includes the final of the FEI World Cup Jumping New Zealand series. This event is premier ranked and attracts in excess of 650 horse and rider combinations from all around New Zealand (North and South Island) and includes competitors from the Pacific Islands and Australia.</p> <p>The event incorporates national show jumping series that target different age and ability groups within riders, and therefore is accessible at any age or level. Show jumping is a unique sport in that it invites individuals of any age, gender and class to compete against each other on a fair playing field. It is a very family oriented sport and each rider comes with a support team averaging four other individuals.</p> <p>This event offers something for all ages and includes four rings of competition including classes catering to grass roots riders right through to world class professional competitors. The event last year included 3800 public spectators coming to watch the event, and therefore this event includes large amounts of entertainment and thrilling viewing for spectators.</p> <p>Television coverage is a big part of the event, and this was exceptionally well received last year. Two broadcast television shows on SKY channel Country TV will be part of this year's show, as is planned live stream coverage. Country TV has over 45,000 subscribed households with an estimated viewership of over 135,000 people, and their Equestrian Performance Tuesday theme night is the most popular night of the week.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The event runs from the 11th- 14th of January at Woodhill Sands in Waimauku.</p> <p>There are over 650 horse and rider combinations competing at this event and over 5000 members of the public attend.</p>	

This event was held in January last year and was hugely successful. As a result, Show Jumping Waitemata has won Top Show in New Zealand for three years in a row and we believe this is helping to raise to the bar of show jumping competitions in New Zealand.

There were over 650 horse and rider combinations competing right through from grass roots competitors through to professional world class riders. This event was a huge draw card for the public and attracted 3800 spectators during the World Cup and Pony Grand Prix classes alone. We had huge amounts of positive feedback from the public, many of those who had never seen this level of equestrian competition before, and those without an equestrian background.

Dates and description of any prior Auckland Council Group Support

We were very lucky to receive funding from the Regional Event Fund for the 2016 event which was a huge contribution to the success of our event.

**Amount of Grant Requested**     **\$20,000.00**

Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

This event supports regional event key priorities as it is bringing a significant amount of people to the Rodney area who generally wouldn't visit the area and therefore showcases the local area. This event is a chance for riders of all levels to compete in the highest ranked level show in New Zealand along with the chance for our grass roots riders to compete at the same show as the country's leading professional riders.

This event will bring lots of people together as competitors and the general public and profile Auckland to many hundreds of people who are not from the area.

This is free for the public to attend, and the schedule has been created with a large public focus in mind and provides lots of free entertainment and chance for the community to be involved through public course walks and meeting some of our celebrity riders.

This competition will be filmed by Country TV which is seen by hundred of thousands of people with potential for the footage to be shown internationally and therefore encouraging those from other areas to visit Auckland, and attend these events.



<b>Project Title</b>	<b>NZ Sculpture OnShore</b>
Applicant	NZ Sculpture OnShore Ltd
Website	<a href="http://www.nzsculptureonshore.co.nz">http://www.nzsculptureonshore.co.nz</a>
Proposed venue/location	Fort Takapuna Historic Reserve, Vauxhall Road, Narrow Neck, Auckland
Proposed event dates	8th-18th November 2018
Proposed event times	10am -6pm daily
Estimated total audience	21000
Target audience	Individuals/educational institutions who are interested in experiencing NZ art.
Total estimated running costs	\$317,000.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>NZSoS is New Zealand's largest outdoor sculpture exhibition showcasing the works of over 100 established and emerging NZ artists in the outstanding Fort Takapuna location. The event aims to appeal to a wide audience from experienced art collectors to first time art event visitors, families and students. The ten day event attracts over 19,000 visitors from all over the Auckland Region and beyond. All profits raised are donated to NZ Women's Refuge - since its inception this event has donated over \$1.6m to this charity. The Education Programme is a unique aspect of the event which encourages the participation of young people in the creation and enjoyment of contemporary art. The event is strongly supported by 350 local volunteers.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>First event held in a private garden in Takapuna in 1992.</p> <p>The event was relocated to its current venue at Fort Takapuna Historic Reserve in 2006.</p> <p>November 2006 11,146 visitors Children's Sculpture Exhibition held for the first time</p> <p>November 2008 14,085 visitors Friends of Women's Refuges Trust established a limited liability company to deliver the event in order to broaden the level of expertise and skill needed to continuously improve the event quality and outcomes .</p> <p>November 2010 18,087 visitors Education Programme launched to broaden the appeal of the event to more young people Patrons Programme launched.</p>	

## Kidszone weekend programme launched

November 2012

17,482 visitors-poor weather affected visitor numbers on the last weekend of the event.

Harcourts Cooper and Co became a major corporate sponsor

November 2014

19,000 visitors

41% of visitors came from North Shore ,50% from Greater Auckland and 9% from outside Auckland/overseas.

The three major corporate sponsors were Harcourt Coopers, Fisher Funds and Hesketh Henry, Collaboration with Auckland Transport resulted in guided bike tours being introduced, Collaboration with North Harbour Coaches provided a gold coin donation transport loop from the Devonport ferry terminal to the event which encouraged more visitors to spend time in Devonport village and reduced potential traffic and parking issues.

Daily guided tours of the event were introduced for the first time.

The Patrons Programme was expanded to included Silver and Bronze patronage levels.

November 2016

19,000 visitors- the number was affected by very poor weather during the first week of the event however we experienced our best day ever with over 4000 visitors on the last day of the event.

Over 2000 students participated in the Education Programme

18 schools for a wide range of deciles showcased their works in the Children's Sculpture@ The Fort exhibit.

Artworks from over 100 NZ artists were on show.

A new website was launched to promote the event.

A new evening event (A New Light) was launched.

A NZ Refuge Room was built to illustrate the purpose of the event and highlight the work of the charity

Over 350 volunteers as well as Devonport Rotary worked to deliver the event,

In our Visitor Survey over 89% of respondents rated the exhibition as Excellent/Very Good.

## Dates and description of any prior Auckland Council Group Support

2006-

\$5000 cash plus Marketing contra and Parks support from North Shore City Council

2008-

\$15,000 cash and \$20k Marketing contra plus Parks support from North Shore City Council.

\$500 Creative Communities support for the Children's exhibition

2010-

\$10,000 cash and \$20k Marketing contra from North Shore City Council

\$750-NZ Creative Communities for the Children's exhibition

\$51,000-ARST Grant -annual event seeding money

2012-

\$35,000 Devonport/Takapuna Local Authority funding

\$1,650 Creative Communities for the Children's exhibition

2014-

\$20,000 Regional Event Fund (Arts and Culture)

\$15,000 Devonport/Takapuna Local Board Fund

\$1,650 Creative Communities for the Children's exhibition

2016-

\$15,000 Devonport/Takapuna Local Board

\$2,600 Creative Communities for the Children's exhibition

<b>Amount of Grant Requested</b>	<b>\$35,000.00</b>
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Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

NZSoS supports key priorities by creating an outstanding arts event in a prime location which engages with and brings together a wide cross section of the Auckland community including children, schools, families, professional artists, art collectors, senior citizens, local volunteers and Auckland businesses and transport networks. For many of our visitors the exhibition offers a unique and accessible opportunity for them to enjoy a wide range of NZ artworks with their families and friends in an inspiring and welcoming environment.

NZSoS is the largest, most significant and longest standing art event held on the North Shore and has built a strong reputation for delivering a high quality exhibition- this makes it an excellent fit with the strong arts heritage of the local area and reinforces its identity as a vibrant and creative visitor destination.

The exhibition held at Fort Takapuna is the only large public event held at this iconic location attracting over 19,000 visitors over the ten days- for the rest of the year this venue is only frequented by local walkers and visitors to The Officers Mess venue.

This exhibition is also the only time that the historic underground fort is open to the public when it is used to showcase the children's exhibition.

The strong relationship forged between Devonport Rotary and NZSoS resulted in Rotary facilitating the refurbishment of the Officers' Mess building which was in a very poor state of repair, it is very unlikely that this refurbishment would have taken place without the strong relationship between these two organisations. The Officers Mess is used as a gallery to showcase indoor works during the exhibition.

The NZSoS event is also unique in that it showcases not only the work of over 100 NZ artists but also exhibits the collaborative creations from 17 Auckland schools at the Fort. These students have a unique opportunity to work with professional artists and the NZSoS Education Programme team to create their displays- engaging young people in the arts is a key goal of our event.

From our Visitor Survey we estimate that our event attracts visitors from all over the Auckland region and beyond- in 2016 45% of visitors came from the North Shore, 45% from Auckland Central/Greater Auckland and 10% came from outside the Auckland region.

We also continue to attract new visitors to our event whilst retaining our loyal supporters - in 2016 38% of visitors were first time visitors, 16% had attended two exhibitions and 56% had attended 3 or more times.

<b>Project Title</b>	<b>The 17th Japan Day 2018</b>
Applicant	Japanese Society of Auckland Inc.
Website	<a href="http://www.japanday.org.nz">http://www.japanday.org.nz</a>
Proposed venue/location	The Cloud and Shed 10 on Queens Wharf, 89 Quay Street, Auckland Central
Proposed event dates	24-25 February 2018
Proposed event times	4pm -9pm on 24 February 2018, 10am-6pm on 25 February 2018
Estimated total audience	60000
Target audience	People of all ages and different backgrounds from the greater Auckland region
Total estimated running costs	\$138,200.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>Japan Day is the largest Japanese cultural festival held in New Zealand. It has been held in Auckland annually for the last 16 years. Japan Day is to showcase Japanese traditional and modern art and culture. It is designed for visitors to experience a little Japan in interactive ways. Japan Day is a truly fun-filled family event for people of all ages and different backgrounds. It's objectives are to foster mutual understanding between Japan and New Zealand through culture and to provide a platform for people to get connected. Japan Day gives a sense of pride and belonging to the Japanese community and contributes to creating coherent society. Japan Day will continue to serve Japanese cultural ambassador for Auckland and to celebrate the city's diversity.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The 16th Japan Day was held on the evening of Saturday, 25th and Sunday, 26th of February 2017, which attracted 60,000 in total. The operation went smooth with no disruption or safety issues, and the crowd was controlled well. With enhanced health and safety measures and waste control, the venue was used more efficiently compared to the previous years.</p> <p>The new pop up stages on the Japan Day Eve with street food stalls attracted some 6,000 visitors in 4 hours on Saturday night. Overall, the programmes was run successfully, and we could see a good balance between traditional and modern culture offered to the visitors and proved very popular.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<p>Auckland Regional Event Fund 2016/2017  Auckland Council Community Grants for Japan Day 2013 and 2014  Waitemata Local Board Grant for Japan Day 2015. 2016 and 2017  Orakei Local Board Grant for Japan Day, 2015 and 2016  Albert-Eden Local Board for Japan Day , 2014, 2016 and 2017</p>	
<b>Amount of Grant Requested</b>	<b>\$20,000.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
1. Japan Day is the largest annual event to showcase Japanese art and culture and has established	

its status as "The day you can experience Japan in Auckland".

2. It demonstrates a community spirit and represents one of the ethnic communities that form current Auckland with such a diversity.

3. Japan Day supports art and culture both traditional and modern, providing opportunities for Japanese community and those who love Japanese culture to develop their skills and present their achievement.

4. Migrants' communities all contribute to enrichment of region with power of culture, which becomes a great asset to Auckland for prosperity and peace.

5. Japan Day also brings enormous benefit not only in cultural aspect but also economic benefit to the region.

6. There is no doubt that Japan Day hugely contributes to strengthening bi-lateral relationship between New Zealand and Japan

<b>Project Title</b>	<b>Celebrating Diversity in Multi Ethnic Way</b>
Applicant	New Zealand Sikh Womens Association (Inc.)
Website	<a href="http://www.nzswa.com">http://www.nzswa.com</a>
Proposed venue/location	Papatoetoe Town Hall, Papatoetoe
Proposed event dates	04/11/2017
Proposed event times	9.00 am - 2.00 pm
Estimated total audience	300
Target audience	Wider Community members, Local Ministers, Networking Agencies, Disability sector, Speakers, South East Asian families etc.
Total estimated running costs	\$7,810.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The aim of this event is to celebrate the richness and diversity of South East Asian community and to promote participation of all ages within the community regardless of ethnicity, faith and age. This event will also highlight youth and to celebrate their ability to embrace New Zealand culture.</p> <p>The purpose of the event "Celebrating Diversity in Multi Ethnic Way" is to increase inter-cultural awareness by providing an opportunity to people from other ethnicities to view rich Indian culture &amp; to develop strong connections with other cultures in Counties Manukau and South Auckland. The aim of this event is to reach out to other communities to celebrate unity hence creating a network within the community. This event will provide an opportunity to ethnic group to explore their talents, creativity and capabilities and opportunity to meet other people within the community and other communities as well. The event will give a prospect to network and build strong relationship with stakeholders, community members and organisations, it will also give participants an opportunity to express their believes, values &amp; give them a platform to celebrate their cultural diversity. This project will also support the diversity of arts and cultural traditions within the community. Speakers from different agencies eg. Counties Manukau Police, Ministers &amp; Community guest speakers will be invited to spread awareness around various issues related to family violence to work towards a violence free community. The event will start with religious prayer followed by cultural performances from various cultural groups. Kapa Hakka will be performed by disabled sector from Idea Services, Manukau. We are expecting approximately 300+ attendees. The Event would be alcohol and drug free ensuring the safety of the community.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The previous event were held in 2008, 2009 &amp; 2014 at Papatoetoe Town Hall, Papatoetoe from 8.00 am to 4.00 pm. There were approximately 330+ people who attended the event. The initial attendance was only 250-300 people, but the event was a huge success. The outcome included building strong relationship with stakeholders, community members &amp; community organisations. This event attracted people from all age groups of various ethnicities. The event also had an educational purpose of raising awareness about violence free community. It also gave an opportunity for participants to express their concerns, believes and build network at greater level.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	

Auckland Council funded the amount of \$5,000.00 in 2016 for "Mela Trinjana Da held at Vodafone Event Centre on 3rd September 2016 at 6.00 pm. In this event over 2000 women, ladies and children from Indian ascent came to enjoy Mela Trinjana Da, Local Member of Parliament and members from local board attended the event. Food stalls in the entrance area adorned the occasion. Women from different age group had an opportunity to perform in the cultural dances and singing. There were numerous prizes, giveaways and recognition. There was an opportunity for an open dance. At the end of the programme, everybody danced on floor with DJ. The purpose of this event was Promoting cultural diversity and cultural appropriation. Networking with community at a border level. & providing awareness related to legal support and advocacy available to the communities.

