

ATTACHMENT C: REGIONAL EVENT FUND APPLICATION SUMMARIES 2018/2019 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
REF1900002	Badminton North Harbour Incorporated	Badminton North Harbour International
REF1900004	The Preparatory Committee of New Zealand Taiwan Day Trust	New Zealand Taiwan Day 2018
REF1900009	Auckland Anniversary Regatta Incorporated	Auckland Anniversary Day Regatta
REF1900011	Next Generation Sport Ltd	World School Sevens
REF1900013	Eventing Auckland Inc.	Puhinui International Horse Trials
REF1900014	Waiuku Business & Development Association	Waiuku Blast to the Past 2018
REF1900015	Harbour Hockey	Collier Trophy (U13 Hockey National Championships)
REF1900016	Athletics New Zealand	2019 Sir Graeme Douglas International Track Challenge
REF1900017	Show Jumping Waitemata	Show Jumping Waitemata World Cup Final
REF1900018	New Zealand AIDS Foundation	Ending HIV Big Gay Out (BGO)
REF1900019	Japanese Society of Auckland Inc.	Japan Day 2019
REF1900020	New Zealand Ukulele Trust	The New Zealand Ukulele Festival
REF1900022	Badminton New Zealand Incorporated	New Zealand U15 National Championships & New Zealand U17 National Championships
REF1900023	YMCA of Auckland Inc	Walk the Line
REF1900024	Auckland Highland Games & Gathering	Auckland Highland Games & Gathering
REF1900026	Korua Community Trust	TEDxAuckland 2018
REF1900027	Mahurangi Action Incorporated	Mahurangi Regatta
REF1900028	The Korean Society of Auckland	2019 Korean Day
REF1900029	North Harbour Hockey	Vantage National Under 18 Men's Association Tournament
REF1900030	Bike the Bridge	Bike The Bridge
REF1900031	The Auckland Children's Christmas Parade Trust	The Farmers Santa Parade
REF1900032	Crackerjack Promotions Limited	Auckland International Buskers Festival
REF1900033	New Zealand Federation of Multicultural Councils Inc	New Zealand Communities Football Cup (NZCFC)
REF1900034	Elvis in the Gardens Incorporated Society.	Elvis in the Gardens
REF1900036	Bike Auckland	Lightpath Festival (Te Ara I Whiti Festival)
REF1900038	James Cook High School Puutake Te Wahanga maori	Te Ahurea Tino Rangatiratanga Kapahaka Secondary competition 2018
REF1900039	Te Tohu Taakaro o Aotearoa Charitable Trust	2018 Aotearoa Maori Sports Awards
REF1900040	Auckland Pride Festival Inc.	Auckland Pride Festival and Parade 2019
REF1900041	Quantum Events	Omaha Classic

Project Title	Badminton North Harbour International
Applicant	Badminton North Harbour Incorporated
Website	http://www.bnh.org.nz
Proposed venue/location	Badminton North Harbour
Proposed event dates	21st to 24th March 2019
Proposed event times	10am to 7pm
Estimated no. of participants	130
Estimated total audience	5000
Target audience	All our badminton community plus live stream to National and International Audience
Project cost GST inclusive?	No
Total estimated project cost	18,720
Has event been held before?	Yes
Brief Project Description	
<p>This is to enable our community to experienced a truly International tournament. Previously we have had entries from 11 countries including Brazil, Australia and the USA. As New Zealand is some what isolated it is a unique opportunity for our players to compete for International ranking points which is essential in their ability to progress in this sport on an international basis. It also enables our voluteers and spectators the opportunity to participate in an International event.</p>	
Prior event dates, attendance numbers and key outcomes	
<p>1st February to 4th February 2018 130 participants from 11 countries 40 volunteers over 6000 viewed live stream</p> <p>Chairpersons from local boards attended finals and presented prizes Lisa Whyte Danielle Grant George Wood</p>	
Dates and description of any prior Auckland Council Group support	
<p>Local Boards assisted with grants to cover shuttle costs Upper Harbour, Kaipatiki, Devonport/Takapuna</p>	
Total Amount Requested	4,500
Ways in which event Supports Regional Event Key Priorities	
<p>This event enables our community to be involved in a event that attracts overseas participants and has the backing of the World Federation, Oceania Federation and Badminton New Zealand. Players, officials, volunteers and our community will all benefit from this event and is key to the development of Badminton within our community</p>	