<b>Amount of Grant Requested</b>	<b>\$5,210.00</b>
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Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

This regional event supports the vision for Auckland to be the most liveable city of the world by working towards a violence free community. This event will also celebrate the rich culture of Auckland thereby supporting Auckland community and cultural diversity. This event supports the regional event key priorities by supporting Auckland council outcome for recreation, arts , culture and community development by bringing people together to share experiences, perform cultural dances.

<b>Project Title</b>	<b>Heineken Urban Polo</b>
Applicant	Polo Events Ltd
Website	<a href="http://www.urbanpolo.co.nz">http://www.urbanpolo.co.nz</a>
Proposed venue/location	Shore Road Reserve
Proposed event dates	23-24/02/18
Proposed event times	17:00-21:30 and 14:00-21:30
Estimated total audience	4000
Target audience	25-45 young professionals
Total estimated running costs	\$130,000.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The focus at this event is the Urban variant of traditional Polo. Urban Polo is a fast-paced, scaled-down version of the sport of polo, the traditional rules of polo have been simplified so that newcomers will be able to follow the action without any prior knowledge of the game. Urban Polo has been developed with the intention of modernizing the sport of polo and increasing accessibility for a greater range of spectators.</p> <p>The event will have catering and beverages will be served in a relaxed controlled environment. Our event will be an over 18 event and our audience will generally consist of young professionals aged 21-40. We intend for there to be over 3000 patrons, the maximum amount would be 5000.</p> <p>Our event will be a catered event. Spectators will enjoy a meal whilst watching the sporting action from the side of the pitch.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The 2017 event took place on Saturday 25th February 2017. Over 3000 people attended the event - which meant that all areas were sold out before the event day.</p> <p>The event ran smoothly and generally all reviews following the event were hugely positive. People enjoyed the polo aspect of the day, specifically being so close to the action. This was aided by the boards which we had constructed in order for people to stand right up against the field.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
N/A	
<b>Amount of Grant Requested</b>	<b>\$55,000.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
<p>The Heineken Urban Polo is both a sporting and music event exhibiting the best polo players and horses from across New Zealand and abroad, we will also exhibit some of the best local DJs as they will perform at the end of the polo segment of the day.</p> <p>The Heineken Urban Polo builds regional identity by following the sporting legacy of New Zealand whilst also creating a social occasion for all ages to enjoy.</p> <p>The location ensures that the the beautiful landscape of Auckland is on show - the backdrop being Hobson Bay and the recognised Rangitoto as well as the Sky Tower in the other direction. This is</p>	



instantly recognisable and cements the location of the event as being in the centre of Auckland which in turn emphasises the diverse landscape of Auckland from busy city central hub to the sweeping vistas of the harbour. The photographs and videos from the previous event depict a fun and unique event in the heart of New Zealand's major city ensuring the culture and profile of Auckland is exhibited beautifully.

As this event is the only one of its kind in the Auckland region it will have a region and event nationwide impact as no other event in the areas around Auckland is similar thus people will travel from around Auckland and no doubt further afield to attend the event.

<b>Project Title</b>	<b>The New Zealand Ukulele Festival</b>
Applicant	New Zealand Ukulele Trust
Website	<a href="http://www.nzukulele.org.nz">http://www.nzukulele.org.nz</a>
Proposed venue/location	Mount Roskill Primary School
Proposed event dates	Saturday 2nd December 2017
Proposed event times	12.00pm - 3.00pm
Estimated total audience	6000
Target audience	Children, youth and their families and the wider community
Total estimated running costs	\$39,562.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The New Zealand Ukulele Festival gives children an opportunity to perform their ukulele skills plus introduces them to professional performers who entertain on the day. Family and whanau attend the family friendly event with the emphasis being on participation, inclusion and the joy of a shared musical experience. Schools come to the festival from across the Auckland region, Northland and Waikato with a big percentage of these being low decile schools. The children have been learning the ukulele throughout the year with teachers who are supplied instruments, an annual tutor book/manuscript, a rehearsal CD and face to face workshops. At the event, more than 6000 people listen to a massed orchestra of 2,500 - 3000 school children along with professional ukulele performers and everyone is encouraged to take part - by making music, listening, having a free lesson, buying an instrument or singing along.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The Trust collects data annually regarding school involvement, decile rating, ethnic makeup and an audit of the event. This is amalgamated with the anecdotal information collected and a report goes to the trust Board each year. This report informs the Board's strategic planning for the upcoming year. Since 2007, the Ukulele Trust has been involved with between 100 and 150 schools each year. In the past few years, there has been over an 80% return rate of schools participating in the Kiwileles Programme and end of year festival. To date there have been 1042 school engagements with this event, resulting in over 64,000 children and teachers participating. A recent key outcome has been the involvement of 60 students from a number of Special Needs schools.</p>	
<p>The 10th New Zealand Ukulele Festival took place on Saturday 3rd December at Vector Arena. This milestone event celebrated 10 years of NZ Ukulele Trust's work and offered six hours of free entertainment for all ages. This happy and inclusive event attracted an audience of approximately 8,000 and was made all the more exciting by a surprise performance by Six60, who came along to perform with the massed Kiwileles orchestra. International guest artists teenage stars Honoka and Azita were great role models for the children, with their virtuoso ukulele playing. Appearances by guest artists on national television and in print and social media promoted the event and helped to raise the profile of the NZ Ukulele Trust. Links to media are attached to this application.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	

2016:

\$10,000 Creative Communities

\$5,000 Auckland Council Regional Arts and Culture

\$10,000 Auckland Council Regional Events

2015:

\$10,000 Creative Communities

\$15,000 Auckland Council Regional Arts and Culture

\$6,000 Auckland Council Regional Events

2014 and prior - various amounts from either Local Board and/or Creative Communities to the total value of approximately \$10,000-\$15,000 per year.

<b>Amount of Grant Requested</b>	<b>\$20,000.00</b>
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**Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES**

This event supports the Councils key priorities:

1. it supports arts and culture and community development
2. it builds regional identity
3. it showcases what is special about the Auckland region
4. It has a positive impact across the region
5. It brings people together to share memorable experiences
6. It adds to the range of events on offer
7. It celebrates Maori and Pasifika culture
8. It is an event for youth
9. It helps to develop talent
10. It increases awareness and exposure about community organisations
11. It promotes excellence in performance

<b>Project Title</b>	<b>National Young Leaders Day (NYLD)</b>
Applicant	The Parenting Place
Website	<a href="http://www.theparentingplace.com">http://www.theparentingplace.com</a>
Proposed venue/location	Vodafone Events Centre
Proposed event dates	9 May 2018
Proposed event times	9.30am - 2.00pm
Estimated total audience	2450
Target audience	Primary and intermediate aged students from Auckland (and surrounding regions) schools
Total estimated running costs	\$59,188.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>Leaders are often made, not simply born. We are dedicated to sparking the leadership potential that's inside every young person through practical, inspirational events and leadership resources.</p> <p>NYLD events are held throughout New Zealand in Term 2 for primary and intermediate school students. The Auckland event will be held on 9 May 2018 at the Vodafone Events Centre.</p> <p>Schools nominate student leaders to attend the event in their area. The objectives of the day are to:</p> <ul style="list-style-type: none"> <li>&gt; Inspire: Students are inspired and challenged to identify their areas of influence and to make positive contributions to their schools and communities.</li> <li>&gt; Connect: Students are connected with fellow students from within and across schools to develop long-term support networks.</li> <li>&gt; Empower: Students are empowered with practical skills to balance their studies, commitments and social life.</li> <li>&gt; Promote Positivity: Students are exposed to positive role models and to the diverse range of leaders in society.</li> <li>&gt; Motivate and Educate: A model of leadership is promoted that emphasizes achieving goals on behalf of others as well as those of the individual.</li> </ul>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>National Young Leaders Day is the largest and longest running leadership event for primary and intermediate school students. Since 2001, more than 110,000 students have been empowered to fulfill their dreams and become great leaders at a National Young Leaders Day in New Zealand.</p> <p>In 2017 The Parenting Place held 7 NYLD events around the country with a total attendance across all events nationally of 11,325.</p>	

Our Auckland NYLD Event was last held at Vodafone Events Centre on Thursday 25th May 2017 with \*2400\* students and teachers in attendance.

Feedback obtained from teachers and students is collated after each year's events and this year's feedback has been overwhelmingly positive. The theme was based on a Maori Whakatauki (proverb): "E Kore Au E Ngaro He Kākano I Ruia Mai I Rangiaātea: I am a seed born of greatness". Speakers related their presentations back to the theme and gave a cohesive message about the potential of each student, beginning small, persevering through difficulty and "picking up your toki" (doing the work required).

A new addition to the programme saw teachers break out into a Professional Development workshop presented by Jay Lucas on te Tiriti O Waitangi which was very well received. Jay is now following up with schools who are interested in having more conversations in this area.

To give you an idea of how a NYLD event runs here is a highlights video from our 2016 Auckland event: <https://www.youtube.com/watch?v=r1ZYgZH3yDE>

#### Dates and description of any prior Auckland Council Group Support

The Parenting Place has never received funding from Auckland Council for our NYLD events. We are however grateful to receive support from local community boards for our Attitude and Toolbox programmes annually.

<b>Amount of Grant Requested</b>	<b>\$30,000.00</b>
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#### Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

The National Young Leader's Day Event focuses on young people and community well being, and provides an opportunity to bring students, parents and teachers together to share a memorable experience, which they will be encouraged by well after the day of the event.

During this event we actively encourage students to be servant leaders and get them thinking about how they can better serve their families and communities not only in the future but also while they are growing up. We want them to take pride in the communities where they live and realise that even though they may be young in age, they can make decisions and be part of projects bigger than themselves which will make their local communities a better place to be.

NYLD has a clear region wide impact because over 2000 young people come together from communities across Auckland for the day. These young people are from different schools, different socio-economic backgrounds and of different ethnicities, but they're united for the day at a fun interactive event where they can feel a sense of social cohesion with their peers and leave inspired to make a positive difference in their communities.

<b>Project Title</b>	<b>Harbour Crossing 2017</b>
Applicant	Quantum Events Ltd
Website	<a href="https://oceanswim.co.nz/events/harbour-crossing-auckland/">https://oceanswim.co.nz/events/harbour-crossing-auckland/</a>
Proposed venue/location	Auckland's Waitemata Harbour - Quinton Park, Bayswater to Karanga Plaza, Auckland Viaduct
Proposed event dates	Saturday 18 November 2017 (pack in on Friday 17 November from 1pm)
Proposed event times	6.30am - 10am
Estimated total audience	5500
Target audience	Swimmers from across Auckland and around the country (and their spectating friends and family)
Total estimated running costs	\$141,400.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The Harbour Crossing is New Zealand's largest single distance open water swimming event where participants swim 2.9km across the Waitemata Harbour - starting in Quinton Park, Bayswater and swimming across to Karanga Plaza, Auckland Viaduct.</p> <p>The Harbour Crossing is the first of seven events of the hugely successful New Zealand Ocean Swim Series. The event was established in November 2004, the 2017 event will be the 14th time the Harbour Crossing ocean swim event has taken place.</p> <p>The event encourages water safety, fosters swimming in our community and supports our charity Surf Life Saving New Zealand.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The event has been held annually during November/December since 2004.</p> <p>Participant numbers have increased across the years as the event has grown in popularity, with a 15% increase in the number of participants in recent years.</p> <p>24% of those who took part in the 2016 event resided from outside the Auckland area. Of those 76% of participants who were from Auckland - 9.81% were from Orakei, 9.32% from Waitemata, 9.55% from Devonport-Takapuna and 7.52 from the Hibiscus &amp; Bays local area.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<p>2008-2010 - \$32,500+GST (Auckland City Council and North Shore City Council combined total)</p> <p>2011 - \$20,000+GST (ATEED sponsored event)</p> <p>2012 - \$20,000+GST (ATEED sponsored event)</p> <p>2013 - \$5,000+GST (Regional Events Funding) \$1,500+GST (Takapuna-Devonport Local Board</p>	

Event Funding)

2014 - \$4,000+GST (Regional Events Funding) \$5,000+GST (Takapuna-Devonport Local Board Event Funding)

2015 - \$8,000+GST (Regional Events Funding)

2016 - \$8,000+GST (Regional Events Funding)

<b>Amount of Grant Requested</b>	<b>\$20,000.00</b>
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Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

**SUPPORTS OTHER COUNCIL STRATEGIC OUTCOMES**

The Harbour Crossing event supports the 'Auckland Sport and Recreation Strategic Action Plan' by aligning with the key priority - "Participation - More Aucklanders living physically active lives through participation in informal physical activity, recreation and sport".

The event provides the residents of Auckland with an event to train and prepare for, and there is also the opportunity to continue ocean swimming as a sport after the event has taken place, increasing active participation.

With a number of older participants (65yrs+) taking part in the event each year, the event also helps to cater to the changing demographics of Auckland and the city's growing number of older people.

As swimming is a non weight bearing sport the event is accessible and achievable for older swimmers and also the disabled, helping to address barriers to participation often experienced by the disabled and elderly.

Giving Aucklanders of all ages and abilities, a safe, professionally run, fun swimming event to take part in annually, the Harbour Crossing creates the motivation behind positive changes in Aucklanders' swimming ability, water education and health and fitness. In 2017 the event will once again partner with Surf Life Saving NZ to further promote water safety initiatives.

**BUILDS REGIONAL IDENTITY + SHOWCASES AUCKLAND'S ASSETS**

The Harbour Crossing utilises the Waitemata Harbour, Karanga Plaza in the Auckland Viaduct and Quinton Park in Bayswater. These natural resources and iconic Auckland cityscape are showcased in a great way to over 5500 people attending the event and to a greater audience, made possible through the Media/PR coverage the event receives annually. Aucklanders participating en mass in an event such as the Harbour Crossing helps to build a positive regional identity.

**HAS A REGION WIDE IMPACT**

The Harbour Crossing event has a region wide impact. Our statistics demonstrate that our participants come from across the Auckland region with Auckland participants in last summer's event coming from the following local boards:

Albert-Eden 6.69%

Devonport-Takapuna 9.55%

Franklin 2.22%

Henderson-Massey 3.18%

Hibiscus & Bays 7.52%  
Howick 4.57%  
Kaipatiki 6.03%  
Mangere-Otahuhu 0.72%  
Manurewa 0.55%  
Maungakiekie-Tamaki 2.97%  
Orakei 9.81%  
Otarā-Papatoetoe 0.28%  
Papakura 1.94%  
Puketapapa 1.2%  
Rodney 1.86%  
Upper Harbour 2.53%  
Waitakere Ranges 3.71%  
Waitemata 9.32%  
Whau 1.81%

The Harbour Crossing event has an estimated \$400,000 positive economic impact for Auckland annually through the participants and supporters the event attracts.



<b>Project Title</b>	<b>King of the Bays 2018</b>
Applicant	Quantum Events Ltd
Website	<a href="https://oceanswim.co.nz/events/king-of-the-bays-auckland/">https://oceanswim.co.nz/events/king-of-the-bays-auckland/</a>
Proposed venue/location	Milford and Takapuna beaches and reserves
Proposed event dates	Saturday 14 April 2018 (pack in on Friday 13 April from 1pm)
Proposed event times	10am - 4pm
Estimated total audience	5500
Target audience	Swimmers from across Auckland and around the country (and their spectating friends and family)
Total estimated running costs	\$138,400.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>With 4 different swim distances on offer - 'I'm Going Long' 2.8km swim from Milford to Takapuna, 'Step It Up' 1000m, 'Give It a Go' 500m &amp; 'OceanKids' 200m for children aged between 7-12 years old, the event gives people of all ages &amp; abilities a safe, professionally run, fun swimming event to take part in annually.</p> <p>The King of the Bays gives motivation for positive changes in Aucklanders' swimming ability, water education &amp; health &amp; fitness.</p> <p>It is the seventh &amp; final event of the hugely successful New Zealand Ocean Swim Series &amp; therefore attracts significant domestic &amp; international media coverage.</p> <p>The event promotes swimming &amp; water safety, fosters swimming in our community &amp; supports our charity Surf Life Saving NZ.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The event has been held annually in April for 14 consecutive years 2004-2017.</p> <p>Participant numbers have grown across the years as the event has grown in popularity, from 300 swimming in the very first King of the Bays in 2004 to 1400+ in recent years.</p> <p>The event brings swimmers from all across NZ with 25% of those who took part in the 2017 event traveling from outside the Auckland area to take part in the event. Of those 75% who were from Auckland - 10.41% were from Orakei, 9.55% from Hibiscus &amp; Bays and 9.34% from the Devonport-Takapuna local area.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<p>2007-2010 - \$12,500+GST (per year) North Shore City Council</p> <p>2011 - Takapuna/Devonport Local Board Event Funding \$5000+GST</p>	

2012 - Regional Events Funding \$5000+GST and Takapuna/ Devonport Local Board Event Funding \$3,000+GST

2013 - Regional Events Funding \$5000+GST and Takapuna/ Devonport Local Board Event Funding \$4,500+GST (total of May and Oct applications)

2014 - Regional Events Funding \$4,000+GST and Takapuna/ Devonport Local Board Event Funding \$5,000+GST

2015 - Regional Events Funding \$8,000+GST

2016 - Regional Events Funding \$8,000+GST

2017 - Regional Events Funding \$8,000+GST

<b>Amount of Grant Requested</b>	<b>\$20,000.00</b>
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#### Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

#### SUPPORTS OTHER COUNCIL STRATEGIC OUTCOMES

One of the priorities in the 'Sport and Recreation Strategic Action Plan' is to have more Aucklanders participate in sport and recreation and live physically active lives. The King of the Bays event supports this in that it provides the residents of Auckland with an event to train and prepare for, also allowing the opportunity to continue ocean swimming as a sport after the event has taken place which in turn increases active participation.

With the event being made up of four different swim distances there is a distance to suit all demographics. Offering these four different distances means it is a great event to take part in as a family - encouraging families to get active together.

The King of the Bays sees many older participants (65yrs+) and younger participants taking part in the event each year, helping to cater for the changing demographics of Auckland and the city's growing older and younger population.

Within the King of the Bays there is a 200m OceanKids event which is specifically designed for 7-12yr olds. Children compete in their own swim on event day and the age group winners of this event are given the opportunity to be part of a Super Swim Squad camp at the end of season which includes specialist swim clinics with some of New Zealand's best swimmers, helping to further grow their swimming skills.

As swimming is a non-weight bearing sport the event is accessible and achievable for older swimmers and also the disabled, helping to address barriers to participation often experienced by the disabled and elderly.

Giving Aucklanders of all ages and abilities, a safe, professionally run, fun swimming event to take part in annually, the King of the Bays creates the motivation behind positive changes in Aucklanders' swimming ability, water education and health and fitness. In 2018 the King of the Bays once again partners with Surf Life Saving NZ to further promote water safety initiatives.

#### BUILDS REGIONAL IDENTITY + SHOWCASES AUCKLAND'S ASSETS

The King of the Bays utilises two popular Auckland east coast beaches and reserves - Milford and Takapuna, and the ocean areas in the Hauraki Gulf. These natural resources are showcased in a fantastic way to over 5500 people attending the event and to a greater audience, made possible

through the Media/PR coverage the event receives annually. Aucklanders participating en mass in an event such as the King of the Bays helps to build a positive regional identity.

#### HAS A REGION WIDE IMPACT

The King of the Bays event has a region wide impact. Our statistics demonstrate that participants take part from across the Auckland region with the Auckland participants (75% of the total participants) residing from the following local boards:

Albert-Eden 6.42%

Devonport-Takapuna 9.34%

Franklin 2.04%

Henderson-Massey 3.26%

Hibiscus & Bays 9.55%

Howick 5.3%

Kaipatiki 5.77%

Mangere-Otahuhu 0.57%

Manurewa 0.69%

Maungakiekie-Tamaki 3.44%

Orakei 10.41%

Otara-Papatoetoe 0.38%

Papakura 0.77%

Puketapapa 0.43%

Rodney 2.55%

Upper Harbour 3.63%

Waiheke 0.1%

Waitakere Ranges 2%

Waitemata 6.99%

Whau 1.51%

The King of the Bays brings in an estimated \$350,000 of positive economic impact for Auckland annually through the participants and supporters the event attracts.

This event is a significant supporter of local businesses in the region including cafes around the event site at Takapuna Beach and Reserve, food and beverage vendors in the Auckland area, Hirepool (toilets) and accommodation providers in the region. Participants are encouraged to visit the local bars and restaurants for a post event catch up after the event prize givings

<b>Project Title</b>	<b>Sculpture in the Gardens 2017-2018 (SitG)</b>
Applicant	Friends of the Auckland Botanic Gardens (The Friends)
Website	<a href="http://www.friendsabg.co.nz">http://www.friendsabg.co.nz</a>
Proposed venue/location	Auckland Botanic Gardens (The Gardens)
Proposed event dates	11 November 2017 - 25 February 2018
Proposed event times	Daily for 3 1/2 months
Estimated total audience	400000
Target audience	The target audience is very diverse, reflecting a diverse Auckland community. The majority of attendees are from the wider Auckland region, with a minor component of local and international tourists. The exhibition is free, with free onsite parking. It provides limited mobility options, and an engagement programme that provides opportunities for children, youth and emerging artists.
Total estimated running costs	\$377,400.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The vision for SitG is:</p> <p>To provide 'Sculpture for everyone', by making high quality, contemporary New Zealand sculpture easily accessible and enjoyed by a wide local and international audience.</p> <p>The purposes are to:</p> <ul style="list-style-type: none"> <li>- Provide a unique experience combining sculpture and gardens to attract local, regional and international visitors.</li> <li>- Support the Friends in their ongoing collection of permanent artworks in the Gardens.</li> <li>- Promote the Auckland Botanic Gardens as a high-quality destination, and provide a 'drive to attend' to visitors beyond the usual demographics.</li> <li>- Promote the exploration of the Gardens and its plant collections, by encouraging visitors to explore beyond the Loop Road.</li> <li>- Support the growth of the Gardens communities, being the visitors, staff, Friends, artists, iwi and local communities and business.</li> </ul>	
<b>Prior event dates, attendance numbers and key outcome</b>	
Over the past 10 years, Auckland Botanic Gardens has grown to become one of Auckland's most popular attractions with more than 900,000 visits per annum. As with all botanic gardens internationally it features documented plant collections that deliver outcomes in education,	

conservation and research. The Gardens core objective is to engage people with plants and gardens, reflected in the strapline 'Where ideas grow'. To achieve this outcome the plant collections are arranged creatively to optimise visitor interest and inspire ideas.

In recent years garden art has become an important embellishment of the gardens and a significant enhancement of visitor experience. Since 2007 the biennial Sculpture in the Gardens has become a feature of the Auckland art calendar, and a permanent collection of 21 significant sculptures is now on permanent display. Many of these permanent works were purchased by the Friends during previous SitG exhibitions and subsequently donated to the Gardens.

The most recent SitG exhibition ran from Saturday 28 November 2015 until Sunday 6 March 2016. Visitation during this period was 338,608. Research conducted during the exhibition indicated that for 36% of all visitors the sculpture exhibition was the main reason for visiting. This equates to 122,000 visits.

Research undertaken during all five exhibitions consistently indicates that when the exhibition is running visitation to the Gardens is relatively even from all parts of the Auckland region. By comparison when the exhibition is not being held most visitation is from South Auckland. During the most recent exhibition, slightly more visitors were from Central Auckland (26%) than from South Auckland. Drawing visitors from other parts of Auckland to the Gardens could be economically positive for Manurewa and the surrounding suburbs.

With 11.7% of visitors to the most recent exhibition from overseas (39,600), and 4% of all visitors staying in paid accommodation (13,500) there are opportunities for local accommodation providers to take.

Importantly for future growth of the Gardens 67% of all visitors had not visited in past 6 months (226,867) and 24% had never visited (80,250). 40% of all respondents said that they would visit again within the next three months (135,780).

Visitation was evenly spread over different age groups.

Overall satisfaction with the exhibition was 93.8%.

Please see the attached documents 'exhibition overview' and 'market research' for in-depth details regarding visitor profiling and research.

#### Dates and description of any prior Auckland Council Group Support

In the past SitG was run jointly by Auckland Botanic Gardens and the Friends of the Auckland Botanic Gardens.

The Gardens funded some of the operational costs and provided the event manager from staff.

The Manurewa Local Board has been supportive of previous exhibitions including providing financial contributions of 30,000 each of the 2013-2014 and 2015-2016 exhibitions.

Regional Events funding of \$30,000 was provided for the 2015-2016 exhibition.

Auckland Council also provided insurance cover for works, use of the site and a range of marketing opportunities.

<b>Amount of Grant Requested</b>	<b>\$29,400.00</b>
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Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

- SitGs is interested in community development and offers a diverse and free community engagement programme. This year SitG is also applying for funding to add in young and emerging artists mentoring programme. This programme proposes to work with a South Auckland school to bring their student's sculptural work into the public domain. The team is in discussion with a Manurewa Local Board member and Nathan Homestead and Studio One to progress the planning for this programme. Should funding be successful, we will also incorporate a tertiary level mentoring programme, applicable to students across the Auckland region.

- SitG helps builds regional identity by providing a high-quality exhibition over a long period of time - allowing the exhibition to be enjoyed by a huge number of visitors - with 400,000 visitors expected through the Gardens while the exhibition is on. Social media, advertising and word of mouth have allowed the brand to be well recognised.

- SitG showcases the Auckland Botanic Gardens, attracting new visitors and encouraging them to explore the entire site. SitG also allows visitors and event partners to connect to connect with the talented curatorial panel and exhibiting artists.

- This year partnerships with external art providers will also link visitors to other council sites such as Nathan Homestead and Studio One.

- SitG has a region-wide impact as it attracts visitors from all areas of Auckland (visitor demographics from the last exhibition showed 10.5% from North Auckland, 10.9 from West Auckland, 25.9 from Central Auckland, 11.3 From East Auckland, 25.5 from South Auckland - the remaining 4.2% from the rest of New Zealand and 11.7% from overseas).

<b>Project Title</b>	<b>Panasonic People's Triathlon Series</b>
Applicant	Triathlon New Zealand Supporting First Tier Sports Productions
Website	<a href="http://www.peoplestri.co.nz">http://www.peoplestri.co.nz</a>
Proposed venue/location	Mission Bay reserve, beach, Tamaki Drive from Auckland Rd and Ngapipi Rd
Proposed event dates	18 March 2018 (Event and set up day)
Proposed event times	6am - 12pm
Estimated total audience	2228
Target audience	This event is open for people aged 12yrs and up, for regular triathletes who are competitive, as well as first timers to the sport who are there for fun.
Total estimated running costs	\$21,861.97
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The sport of Triathlon is an exciting sport that through regular participation can help people change their lives, with the added benefit of support from passionate loyal community.</p> <p>Triathlon New Zealand has been delivering the Tri Series in Takapuna for over 9 years. Recently a review of our strategy has considered the role Triathlon New Zealand plays in event delivery, and acknowledged the great event providers in the market that are delivering exceptional Triathlon opportunities. For the upcoming season, Triathlon New Zealand have chosen to place our support and resources behind the People Panasonic Triathlon. The aim is to improve and enhance the participant experience, ensure we value add and enhance the existing event, and prioritise resources to benefit the outcomes for both Auckland and our event participants. Triathlon New Zealand are therefore making an application that will support, grow and enhance this exciting and successful event.</p> <p>The purpose of the Panasonic People's Triathlon series is to help create that loyal community, by delivering a regular event series we are offering a way of uniting, connecting and inspiring people. We offer a number of disciplines to suit all capabilities and allow participants to be as competitive or non-competitive as they like.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The past season of the Panasonic Peoples Triathlon Series 2016/2017 was held on the following dates:</p> <p>Race 1 - Maraetai Beach, Nov 6 2016 - 590 competitors and 900 spectators</p> <p>Race 2 - Mission Bay, Dec 4 2016 - 627 competitors and 950 spectators</p> <p>Race 3 - Maraetai Beach, Feb 26 2017 - 685 competitors and 1000 spectators</p> <p>Race 4 - Mission Bay, Mar 26 2017 - 891 competitors and 1300 spectators</p>	

These numbers have been growing each year the event is being held, reaching out to new markets through our marketing channels has helped with the growth.

From our post event report we have seen the most represented age groups be people aged between 30-49.

**Dates and description of any prior Auckland Council Group Support**

Auckland Council have previously provided support to the Tri Series Takapuna event through both the regional events fund and the Takapuna-Devonport Local Board.

We aim to through this collaborative approach, combine and leverage resources to grow and enhance Triathlon experiences in Auckland. Triathlon New Zealand believe this collaborative approach will benefit our community, Auckland, our sport and the participant - creating an exciting and positive Triathlon opportunity for all.

**Amount of Grant Requested**     **\$15,000.00**

**Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES**

- The use of an iconic location (Mission Bay) to deliver community participation and festival activity will cement Auckland with their facilities and showcase Auckland as a centre for participation, engagement and community participation
- The event provides a unique opportunity to connect people of all ages with a great course and great event opportunity
- The event will showcase Auckland to the rest of New Zealand
- The event will highlight Auckland's commitment to healthy lifestyles and engaging community events, delivered within an iconic Auckland location



<b>Project Title</b>	<b>Auckland Anniversary Day Regatta</b>
Applicant	Auckland Anniversary Regatta Inc
Website	<a href="http://www.regatta.org.nz">http://www.regatta.org.nz</a>
Proposed venue/location	Waitemata, Manukau and Viaduct Harbours and Hauraki Gulf
Proposed event dates	27-29 January 2018
Proposed event times	0800 - 1700hrs
Estimated total audience	10000
Target audience	12,000
Total estimated running costs	\$75,000.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The Regatta was originally held to celebrate the birth of Auckland and has continued to do so for the past 178 years. It is an integral part of Auckland's Anniversary Weekend and celebrates her maritime heritage.</p> <p>This Regatta provides the opportunity for sailors, kite boarders, paddlers, dragon boaters and waka ama to enjoy a spectacular weekend of water based activities on the City's harbours and the Hauraki Gulf. It provides the opportunity for everyone to be involved, regardless of ability to provide a wonderful spectacle for the thousands of spectators ashore and on the water.</p> <p>And for those who can't, to view events on facebook and social media.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>This Regatta is always held on Auckland Anniversary Day and in recent years has expanded to encompass the Saturday and Sunday for the dinghy classes forming an Auckland Championship event.</p> <p>The number of competitors is growing steadily and the positive key outcome is the expansion to include other classes in these Championships and in so doing increase the number of participants. These entrants are young up and coming sailors and these events provide an opportunity for them to experience the sport of sailing in a safe environment, while learning the skills required to progress in the sport.</p> <p>It also provides an opportunity for anyone keen to give sailing or paddling a go to join in and be a part of this historic event.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
The Auckland Council contributed \$12,500 toward the Regatta in 2017	
<b>Amount of Grant Requested</b>	<b>\$25,000.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
The Regatta supports the regional event key priorities by delivering a unique opportunity for sailors,	

paddlers, boaties and spectators (ashore and afloat) to be part of the weekend's celebration of Auckland's birthday.

Entry is open to anyone who wishes to participate and caters for sailing, dragon boating, Waka Ama, radio controlled yachts and tugboats. It has something to offer for everyone and with its unique advantage of providing so many view points around the city for spectators to see the spectacle on the water enables those on land to share in the festivities and be a part of this historic event.

It is also an opportunity for spectators to view our legendary fleet of classic yachts gracing the harbour as they have done for the past 100 years plus. New Zealand's fleet of classic vessels is reputed to be the largest collection of original classic vessels in the world and considered by many to be the highlight of the Regatta.

It is an opportunity to showcase the City of Auckland as a visual experience, on television, facebook and social media

**REF1800034**

<b>Project Title</b>	<b>2018 Auckland International Track Challenge</b>
Applicant	Athletics New Zealand Inc.
Website	http://www.athletics.org.nz
Proposed venue/location	AUT Millennium Stadium, Rosedale Alternative Venue: Douglas Track & Field (The Trusts Arena), Henderson
Proposed event dates	25 March 2018
Proposed event times	11am-7pm
Estimated total audience	6000
Target audience	8000
Total estimated running costs	\$165,000.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>To showcase the sport of athletics and New Zealand's talented athletes - including Auckland's homegrown stars Eliza McCartney, Valerie Adams and Jacko Gill to Aucklanders and to the rest of NZ and the world via livestreaming online. We wish to invite many of the top athletes who will be heading down under for the Commonwealth Games on the Gold Coast in April to first visit Auckland and enjoy our city and world class sporting facilities and to put on a spectacle for a local audience.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>26/02/2015 - Douglas Track &amp; Field (The Trusts Arena), Henderson - 3,500 spectators  25/02/2016 - Douglas Track &amp; Field (The Trusts Arena), Henderson - 2,500 spectators, 17,000 viewers Sky TV  26/02/2017 - AUT Millennium Stadium, Rosedale - 3,500 spectators, 39,000 viewers - Livestream, 50,000+ viewers on-demand.</p> <p>National Records achieved: 2015 - 1, 2016 - 0, 2017 - 3.</p> <p>Unique media articles: 2015 - 37, 2016 - 39, 2017 - 44</p> <p>The event has met our expectations in providing a platform for NZ's top athletes to perform in front of a home crowd against world class competition and providing Aucklanders and people travelling to Auckland for the event a high quality entertainment product and great event experience.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
2017 - \$1000 - Hibiscus & Bays Local Board	
<b>Amount of Grant Requested</b>	<b>\$17,500.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
<p>* Supporting Other Council Strategic Outcomes: This event supports the vision of 'Aucklanders: more active, more often' in the following ways - Participation - Aucklanders encouraged to take part in the</p>	

event through mass participation races as part of the Auckland International Track Challenge event e.g. The People's Mile with Nick Willis where everyday Aucklanders have the chance to run a timed mile on the same track as international runners, encouraged and supported by Olympic medalist Nick Willis.

Infrastructure: Showcasing the quality of Auckland stadia and training facilities to top International athletes and an international audience world-wide via livestream. Excellence - Celebrating Auckland Olympians including Bronze Medallist Eliza McCartney and top shot putter Jacko Gill. Sector Development - working alongside the regions various sports bodies and stakeholders to deliver a world class event.

\* Building regional identity: Celebrating what is good about Auckland - International athletes spend the week in the city and are given uniquely Auckland experiences, sharing these on their social media accounts. Aucklanders rally behind homegrown Auckland athletes Eliza McCartney and Jacko Gill as the stars of the show, getting vocal support from their home crowd as they take on top international competitors.

\*Showcasing Auckland's assets: Introducing Auckland's world class high performance sports training centre to top overseas athletes and a worldwide audience via Livestream. Auckland Tourism content may be included within the livestream broadcast, showing the region's beauty and diversity.

\*All Aucklanders get the rare chance to watch top international athletics, discounted tickets are offered to our extensive athletics club network - allowing Aucklanders throughout the region to experience the event at a very cost effective price. Children from clubs all over Auckland are invited to take part in children's relays at the event.

<b>Project Title</b>	<b>Ending HIV Big Gay Out (BGO)</b>
Applicant	New Zealand AIDS Foundation (NZAF)
Website	<a href="http://www.nzaf.org.nz">http://www.nzaf.org.nz</a>
Proposed venue/location	Coyle Park, Pt Chevalier, Auckland
Proposed event dates	11 February 2018
Proposed event times	12pm - 7pm
Estimated total audience	10000
Target audience	Rainbow community, family & friends
Total estimated running costs	\$145,000.00
Project cost GST inclusive?	Yes
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The Ending HIV BGO is New Zealand's largest annual event for our rainbow communities, their whanau and friends. Each year it takes place in Coyle Park, Pt Chevalier. The festival draws together around 10,000 members of the community to join together to celebrate diversity and tolerance.</p> <p>We take this vital opportunity to engage gay &amp; bisexual men around our goal of ending new transmissions of HIV by 2025 and support people living with HIV, their family and friends. We also do some work around reducing HIV-related stigma for people living with HIV.</p> <p>We partner with a wide range of community organisations e.g. NZ Police Diversity Liaison Team as part of their 'Safe communities Together' scheme. The Prime Minister, MPs and mayor of Auckland attend every year to show their support. The BGO market place features local high-quality food and 100 stall outlets for local produce, specialty products and information about various community groups and organisations.</p> <p>NZAF health services are also stationed to provide the public with free HIV &amp; Syphilis testing. This event has become a landmark on the LGBTI calendar and provides a safe, inclusive environment for people to come together.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>BGO has been running for 17 years, the last three dates were 8/02/2015, 14/02/2016 and 12/02/2017. Official Police estimates of attendance have been steady for the last three years at 10,000.</p> <p>Formal evaluations have shown an 80% brand recall and 79.5% thought the brand was either really good or amazing.</p> <p>97.81% felt the BGO was a safe and inclusive space and 89.18% thought the BGO celebrates the diversity of the entire Rainbow/LGBT community.</p> <p>Happy to provide full survey results if need be.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<p>11/02/2017 - Regional Events Fund \$15,000</p> <p>11/02/2017 - Albert-Eden Community Grant \$5,500</p> <p>14/02/2016 - Regional Events Fund \$15,000</p>	

14/02/2016 - Local Event Support Fund \$4,700

08/02/2015 - Regional Events Fund \$10,000

08/02/2015 - Albert-Eden Local Board \$5,000

<b>Amount of Grant Requested</b>	<b>\$30,000.00</b>
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Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

The BGO is an uplifting celebration of diversity and pride in Auckland's LGBTI community.

The events objective is mobilise and educate the audience to End HIV in New Zealand by 2025 and BGO provides the ideal platform to do so. We also need to combat HIV stigma and support people living with HIV, their friends and whanau.

- The total number of diagnoses in 2016 (244) is higher than in 2015 (224).
- Gay and bisexual men remain most at risk of HIV in New Zealand
- 159 out of 244 diagnosed with HIV are gay or bisexual men
- An estimated 3500 people were living with HIV in New Zealand at the end of 2016

Latest figures released by the University of Otago's AIDS Epidemiology Group show that rates of new HIV transmission continue to rise with 2016 seeing the highest number of diagnoses ever recorded in New Zealand. Numbers have been steadily rising since 2011, signalling a growing public health concern for New Zealand.

The BGO brings people together to share memorable, inspiring and educational experiences and to build social cohesion.

<b>Project Title</b>	<b>Puhinui International Horse Trials</b>
Applicant	Eventing Auckland Inc.
Website	<a href="http://www.3dayevent.co.nz">http://www.3dayevent.co.nz</a>
Proposed venue/location	Puhinui Reserve, Prices Road, Manukau
Proposed event dates	8 - 10th December 2017
Proposed event times	6am - 8pm
Estimated total audience	6000
Target audience	General public, national and international equestrian enthusiasts, sponsors, competitors and supporters.
Total estimated running costs	\$185,000.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p><b>EVENT OVERVIEW</b></p> <p>The Puhinui International Horse Trials is an equestrian triathlon, which combines three different equestrian disciplines in one competition, held over three days – dressage, cross country jumping and show jumping. Please refer to the attached supporting document.</p> <p>The prestigious Puhinui International Horse Trials, held each year, is the finale to the spring national horse trials season, which typically commences in September.</p> <p>This event has international recognition running the top five classes under the International FEI governing rules, that apply around the world.</p> <p><b>EVENT PURPOSE</b></p> <p>To provide a superior horse trial event that is capable of bringing together equestrian horse and rider combinations from young beginners to those competing at the very top international level.</p> <p>To provide a stepping stone for the next Olympic, medal winning representatives.</p> <p>To provide entertainment for the greater Auckland region.</p> <p>To showcase the beautiful Auckland Council owned Puhinui Reserve, which is little known to a large percentage of Auckland residents.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p><b>ATTENDANCE NUMBERS</b></p> <ol style="list-style-type: none"> <li>1. Each year the event attracts a maximum number of entries of horse and rider combinations (with a waiting list) which is a tribute to the successful running and management of the high profile event.</li> <li>2. Visitor number to the event, from overseas, sponsors, national and Auckland residents have steadily been on the increase in the past years. However, with increased marketing funds available and therefore more capability to introduce the event to more people, this attendance number would grow as the group will be able to communicate to a more “non horsey” audience.</li> </ol> <p><b>KEY OUTCOMES</b></p>	

1. Maximum numbers of competitors each year.
2. The attraction of the Auckland equestrian community to view the event “it is a must on every equestrian persons calendar”.
3. The attraction of non equestrian public is on the increase due to the better communication to this target audience.
4. The continued support of major corporate sponsors. This gives testament to their acknowledgement that they have received value for money at a great event and have had fun !
5. The event this year will again provide free to air live streaming that will be available both domestically and internationally.

**Dates and description of any prior Auckland Council Group Support**

2016 \$12,500.00 plus supplied only marquees and small tents Auckland Council  
 2015 \$12,500.00 plus supplied only marquees and small tents Auckland Council  
 2014 \$10,000.00 plus supplied only marquees and small tents Auckland Council  
 2013 \$10,000.00 plus supplied only marquees and small tents Auckland Council  
 2012 \$10,000.00 plus supplied only marquees and small tents Auckland Council  
 2011 \$15,000.00 plus supplied only marquees and small tents ATEED  
 2010 \$15,000.00 plus supplied only marquees and small tents Manukau City Council  
 2009 \$40,000.00 plus supplied only marquees and small tents Manukau City Council  
 2008 \$15,000.00 plus supplied only marquees and small tents Manukau City Council  
 Prior years received similar support from Manukau City Council

<b>Amount of Grant Requested</b>	<b>\$50,000.00</b>
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**Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES**

The AUCKLAND SPORT & RECREATIONAL STRATEGIC PLAN 2014 – 2024

- Aspires to raise health, education and communication outcomes
- To get Aucklanders more active, more often
- Focusing on grass-roots participation to elite sport
- To achieve “The World’s Most Liveable City”

There are four strategies to achieve this outcome :-

1. Participation opportunities for all Aucklanders to participate in recreation in sport.

The Puhinui International Horse Trials will offer 12 difference classes to competitors in December this year, from grass-roots for children and adults to elite athletes, both equine and human, at the top level this country has to offer.

2. Optimise Facility Use.

The opening of the Puhinui Reserve to all Aucklanders, a reserve known and used by very few, allows this Council owned facility to be optimised.

3. Excellence Pride.

Is built in Auckland’s recreation and sporting achievements and strong sporting culture, talent and excellence are supported and celebrated. The Puhinui International Horse Trial showcases the cream of the crop of equestrian excellence and celebrates with the successful participants.



#### 4. Sector Development.

A strong and capable sector that delivers quality recreation and sport experiences in a sustainable way and contributes to Auckland's economy.

a) Eventing Auckland Inc. has been the strong organising committee behind the Puhinui International Horse Trial for some 24 years. The committee are extremely qualified to deliver a quality experience for both the competitors and the public.

b) Due to the continued support of the strong sponsors, the event is sustainable but only when successful with Auckland Council and Community Grant applications.

c) The number of competitors and their direct supporters who spend almost a week in Auckland (with the majority travelling from other regions) helps boost the economy of Auckland (Clause 2).

The Puhinui International Horse Trial, by way of offering both individual competitions meets the definition of "sport" as outlined in the Strategic Plan (Clause 3.3) "is physical activity that is competitive, organised, involved in the observance of rules and may be participated in either as an individual or as a team".

The Puhinui International Horse Trial also aligns with the Auckland Sport and Recreation Strategic Plan 2014 – 2024, by setting out their priorities in order to achieve more kids in sport recreation and more winners on the world stage (Clause 6.1).

The Organising committee of Eventing Auckland Inc. look forward to working together with Auckland Council to achieve agreed recreation and sport outcomes accepting shared and individual accountability for delivery (Clause 6.6).

Extend to which the event builds regional identity :-

The Auckland region has a significant concentration of sport horse riders. The sport horse industry is believed to have more than 45,000 horses in the Auckland region and generated \$372m of direct income annually into the Auckland economy. 1.

The Puhinui International Horse Trial builds Auckland's regional identity by being the regional hub for the equestrian discipline of eventing and the centre of this significant population.

Extent to which the event showcases Auckland's Assets :-

The event is held on the Puhinui Reserve, a Council owned reserve offering unsurpassed views of the Manukau harbour. It is a spectacular park that is not normally easily accessible to the general public. The Puhinui International Horse Trial affords visitor to the event, the opportunity to enjoy one of Auckland's most spectacular, but undiscovered reserves.

Extent to which the event has a region-wide impact :-

Equestrian sport is an organised sport that is governed by Equestrian Sport New Zealand (ESNZ) who represents the International Equestrian sport governing body the Federation Equestrian Internationale (FEI) in New Zealand. ESNZ oversees the five equestrian disciplines – Endurance, Dressage, Eventing, Show Jumping and Para Equestrian.

The Puhinui International Horse Trial is one of the signature events on the ESNZ annual calendar of events and the top five classes are international qualifying FEI events.

The event attracts event rider from all over the Auckland region, New Zealand and overseas as well as their support teams and is a significant event on the Auckland equestrian regional calendar. The Puhinui International Horse Trial is part of Manukau's history and has been part of the local regional events calendar since its inception more than twenty years ago. It is very much part of Auckland's identity.

1. Auckland Equine Group Submission to the Auckland Economic Development Strategy, 2011.



**REF1800040**

<b>Project Title</b>	<b>SKYCITY MYSTICS</b>
Applicant	NETBALL NORTHERN ZONE - SKYCITY MYSTICS
Website	<a href="http://www.netballnorthern.co.nz">http://www.netballnorthern.co.nz</a>
Proposed venue/location	65-67 Central Park Drive
Proposed event dates	2017-2018 / Ongoing
Proposed event times	7:30 PM
Estimated total audience	4000
Target audience	Youth and community of Auckland
Total estimated running costs	\$1,300,000.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
Delivering an event of high Standard, according to the guidelines of Netball New Zealand	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>2017 Season</p> <p>7 Home Matches - From March 2017 - June 2017</p> <p>Ended 3rd in the Competition</p> <p>Attendance of an average of 3,400 at any event</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
Received \$10,000 from Auckland Council	
<b>Amount of Grant Requested</b>	<b>\$20,000.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
<p>The Henderson Massey Local Board plan, notes that large sporting events in the West are important to raise the profile of the West and to attract visitors and businesses to the area. While 50% of the membership is from west Auckland, a further 50% is travelling from all over Auckland to watch the games.</p>	

**REF1800043**

<b>Project Title</b>	<b>Te Wiki Hakinakina o Nga Kura Kaupapa Maori Te Aho Matua</b>			
Applicant	Te Kura Kaupapa Maori o Te Raki Paewhenua			
Website				
Proposed venue/location	Te Kura Kaupapa Maori a Rohe o Mangere			
Proposed event dates	4/12/2017			
Proposed event times	9am - 9pm			
Estimated total audience	1500			
Target audience	800			
Total estimated running costs	\$105,222.40			
Project cost GST inclusive?	Yes			
Has event been held before?	Yes			
<b>Brief project description</b>				
<p>Wiki Hakinakina (Sports Week) is held every two years. All Wharekura (Year 9 - 13) students throughout Aotearoa/NZ are invited to attend. In 2015 it was held in Matamata and 2013 in Taupo.</p> <p>This national event is about whanaungatanga and celebrating success and being Rangatahi Maori and mokopuna of Te Aho Matua. A ball is held on the last night.</p>				
<b>Prior event dates, attendance numbers and key outcome</b>				
2017	3.12 - 8.12.2017	Auckland	Celebrating Success	500-800
2015	6.12 - 11.12.2015	Matamata	Whakawhanaungatanga	500 -600
2013	9.12 - 12.12.2013	Taupo	Whakawhanaungatanga	500 - 600
<p>Te Whanaungatanga - relationships/networks between Wharekura throughout Aotearoa.            Commitment to our Tikanga (Te Aho Matua).            Hakinakina/Hauora/ fitness and wellbeing for tauira, whanau and kura.</p>				
<b>Dates and description of any prior Auckland Council Group Support</b>				
N/A				
<b>Amount of Grant Requested</b>	<b>\$15,000.00</b>			
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>				
<p>Wiki Haa is a biennial event for all Te Kura Kaupa Maori o Te Aho Matua in Aotearoa me Te Waipounamu. This event aligns to our kaupapa Te Aho Matua which is the philosophy of all our Kura, it is conducted in Te Red Maori and tikanga Maori at all times.</p> <p>We are expecting 500 or more (registrations are still open, to date we have just over 500 registrated) Maori students to attend and participate in a variety of physical activities and events over four days.</p>				



<b>Project Title</b>	<b>Mahurangi Regatta</b>
Applicant	Mahurangi Action Incorporated
Website	<a href="http://www.mahurangi.org.nz/">http://www.mahurangi.org.nz/</a>
Proposed venue/location	Sullivans Bay; Mahurangi Harbour; Scotts Landing
Proposed event dates	Saturday 27 January 2018, Sunday 28 January 2018
Proposed event times	9 am to 11 pm, 9 am to 11 am
Estimated total audience	3000
Target audience	Mahurangi community, regional yacht and boating enthusiasts, and regional park regulars.
Total estimated running costs	\$38,471.00
Project cost GST inclusive?	Yes
Has event been held before?	Yes
<b>Brief project description</b>	
Regionally significant and historic regatta that, since its inception in the mid-1800s, has brought Aucklanders and Mahurangi residents together to celebrate their love of sailing and love of place.	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>Since at least 1858, the Mahurangi Regatta has mostly been an annual event, and the first regatta in the harbour may have been held as early as 1832. The event lapsed during World War II.</p> <p>In 1977, Mahurangi Action (established 1974 as Friends of the Mahurangi) revived the Mahurangi Regatta, and (extropical cyclones permitting) it has been held annually since.</p> <p>The Mahurangi Regatta is held annually on the Saturday of Auckland Anniversary weekend.</p> <p>Exact numbers of participants and spectators are difficult to quantify but during the last decade probably average 2000–3000.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<p>2013 Rodney Local Board \$5000</p> <p>2013 Auckland Regional Parks charges waived ~\$8461</p> <p>2014 Rodney Local Board \$4000</p> <p>2014 Auckland Regional Parks charges waived \$8461</p> <p>2015 Rodney Local Board \$2000</p> <p>2015 Regional Events Fund \$4000</p> <p>2015 Auckland Regional Parks charges waived ~\$8461</p> <p>2016 Rodney Local Board \$2000</p> <p>2016 Regional Events Fund \$4000</p>	

2016 Auckland Regional Parks charges waived ~\$8461  
2017 Regional Events Fund \$4000  
2017 Auckland Regional Parks charges waived \$9986  
2017 Auckland Council provision of public liability insurance ~\$450

<b>Amount of Grant Requested</b>	<b>\$6,000.00</b>
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Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

The Mahurangi Regatta has long supported what has now been adopted as key regional priorities of placemaking, strengthening communities and social cohesion.

The regatta is the only annual Mahurangi community occasion when residents from either side of the harbour commingle in a way that was once routine when water transport was the principal mode of transport including to Warkworth and to the city.

At every regatta, a number of visitors to the Mahurangi Regional Park make a point of expressing to the organisers how delighted they have been to 'stumble' onto the event and for their children to have spontaneously joined in the perennial picnic regatta activities, such as sack, three-legged and spud and spoon races.

The regatta's role as a regionally important event was reported on in the first edition of the Rodney Times, in 1901. Since Rodney District Council was subsumed by Auckland Council, the role of the regatta is even more important in reminding Mahurangi residents and city dwellers, that we are all Aucklanders. Included in the survey results from the 2016 regatta was the statement:

'This event is a unique coming together of urban and rural Aucklanders, in a maritime setting.' 82% of respondents agreed.

<b>Project Title</b>	<b>The Trusts New Zealand Open</b>
Applicant	Auckland Bowls Inc
Website	<a href="http://www.aucklandbowls.co.nz">http://www.aucklandbowls.co.nz</a>
Proposed venue/location	Blockhouse Bay Bowls and up to 18 other bowling clubs across Auckland
Proposed event dates	10 February 2018 - 18 February 2018
Proposed event times	8am - 6pm daily
Estimated total audience	50000
Target audience	Required All ages - bowls club members throughout NZ, general public, sports TV viewers
Total estimated running costs	\$163,815.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The Trusts New Zealand Open is one of the largest annual bowls tournaments in New Zealand attracting in excess of 900 participants. The event includes singles, pairs and triples for men and women as well as pairs and triples for people with a disability - the only national event to include a disability section.</p> <p>The New Zealand Open is televised by Sky TV providing live coverage of six finals across two days. The event is free for spectators.</p> <p>Approximately 60% of participants come from the Auckland region with the balance coming from other parts of New Zealand and a small contingent from overseas.</p> <p>The event has three main purposes - the first is to showcase the sport to a wider audience than we would normally reach by providing a televised event. If we are to grow our sport we must promote to the general public and this is one way we can achieve that.</p> <p>The second is to provide a world class event for the many bowlers in Auckland and other parts of NZ and overseas to participate in. With most Bowls NZ events currently run outside of Auckland this is the one national event we can provide for our members.</p> <p>Thirdly we like to promote Auckland as an event city and a destination for visitors to Auckland to play in the tournament and see the many sights and attractions that Auckland has to offer.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The event has been held each year since 2007. For the first nine years the event was held in November and last year for the first time we moved to February. We have retained this time slot for 2018.</p>	



In 2007 we had 746 individual entries and this has grown to 1171 entries in 2017. This was slightly down on the previous year. The move to February is in part to respond to this and present the event at a more favourable time of year to attract greater participation when the weather should be better! Although in February 2017 we struck terrible weather!

In 2015 we had live coverage of the event on Sky TV for the first time. Previously we have shown delayed highlights. This was a big step forward for the sport.

In 2018 we hope to televise the disabled events for the first time.

#### Dates and description of any prior Auckland Council Group Support

The event has has some form of Council support since the very first year, which has been greatly appreciated.

Firstly through the Waitakere City Council and then Auckland Council at either local board or regional level. The funding we receive forms an integral part of the overall budget as part of our sponsorship / grant income.

<b>Amount of Grant Requested</b>	<b>\$20,000.00</b>
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#### Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

1. Increases the number of Aucklanders actively participating in sport and recreation
2. Grows the contribution sport and recreation makes to the Auckland economy
3. Show cases Auckland's assets by utilising a number of bowling clubs across Auckland, many of which are council owned.
4. Builds regional identity by bringing together bowlers and volunteers from across the city in the joint pursuit of creating a world class event
5. Provides for elite level competition contributing to the strategy of Participation - excellence in Sport and Recreation.

**REF1800048**

<b>Project Title</b>	<b>Auckland Resettlement Sector Annual Summit</b>
Applicant	Auckland Resettled Community Coalition (ARCC)
Website	<a href="http://www.arcc.org.nz">http://www.arcc.org.nz</a>
Proposed venue/location	Mt Albert War Memorial Hall or Fickling Convention Centre
Proposed event dates	10 Nov 2017
Proposed event times	9 am to 4 pm
Estimated total audience	200
Target audience	Local, regional and national government representatives, mainstream, resettlement service providers, non-governmental organizations (NGOs) and Refugee backgrounds community leaders and representatives.
Total estimated running costs	\$15,500.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>Auckland Resettlement Sector Summit is an annual event that bringing together local, regional and national government representatives, mainstream, and resettlement service providers, non-governmental organizations (NGOs). The purpose is to achieve a greater understanding of how to improve collaboration across all levels of the Auckland refuges services, from funders to grass-root community organizations.</p> <p>The target audiences are key representatives and personnel from resettled communities (leaders and representatives), health providers, local and national Government representatives including NGOs, funding agencies, community members from resettled communities include youth, women and agencies working with refugee background communities in Auckland.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The first Auckland Resettlement Sector Summit was held on 7 Nov 2014, attendance were 60 people. The second was held on 27 November 2015, attended 110 people. The key outcome for both events were increasing numbers of the participation, networking between agencies and community leaders and representatives. Establishment of the Auckland Resettlement Sector steering group includes; Auckland Regional Migrant Services (ARMS) Auckland Regional Public Health Service (ARPHS) Asylum Seekers Support Trust (ASST), District Health Board (DHB) New Zealand Red Cross (NZRC) and Refugees as Survivors New Zealand (RASNZ)</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<p>2016/2017</p> <p>Capable Communities &amp; Strong Voices - Capacity Development Programmes and Community Leadership in Puketepapa Local Board Area</p> <p>ARCC works with 18 community organizations from 15 countries including Myanmar, Ethiopia, Eritrea, Afghanistan, Sri Lanka(Tamil), Uganda, Burundi, Rwanda, Congo, South Sudan, Iraq, Kurdish, Somali,</p>	

Palestine and Northern Sudan. Refugee-led community organizations plays an important role helping former refugees meet their developmental needs such as advocating, cultural integration due to their natural understanding of their community needs, languages and cultures. It is the first focal point of contact for new arrivals and access to specific cultural groups. Involvement of refugees in their resettlement is critical to integration as it enhances provision of effective services. These individuals are already identified as leaders in their communities, therefore are often in best position to understand

the needs and strengths of their communities, cultural issues involved and begin from a space of trust and familiarity that many social service providers do not have. ARCC will provide Strong Voices and Capable Communities workshops and site visits for former refugee community leaders, women and youth

to increase civic participation with focus on engaging with the local board, neighborhood and community

initiatives. In addition, the women will be waste minimization programme(Ethic Women In Action) in collaboration with Earth Action Trust.

<b>Amount of Grant Requested</b>	<b>\$15,500.00</b>
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Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

Extent to which the event supports other council strategic outcomes such as for sport and recreation, arts and culture,community development

- Extent to which the event builds regional identity

Extent to which the event has a region-wide impact

<b>Project Title</b>	<b>ARMS Diversity Events</b>
Applicant	Auckland Regional Migrant Services Charitable Trust
Website	<a href="http://www.settlement.org.nz">http://www.settlement.org.nz</a>
Proposed venue/location	Regional
Proposed event dates	18th December 2018, February, March, April, May 2018
Proposed event times	Day time over 4-5 hrs
Estimated total audience	1000
Target audience	New comers migrants communities , ethnic communities and stakeholder providers
Total estimated running costs	\$24,430.00
Project cost GST inclusive?	Yes
Has event been held before?	No
<b>Brief project description</b>	
<p>To hold a series of migrant multicultural events over the year that celebrates, acknowledges and pays honour to our diverse communities within Auckland.</p> <p>The series of events will meet ARMS goal of Facilitating the successful settlement and integration of Auckland's newcomers, empowering communities, and promoting intercultural respect.</p> <p>ARMS believes that the proposes series of events align with Auckland Council Events Policy</p> <ul style="list-style-type: none"> <li>• Bring people together to share memorable, inspiring ..., and to build social cohesion</li> <li>• Celebrate Auckland and its peoples, and build pride in our achievements and who we are</li> <li>• Commemorate and respect important occasions</li> </ul>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<b>Amount of Grant Requested</b>	<b>\$24,430.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
<p>The series of events will meet ARMS goal of Facilitating the successful settlement and integration of Auckland's newcomers, empowering communities, and promoting intercultural respect.</p> <p>ARMS believes that the proposes series of events align with Auckland Council Events Policy of</p> <ul style="list-style-type: none"> <li>• Working towards Auckland being the most livable city,</li> <li>• Bring people together to share memorable, inspiring and educational experiences, and to build social cohesion</li> <li>• Celebrate Auckland and its peoples, and build pride in our achievements and who we are</li> <li>• Commemorate and respect important occasions</li> </ul> <p>All the events are focused on celebrating Aucklanders, our space, landscape and culture.</p>	



**REF1800050**

<b>Project Title</b>	<b>Messiah - 100 Hallelujahs</b>
Applicant	Auckland Choral Society Incorporated
Website	<a href="http://www.aucklandchoral.com">http://www.aucklandchoral.com</a>
Proposed venue/location	Auckland Town Hall
Proposed event dates	16, 17, 18th December
Proposed event times	16 December - 5 pm, 17th, 18th December - 7.30pm
Estimated total audience	2400
Target audience	<ul style="list-style-type: none"> <li>• Aucklanders who appreciate classical / choral music, music-lovers,</li> <li>• Existing subscribers, existing long-term supporters, young friends of choir members, new audience from music interests,</li> <li>• New audience from non-traditional support areas of Auckland</li> </ul>
Total estimated running costs	\$182,105.85
Project cost GST inclusive?	No
Has event been held before?	No
<b>Brief project description</b>	
<p>In December 2018, Auckland Choral will proudly present its 100th consecutive annual performance of 'Messiah'.</p> <p>Auckland Choral has been performing this classical, iconic work by Handel since 1919 without break, and the 2018 performances will celebrate this nationwide, historic milestone that is a major contribution to the history of Auckland.</p> <p>The auditioned choir will be augmented with other choirs from around the world, including young people. High standards are expected as usual with over 300 diverse voices. Internationally-renowned New Zealand soloists and our own orchestra – Piper's Sinfonia – augmented by period instruments - will join the choir for this dazzling occasion.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<b>Amount of Grant Requested</b>	<b>\$25,000.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
<ul style="list-style-type: none"> <li>• Showcases the talents of Aucklanders – soloist, Uwe, choir singers, Pipers Sinfonia – who come from all parts of wider Auckland</li> <li>• Identity is based on our part in Auckland's cultural Heritage. – making Auckland culturally rich and creative</li> <li>• Auckland Choral provides a diverse programme of high quality musical performances that enrich the cultural opportunities for Aucklanders</li> <li>• Auckland Choral presents a range of works that extend our audience's knowledge and</li> </ul>	

appreciation of choral music

- Brings people together to share a memorable experience
- Will bring national and international attention to the music history and heritage of Auckland and Aucklanders
- Contributes to the overall economic benefit of Auckland by actively promoting the 100th consecutive performance by Auckland Choral of Handel's Messiah and maintaining strong links with a wide range of national and international soloists, orchestras and guest conductors to ensure a high artistic quality

<b>Project Title</b>	<b>Women's World League Final</b>
Applicant	Hockey New Zealand Incorporated
Website	<a href="http://www.hockeynz.co.nz">http://www.hockeynz.co.nz</a>
Proposed venue/location	North Harbour Hockey
Proposed event dates	17/11/2017 to 25/11/2017
Proposed event times	6pm - 10pm
Estimated total audience	25000
Target audience	Families, school children ages 5-18, Hockey community and general sports fans
Total estimated running costs	\$2,139,405.00
Project cost GST inclusive?	No
Has event been held before?	No
<b>Brief project description</b>	
<p>Women's World League Final will be hosted in North Harbour, Auckland and is the International Hockey Federation's (FIH's) highest profile hockey tournament outside of Olympics and World Cups. The event will attract the top 8 Women's hockey nations in the world, including NZ.</p> <p>Hockey New Zealand was awarded the hosting of this event in 2014 and with the support of MBIE and ATEED we are committed to delivering a world class event with lasting community benefits.</p> <p>This is consistent with our Hockey Strategy, which includes "Experience Events" as one of its five main goals. This is part of an integrated whole of Hockey Strategy for the advancement of the sport, that integrates community sport, with events, and high performance all of which benefit from the hosting of world class events here in New Zealand.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<b>Amount of Grant Requested</b>	<b>\$25,000.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
<p>This event will help support Regional event key priorities with a particular emphasis on:</p> <ul style="list-style-type: none"> <li>- Sport and recreation, and culture, being a world-class sporting event that will also provide the opportunity to showcase our cultural identity throughout the event to a local, national and international audience including broadcast.</li> <li>- Community development, we will be delivering a number of key training and development programmes alongside the event. These programmes include Women in Sport and Leadership</li> </ul>	



workshop, Aspiring Coaches programme, Umpire/Officials Development Programme as well as many opportunities for children and young people in particular to 'have a go' at the event.

- Extent to which the event builds regional identity showcases Auckland's assets (includes harbours and coastline, stadia, renowned and talented people) and what's special about the region. The delivery of the event at Harbour Hockey Stadium will utilise existing infrastructure and with promo including TV, digital and print to a global audience we will be able to showcase Auckland's wonderful natural assets.

- Region-wide impact. The significant economic impact will be the most significant region-wide impact, with teams and visitors staying in accommodation providers city-wide. We will also be working with key stakeholders such as ATEED, Tourism NZ and MBIE to help maximise these opportunities.

<b>Project Title</b>	<b>Elvis in the Gardens</b>
Applicant	Elvis in the Gardens
Website	<a href="http://www.elvisinthegardens.co.nz">http://www.elvisinthegardens.co.nz</a>
Proposed venue/location	Auckland Botannic Gardens
Proposed event dates	4 March 2018
Proposed event times	10 am - 6.00 pm
Estimated total audience	18000
Target audience	All ages and cultures
Total estimated running costs	\$126,000.00
Project cost GST inclusive?	Yes
Has event been held before?	Yes
<b>Brief project description</b>	
<p>This is a free concert which has become part of the Summer festival season attracting more and more people from outside the region. It is renowned now as the largest single day Elvis concert of it's kind in the world. Our objective always was and continues to be to encourage family and community togetherness, promote our Regions Botanic Gardens and showcase timeless music. In providing a free concert to the people of Auckland there is no financial burden on the very families who need to have a free day out. All children's activities are free. Katrina and Kerryn simply run the event as a way of giving back their professional skills. International Tribute Star headlines each year along with NZ and Australian professional performers. NZ Women Ltd is a non operating company identity that is retained for the purpose of applying for funding assistance. Katrina and Kerryn personally underwrite the events when sufficient funding is not found for the full costs of the event. Each year a charity is chosen to do two bucket collections. This years chosen charity is Arthritis NZ who are profiled in the lead up tot he event and during.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>All our outcomes and objectives have been met for eight consecutive years culminating in over 15,000 people each of the last four years and to an estimated 18,000 - 20,000 last year.</p> <p>The event is held at the same time each year. Either last weekend in February or first or second Sunday in March.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
<p>Local Boards contributions have diminished considerably over the last three years as boards limit their community grants to locally held events due to decreased funding. The other overwhelming feedback is that this is a Regional Event and therefore should be supported by Regional Events rather than Local Board grants.</p> <p>Manurewa local board continues to contribute 10k and three other boards either 1 or 2 k.</p> <p>Regional Events have contributed 12k each of 2016 and 2017.</p>	

<b>Amount of Grant Requested</b>	<b>\$30,000.00</b>
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<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>
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1. The event promotes recreation, cultural diversity in community togetherness and vocal and instrumental music appreciation.
2. Supports the local economy as the event attracts no Aucklanders and the we use local suppliers for the sub contractors to the business.
3. The event showcases our Regional - Auckland Botannic Gardens.
4. The event showcases local talent
5. The event attracts people from throughout the region and beyond
6. The event promotes environmentalism and waste minimisation.
7. The event show cases Auckland to the wider world through the extensive Elvis network.

<b>Project Title</b>	<b>Toddler Day Out &amp; Great Parenting Fair 2018</b>
Applicant	Violence Free Communities
Website	<a href="http://www.violencefreecommunities.org">http://www.violencefreecommunities.org</a>
Proposed venue/location	Massey Leisure Centre, plus unconfirmed venues in Kelston/New Lynn and Te Atatu/Henderson neighbourhoods
Proposed event dates	12/05/18, 11/08/18, 10/11/18
Proposed event times	9am - 2pm
Estimated total audience	15000
Target audience	Auckland families with young children under 5.
Total estimated running costs	\$80,400.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>Toddler Day Out (TDO) is a community-led event that was developed 15 years ago to promote the value of early family attachment and positive parenting skills, and has successfully run every year since then. It is a large family-fun event for Auckland families with young children, and offers hundreds of families the opportunity to interact with early childhood education (ECE), social and health services in a fun, interactive and supportive setting. For more information please refer to our website, <a href="http://www.violencefreecommunities.org">www.violencefreecommunities.org</a>, and watch our youtube clip of TDO2015 - <a href="https://www.youtube.com/watch?v=kKPZKsh9VrE&amp;feature=youtu.be">https://www.youtube.com/watch?v=kKPZKsh9VrE&amp;feature=youtu.be</a>.</p> <p>We have collaborated with the Massey YMCA for the previous two years and intend to continue this very effective and supportive relationship with another event planned for May 2018. We expect to attract families Auckland-wide: the Massey event predominately attracts local families, but also draws people from all over Auckland, and particularly Henderson-Massey, Upper Harbour, Whau, Waitakere.</p> <p>Based on feedback and perceived community needs we plan to expand our TDO programme into the West Auckland neighbourhoods of Kelston/New Lynn and Te Atatu/Henderson in 2018. We anticipate this expansion to increase the number of people we reach from 4,500 to 15,000. And our centralized approach to the management of these TDO events will reduce the project development and running costs while maintaining consistency of branding and quality.</p> <p>We are working closely with community hubs and centres, and our participating organisations, to identify the most effective locations to reach our target families.</p> <p>Of course, this potential expansion is contingent on increased funding from other providers. We are therefore requesting two possible funding scenarios from Auckland Council Regional Event funds: \$30,000 to contribute to three TDO events throughout West Auckland in 2018, or if this proposed expansion does not eventuate, then at least \$10,000 to contribute to the one event at Massey YMCA.</p>	

Holding these events in neighbourhood settings removes barriers to participation – particularly costs and accessibility for families from low socio-economic circumstances.

The objectives of TDO are to:

- Increase awareness of positive parenting strategies
- Create an opportunity for family fun in Auckland for children under 5
- Develop an understanding of the importance and value of Early Childhood Education (ECE), and increase access to ECE
- Increase understanding of and access to social services available to support parents
- Increase visibility of culturally appropriate services available to groups that traditionally do not access them
- Encourage safety considerations to be integrated into everyday activities and environments, social attitudes and behaviours
- Create opportunities for childcare providers, NGO and government organisations and councils to work together.

To ensure that the objectives of TDO are being met, we, as organisers, conduct an annual review of the day. Our evaluation reports demonstrate long-lasting value, with parents and care-givers describing the positive impact on their families' lives several months after the event. Because the event is free, it attracts families with low socio-economic status, and the deliberate inclusion of Maori, Pasifika and migrant services draws a wide range of ethnicities – 65% who attended this year were of ethnicities other than Pakeha/NZ European, and only 61% of survey respondents stated that English was their first language spoken at home.

#### Prior event dates, attendance numbers and key outcome

Previous to 2016, each year the event was normally held at The Trusts Arena, on Children's Day, details as follows:

Saturday 2nd March 2013: Approximately 18,000 people, 60 participating organisations

Saturday 1st March 2014: Approximately 13,000 people, 65 participating organisations

Saturday 7th March 2015: Approximately 11,000 people, 75 participating organisations

Saturday 14 May, 2016, held at Massey YMCA: approximately 4,500 people, 27 participating organisations

Saturday 3 December, held at Panmure Community Hall: approximately 3,000 people, 15 participating organisations

Saturday 13 May, 2017, held at Massey YMCA: approximately 4,500 people, 27 participating organisations

Each year we evaluate all of our objectives with a representative survey taken on the day with attendees, as well as a follow-up survey with participating organisations. Our objectives as detailed above have consistently been met, to one degree or another. Highlights from TDO 2017 include:

- TDO continues to be relevant and useful to families with young children - approximately 75% of families attended TDO for the first time, and those who have been before reported changes as a result of attending previously that included improvements in child safety, healthy eating and dealing with childhood illness.
- Parents reported the most useful aspects of TDO for them was the variety of information available, the convenience of everything being in one place, and the safety information.
- Parents reported what they loved the most was the fun activities for their children, and the

availability of the early childhood, health and safety, and parenting information.

- Almost 100% of attendees surveyed reported great fun for their children.
- All participating organisations reported that their engagement with parents, caregivers and children was excellent, that the event was valuable to them and 94% want to participate again next year.

(Please refer to attached TDO Project Report for more detailed information.)

**Dates and description of any prior Auckland Council Group Support**

Auckland Council Regional event funding for TDO 2017, \$10,000  
Henderson-Massey non-contestable funding for TDO 2017, \$10,000  
Auckland Council Regional event funding for TDO 2016, \$10,000  
Henderson-Massey non-contestable funding for TDO 2016, \$10,000  
Waitakere Ranges Local Events Support Fund, 2014/2015: \$2,500  
Henderson-Massey Local Events Support Fund, 2014/2015: \$15,000  
Whau Local Events Support Fund, 2014/2015: \$5,000  
Auckland Council Local Boards 2013/2014: \$25,000  
Auckland Council Local Boards 2012: \$15,000

**Amount of Grant Requested**     **\$30,000.00**

**Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES**

TDO contributes significantly to the regional event key priorities, particularly in supporting Council's strategic outcomes for community development: the event is informative, builds on community knowledge, and by raising awareness of the importance of the 'toddler' years, builds capability within the community of Auckland. Although situated within a local community, the event clearly has a region-wide impact as families from all over Auckland come.

TDO also meets key priority outcomes of the Auckland Plan. Attendance numbers and evaluation results attest to council's community development objective of "bringing people together to share memorable, inspiring and educational experiences, and build social cohesion". TDO is always fun and entertaining, and individuals and organisations interact in engaging ways. Because of the fun and informative participatory nature of the event, people's sense of community, identity and belonging is strengthened.

<b>Project Title</b>	<b>New Zealand Taiwna Day 2017</b>
Applicant	The Preparatory Committee of New Zealand Taiwan Day Trust
Website	<a href="http://taiwanday.nz">http://taiwanday.nz</a>
Proposed venue/location	Aotea Square, Limelight and BNZ Foyer , Queen Stree, Auckland
Proposed event dates	9th and 10th September 2017
Proposed event times	10:00 am - 18:00 pm
Estimated total audience	20000
Target audience	All ages groups from all community and cultural backgrounds
Total estimated running costs	\$120,000.00
Project cost GST inclusive?	Yes
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The “New Zealand Taiwan Day 2017” invites Auckland communities to experience multicultural performances, food, music, dance, art, crafts, Taiwanese indigenous culture and children's games from Taiwan and local communities. Most importantly, this event provides the opportunity for people of different cultures to share and celebrate their unique traditions and customs. This event promotes a positive image of Taiwanese community to Auckland society and encourage a harmonious and diverse multicultural city that is filled with energy and vitality. By sharing, we are promoting greater understanding between Auckland communities, and developing mutual co-operation. We would like to establish, a vibrant event known as “Taiwan Day” to be held annually in the beautiful Auckland.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>“New Zealand Taiwan Day 2016” was held on 22nd and 23rd Oct. 2016. The attendance were around 20,000. Through “New Zealand Taiwan Day 2016” , more of Auckland communities came to share and enjoyed the rich cultures of Taiwan, increase understanding between communities and exchange to enhance collaboration between each other.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
Regional Event Fund 2016/2017, Application REF1700001	
<b>Amount of Grant Requested</b>	<b>\$20,000.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
<p>On “Taiwan Day 2017”, we will carefully prepare events, including spectacular Taiwan arts, music and dance from various Taiwan based and New Zealand community groups, introducing the indigenous culture of Taiwan, Taiwan’s landmarks, cuisine. We will also invite multicultural art groups from local communities to share the stage and present performances together.</p>	

**REF1800057**

<b>Project Title</b>	<b>Te Ahurea tino Rangatiratanga kapahaka competition</b>
Applicant	James Cook High School
Website	<a href="http://www.jchs.school.nz">http://www.jchs.school.nz</a>
Proposed venue/location	James Cook High School
Proposed event dates	27th/28th October 2017
Proposed event times	27th October @ 1400 Powhiri; 28th October 0800 - 1730, competition and prizegiving
Estimated total audience	3500
Target audience	School students, parents, caregivers, whanau, community of involved schools and general public. Approximately ten South Auckland schools competing
Total estimated running costs	\$51,027.00
Project cost GST inclusive?	Yes
Has event been held before?	Yes
<b>Brief project description</b>	
<p>This is a kapahaka competition that focusses on the quality of maori performing art. It is considered to be the purest of the school kapahaka competitions in the Auckland Region in that all participating schools understand its' status and the highest quality of performance is the only way to be first. The winners and placed teams have access to the subsequent national kapahaka competition</p> <p>It commands a support from the South Auckland community and its' purpose is to maintain and enhance the high quality of maori performing art and to entertain the public.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>This event has been held annually in late October since 1996. It has always been well attended and provided a quality day of performance excellence through the medium of kapahaka. There has always been a culture of collegiality and positivity and the winning teams have reflected the humility and pride associated with this performing art form.</p> <p>Winning teams have always acquitted themselves well on a national stage subsequent to this event.</p>	
<b>Dates and description of any prior Auckland Council Group Support</b>	
I am aware of Auckland Council support of this event in 2015, (\$17,500) and 2016 (\$25,000).	
<b>Amount of Grant Requested</b>	<b>\$25,000.00</b>
<b>Ways in which event SUPPORTS REGIONAL EVENT KEY PRIORITIES</b>	
This event reflects the regional identity of South Auckland in a positive light and showcases that identity through public performance.	



<b>Project Title</b>	<b>Auckland Pride Festival and Parade 2018</b>
Applicant	Auckland Pride Festival Incorporated
Website	<a href="http://www.aucklandpridefestival.org.nz">http://www.aucklandpridefestival.org.nz</a>
Proposed venue/location	Auckland-wide
Proposed event dates	Friday 2 February - Sunday 18 February
Proposed event times	various
Estimated total audience	40000
Target audience	Gay, Lesbian, Bisexual, Transgender, Takatāpui, Fa'afafine, Intersex, Queer and other Rainbow communities
Total estimated running costs	\$320,000.00
Project cost GST inclusive?	No
Has event been held before?	Yes
<b>Brief project description</b>	
<p>Moving into its sixth consecutive year, the Auckland Pride Festival is the pre-eminent social and cultural programme of events for New Zealand's Rainbow communities (Gay, Lesbian, Bisexual, Transgender, Takatāpui, Fa'afafine, Intersex, Queer), and their families and friends.</p> <p>For two weeks and three weekends each February, Auckland's Rainbow communities – and LGBTIQ+ people from all around New Zealand – gather in New Zealand's most diverse city to celebrate their culture, sexuality and gender identity at the Auckland Pride Festival and it's biggest event, the fabulous Auckland Pride Parade.</p> <p>Auckland Pride makes a major contribution to the mana and wellbeing of New Zealand's Rainbow communities, and contributes significantly to Auckland Council's vision of creating the world's most liveable city.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>Auckland Pride 2017 attracted and supported a total of 85 different events and activities across 17 days – the largest Auckland Pride Festival to date.</p> <p>Events were spread across 56 venues and locations – including the Aotea Centre, Q Theatre, Basement Theatre and Auckland Art Gallery in the central city; Te Pou Theatre in New Lynn and Falls Park in Henderson; Māngere Arts Centre and Fresh Gallery Ōtara – as well as the major public events in Point Chevalier's Coyle Park and along the length of Ponsonby Road.</p> <p>From this programme, 32 events were free to attend – making it the most accessible Auckland Pride Festival to date.</p> <p>Auckland Pride's single largest audience to date – measured at 16,320 unique attendees – was recorded along Ponsonby Road at the 2017 Auckland Pride Parade, which engaged over 3,200 active participants on 62 fabulous floats.</p>	

In addition to rainbow lighting of the Sky Tower and Auckland Museum, the 2017 Festival inspired rainbow street pole flags along Ponsonby Road and Newmarket's Broadway, rainbow lighting of the Aotea Centre and Civic Administration Building, and rainbow flags all over the city – making it the most visible Auckland Pride Festival to date.

The 2017 Festival was utilised as a platform for announcements by the Government about the quashing of historic gay sex convictions and increased funding for LGBTIQ+ youth. The New Zealand AIDS Foundation launched its new Ending HIV campaign at the start of the 2017 Festival.

From 1 January to 28 February 2017, the Auckland Pride website attracted 60,888 visits from over 42,509 unique users. Facebook likes increased organically by 14% to 5,931 and there were 5,621 page visits; 26,461 post engagements; and a total reach of 325,618 people.

On the evening of the 2017 Auckland Pride Parade, the #AucklandPride hashtag was trending on Twitter in New Zealand – ahead of Bruce Springsteen and the Mount Albert by-election.

#### Dates and description of any prior Auckland Council Group Support

Auckland Pride's primary funding from Auckland Tourism, Events and Economic Development (ATEED) for the annual Auckland Pride Parade has been reduced from \$95,800 for this February's Parade to \$45,000 for the 2018 event.

The Parade has received a Waitematā Local Board Grant on one prior occasion. The Festival has never received any additional funding support from Auckland Council.

<b>Amount of Grant Requested</b>	<b>\$40,000.00</b>
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#### Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

Auckland Pride supports all the Regional Event Key Priorities, as well as the goals and objectives of Auckland Council's Toi Whītiki Arts and Culture Strategic Plan.

The Festival and Parade increase opportunities for LGBTIQ+ Aucklanders to experience and participate in arts and culture in an environment that recognises their particular need to celebrate their own culture, and be proud of who they are, in an open and inclusive environment.

The Festival provides a proven and effective marketing and communication platform for LGBTIQ+ community groups and artists, as well as Auckland arts organisations, to reach and engage with LGBTIQ+ communities – contributing more to LGBTIQ+ audience growth and the development of queer arts in Auckland than any other programme or event.

Auckland Pride supports Auckland's network of arts and cultural institutions and facilities, and contributes to the creative economy, by generating an annual programme of events and activities in mid February. The Festival often provides theatre venues with their first major programming of the year.

Auckland Pride promotes the city centre as Auckland's major cultural destination through ongoing programming at the Aotea Centre, Q Theatre, Basement Theatre, Auckland Art Gallery Toi o Tāmaki, AUT, SKYCITY, The Classic Comedy Club, and other central venues.

Rainbow lighting of the city's most visible buildings and structures – showcasing the iconic Auckland Museum and Sky Tower, Aotea Centre and Silo Park – has proven hugely effective in promoting the Festival and Auckland to local and international audiences.

Auckland Pride includes events and activities right across the greater Auckland region – from Ponsonby to Ōtara and Henderson to Waiheke Island. The Festival aims to improve access and achieve a region-wide impact by encouraging event programming and visible street presence in South Auckland, West Auckland, and other areas outside of the city and central suburbs.

The Festival removes barriers to access and participation by supporting a large number of low-cost or no-cost events. There were 32 free events in 2017.

The Festival purposefully supports and works alongside LGBTIQ+ community groups and arts organisations from diverse and marginalised communities – including Māori, Pasifika and Asian and disability groups – to empower and enable increased participation.

A long-term partnership with Rainbow Auckland and the GABA Charitable Trust has enabled an annual round of Auckland Pride Grants to support community groups, artists and arts organisations needing financial assistance to stage events within the Festival, or to participate in the Parade. Over \$50,000 in financial grants has been distributed since 2013. There are always more applicants than available funds.

Auckland Pride also grows and delivers investment in arts and culture by engaging with corporate sponsors – and encouraging partners to invest in LGBTIQ+ communities and artists. Fletcher Building's new partnership with RainbowYOUTH was initiated through the 2017 Parade, while ANZ has commissioned local artists – including Reuben Paterson and Shannon Novak – to design its iconic GAYTMs.

Since 2013, the Auckland Pride Parade has received sponsorship investment from the Ponsonby Business Association in recognition of the event's contribution to economic activity and the cultural identity of the Ponsonby area – a traditional home of the city's LGBTIQ+ communities.

In 2017, the Karangahape Road Business Association sponsored the Festival's closing celebration in Galatos Street, recognising and promoting K' Road's unique cultural identity as the heart of Auckland's queer nightlife.

Auckland Pride showcases a diverse cultural identity that is totally unique to Auckland by providing a platform to promote the talent, storytelling and creative excellence of Auckland's distinctive Rainbow communities – including Takatāpui Māori, Fa'afafine, Fakaleiti, Akava'ine, Fakafifine, Vakasalewalewa, Palopa and Mahu.

Place and cultural diversity is Auckland Pride's key point of difference from any other major Pride event around the world. The Festival respects and promotes Takatāpui Māori culture at the forefront of its programme and major events. With its geographic location and unique cultural diversity, Auckland Pride is perfectly positioned to become the Pride of the Pacific.

Auckland Pride is also proud to align with the participation priority expressed in Auckland Council's

## Sport and Recreation Strategic Action Plan.

Since its inception, the Festival has included a diverse programme of sports and activities that encourage LGBTIQ+ Aucklanders to live physically active lives. The 2017 Festival included walking, cycling, swimming, rugby, softball, tennis and surfing.

The Auckland Pride Parade encourages participation in physical activity through its large numbers of marchers and volunteers coming together across Auckland to participate in rehearsed routines.

Auckland Pride celebrates LGBTIQ+ excellence in recreation and sport by promoting the achievements of out and proud local champions, such as world record-breaking rower Robbie Manson.

Auckland cannot become the world's most liveable city without a LGBT+ Pride festival. These festivals are at the heart of events that all major, modern cities must have to demonstrate inclusiveness, vibrancy, diversity and support for potentially vulnerable members of society. They increase engagement through awareness and openness to sexual and gender diversity – which is important when cities are attracting global talent and seeking to have engaged, happy and productive populations.

Auckland Pride is a vital contributor to Auckland Council's Community and Social Development Action Plan to create thriving communities that are connected, resilient and inclusive.

The Festival and Parade are effective vehicles for community-led development, working with LGBTIQ+ communities to develop leadership, skills and capacity. They promote inclusion, reduce discrimination, and endeavor to remove barriers to opportunity and participation, particularly for marginalised and disadvantaged LGBTIQ+ groups. They prioritise the facilitation of Māori outcomes for and by Takatāpui Māori.

Following the 2017 Festival, 95% of those surveyed by ATEED agreed that the Auckland Pride Parade makes Auckland a better place to live, and 92% said it increased their Pride in Auckland.

<b>Project Title</b>	<b>New Zealand Communities Football Cup (NZCFC)</b>
Applicant	New Zealand Federation of Multicultural Councils Inc.
Website	<a href="https://multiculturalnz.org.nz/">https://multiculturalnz.org.nz/</a>
Proposed venue/location	Mangere Centre Park
Proposed event dates	25th and 26th November, 2017
Proposed event times	9.00am - 6.00pm each day
Estimated total audience	15000
Target audience	Ethnic, Migrant and refugee Communities, Maori and wider communities as well as Agencies that work with them
Total estimated running costs	\$100,591.00
Project cost GST inclusive?	Yes
Has event been held before?	Yes
<b>Brief project description</b>	
<p>The tournament contributes practically towards the Police and NZFMC vision of 'Safer Communities Together' and provides an opportunity for positive community interaction. This year we are piloting and adding an Under 12 tournament making the tournament a family fun event with Men, Women and now Children's. This move will surely encouraged our communities through sport to work together to welcome newcomers contributed to building a place where everyone felt like they belonged. In addition to the football competition, a youth forum targeting intermediate school students was added to the tournament. The forum brings migrant and former refugee youth together to celebrate their love of football, give them the opportunity to learn new skills and address issues that are important to them.</p>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The tournament starts Friday 24th November with a community engagement project, we organise a youth forum and a football clinic at an Intermediate School in the Mangere area.</p> <p>The tournament kicks off on Saturday 25th November and finishes on Sunday 26th November, 2017. Players and official arrives and checks in to their accommodation on Friday 24th November.</p> <p>100 youths for the forum  16 teams of 20 players and manager each for men = 320  10 teams of 10 players and manager each for women = 100  16 teams of 10 players for Under 12 youth = 160  50 officials and volunteers</p> <p>We are expecting 10,000 attendance over the 3 days event.</p> <p>Outcomes:  Promote integration and positive community engagement amongst different communities and with government and local agencies.</p>	

Provide an opportunity for community based teams to display their talents at a national level.  
Diverse communities experience complex barriers to sport arising from religious requirements, language differences, cultural values, family values or expectations and feeling welcomed or accepted, this is an avenue to build their confidence to navigate those barriers.

Assist participants to realise their potential in sport and life.

Tournament tends to create a sense of belonging to the Ethnic migrant and refugee communities in Auckland (4 teams from Auckland, Mt Roskill, Waitakere, RYAN and South Auckland) will be networking and participating with other 12 teams from New Zealand.

#### Dates and description of any prior Auckland Council Group Support

Connect2sport supported with marketing when the event was hosted in Auckland in 2011.

Waitakere Community Trust and Sportzone organised the local tournaments and the winner represent Auckland at the nationals when held outside Auckland.

Chade Julie, Team Leader Event Facilitation - South Arts, Community and Events has been supporting with complacency and other Council's requirements.

<b>Amount of Grant Requested</b>	<b>\$35,000.00</b>
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#### Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

The event promotes social cohesion and equity through football - tournaments like this are a great way to bring people together, celebrate our diversity through a common language (football) and also help with integrating into a new environment/ home, especially for new migrants/ refugee communities.

A social cohesive and inclusive Auckland contribute to the vision of becoming the world's most liveable city.

Participation is an avenue for our diverse communities to enjoy healthy and active lifestyles.

The event provide an opportunity for community based team to display their talents but also to represent their region hence build regional identity including the 5 Auckland based teams.

The teams visiting outside of Auckland will be staying at a marae, and play at the Mangere Central Park.

5 of the 16 teams participating in the tournament are from other regions of Auckland; Mt Roskil, Waitakere, South Auckland, North Shore and the Air Force and Police teams.

<b>Project Title</b>	<b>Bike The Bridge</b>
Applicant	ClipOn NZ Limited
Website	<a href="http://www.bikethebridge.co.nz">http://www.bikethebridge.co.nz</a>
Proposed venue/location	Smales Farm, Takapuna (including Northern Busway and Auckland Harbour Bridge)
Proposed event dates	18/2/2018
Proposed event times	6am - 12 noon
Estimated total audience	5000
Target audience	Mass participation cycle event for the general public and families
Total estimated running costs	\$225,000.00
Project cost GST inclusive?	Yes
Has event been held before?	Yes
<b>Brief project description</b>	
<p>Bike The Bridge has been in operation since 2011. Key points of note are:</p> <ul style="list-style-type: none"> <li>• It is iconic and a “must’ do” on the event calendar as it traverses the Auckland Harbour Bridge and the Northern Busway (not assessable to cyclists at any other time of year)</li> <li>• It is designed to be a mass participation cycle ride and is the only event of its type in Auckland</li> <li>• The event is the largest bike event held in Auckland (and 2nd largest in the country)</li> <li>• It has traditionally had between 3,000 – 4,500 riders</li> </ul> <p>In consultation with Bike Auckland and Auckland Transport, we have sought, and have agreement to move the event from its traditional timeslot in November to a new position in February (Sunday, 18 February 2018). This has been done to:</p> <ul style="list-style-type: none"> <li>• align with Bike Month February – an emerging concept promoted by Auckland Transport and Bike Auckland to lift the uptake of cycling</li> <li>• to give this “month” a pinnacle event, tying together a number of initiatives that we will work closely with</li> <li>• deliver the event in a window of more settled weather and warmer conditions – providing more incentives to take part.</li> </ul>	
<b>Prior event dates, attendance numbers and key outcome</b>	
<p>The event is an annual event that has been run on the second Sunday of November since 2011. Participation numbers each year have been growing from 3500 to 4500 each event. Furthermore there is an estimated 2,000 - 3,000 spectators / loved ones that support these cyclists at the finish line. Our post event surveys indicate:</p> <ul style="list-style-type: none"> <li>- High or very high enjoyment of the event +90%</li> <li>- High levels of people "new to cycling" +60%</li> <li>- High families and recreational types (rather than lycra cyclists) +85%</li> <li>- Highly likely to recommend the event to friends +75%</li> </ul>	

The event is designed to introduce people to cycling using the "bucket list" of the Harbour Bridge and in doing so create an environment that normalises the activity

November 2011 - 4,500 entrants

November 2013 - 4,000 entrants

November 2014 - 4,000 entrants

November 2015 - 4,000 entrants

November 2016 - 4,300 entrants

#### Dates and description of any prior Auckland Council Group Support

Bike the Bridge has enjoyed the support of both Auckland Council and Auckland Transport in previous edition. This support has been by way of event fund applications and in marketing and logistical support in the build up and on the day of the event.

Auckland Transport have consistently manned a booth at the Finish line and run a variety of demonstrations / workshops with our participants in the lead-up to the event and on the day.

<b>Amount of Grant Requested</b>	<b>\$25,000.00</b>
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#### Ways in which event **SUPPORTS REGIONAL EVENT KEY PRIORITIES**

This event ties in directly with Auckland Councils Walking and Cycling Strategy and Bike Auckland Strategic Plan. It is now providing the pinnacle event that will underpin Bike February and supports the infrastructure development and other work going in around the cycle path network and cycling in general. It is a catalyst to get people using these.

The event has always supported the vision of the most liveable city - providing a platform to get people out on their bikes and understanding mode shifting real terms . As such this also dovetails into the Transport integration plans the Council has been developing.

The event:

- delivers another major event to the city
- delivers the only mass participation cycle event to the city
- promotes healthy living and fitness
- promotes tourism and Auckland bed nights (multiple bed nights for each edition to date)
- showcases Auckland assets - its Harbour, transport hubs and the like
- is region wide, enabling participants to attend from throughout the city and beyond