Project Title	New Zealand Taiwan Day 2018
Applicant	The Preparatory Committee of New Zealand Taiwan Day Trust
Website	http://taiwanday.nz
Proposed venue/location	Aotea Square, Auckland
Proposed event dates	27th and 28th October, 2018
Proposed event times	10:00-20:00 on 27th, 10:00-18:00 on 28th
Estimated no. of participants	500
Estimated total audience	20000
Target audience	All ages groups from all community and cultural backgrounds
Project cost GST inclusive?	Yes
Total estimated project cost	125,000
Has event been held before?	Yes
Brief Project Description	
<p>'NZ Taiwan Day 2018' is a two-day event held in Aotea Square (Auckland), where the Taiwanese Community celebrate and publicize their traditional culture in Taiwan. About 20,000 people from New Zealand and Overseas attended this event in 2016 and 2017 respectively. 'Taiwan Day 2018' will include multicultural performance, Taiwanese arts, music, dance, delicious cuisine and indigenous cultural displays.</p> <p>The Preparatory Committee of New Zealand Taiwan Day Trust submits this Proposal for services, to support the Auckland strategies. 'Taiwan Day 2018' promotes Auckland as a harmonious and diverse multicultural city, by inviting everyone to experience and enjoy the richness of Traditional Taiwanese Culture.</p>	
Prior event dates, attendance numbers and key outcomes	
<p>"New Zealand Taiwan Day " has been held on 22nd and 23rd Oct. 2016, 9th and 10th September 2017. The attendance was around 20,000 each year. NZ Taiwan Day promotes a harmonious and diverse multicultural Auckland, through this festival in 2016 and 2017, more of Auckland communities have come to share and enjoyed the rich cultures of Taiwan, increase understanding between communities and to enhance collaboration between each other.</p>	
Dates and description of any prior Auckland Council Group support	
<p>Regional Event Fund 2016/2017, Application REF1700001 Regional Event Fund 2017/2018, Application REF1800056</p>	
Total Amount Requested	20,000
Ways in which event Supports Regional Event Key Priorities	
<p>The Preparatory Committee of New Zealand Taiwan Day has two years experience of organizing this event. The activities on Taiwan Day 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. The Committee will also invite famous multicultural art groups from Auckland communities to share the stage and present multicultural performances.</p> <p>We believe that our joint efforts for 'Taiwan Day 2018' will promote a positive image of Auckland that we are an energetic, harmonious and inspirational city.</p>	

Project Title	Auckland Anniversary Day Regatta
Applicant	Auckland Anniversary Regatta Incorporated
Website	http://www.regatta.org.nz
Proposed venue/location	Waitemata & Viaduct Harbours and the Hauraki Gulf
Proposed event dates	26-28 January 2019
Proposed event times	0800 - 1700hrs
Estimated no. of participants	5000
Estimated total audience	10000
Target audience	12000
Project cost GST inclusive?	No
Total estimated project cost	78,000
Has event been held before?	Yes
Brief Project Description	
<p>The Regatta was held initially to celebrate the birth of Auckland back in 1840 and has continued to be held for the past 179 years on the Monday of Auckland Anniversary Weekend. As such it is an integral part of the weekend's celebrations and focussed on Auckland's maritime heritage.</p> <p>The Regatta provides an opportunity for sailors, windsurfers, dragon boaters, paddlers and a variety of other on the water sport participants to join in the celebration and in so doing offer a wonderful spectacle for the many hundreds of spectators both on and off the water.</p> <p>Over the years it has grown and developed with the addition of tugboats, kite boarders, Stand Up Paddleboarders and in 2019 it is hope to bring back the classic launches for a race around the tugboat course.</p>	
Prior event dates, attendance numbers and key outcomes	
<p>The Regatta, always held over Anniversary Weekend has grown over the past couple of years to include Auckland Championship events held on the Saturday, Sunday and Monday.</p> <p>The numbers of young competitors especially in the dinghy classes has grown steadily from 100-200 competitors to 600+ youngsters competing in the tiny Optimist & Starling classes along with the Sea Scouts in their cutters and Navy Crowns.</p> <p>These young sailors have been (and will continue to be given) the opportunity to experience and learn the skills of sailing in a safe environment and to be a part of this historic iconic event.</p> <p>The keelboat, classic and dragon boat fleets have also grown over the past years and have provided a great competitive environment and allowed the public of Auckland to view their world class fleet of yachts and tugboats at close hand.</p>	
Dates and description of any prior Auckland Council Group support	
Auckland Council has very generously provided funding of \$12,500 for each of the 2017 and 2018 Anniversary Day Regattas	
Total Amount Requested	25,000
Ways in which event Supports Regional Event Key Priorities	

The Regatta supports the regional event key priorities by delivering a unique opportunity for sailors, paddlers, waka ama and a wide variety of other on the water sport participants, spectators both on land and on the water to be a part of the weekend's celebration of the anniversary of Auckland's birth.

Entry is open to everyone and anyone who would like to participate and caters for all on the water activities from tugboats, classic launches, dinghy class (both young & old) sailors to keelboats, classic yachts, waka ama, waka and dragon boats. There is something on offer for everyone and with its unique advantage of providing so many viewing points around the city for spectators to see the spectacle on the water enables those on land to share the celebration and be a part of this historic event.

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

It is an opportunity to showcase the City of Auckland both locally, nationally and overseas via TV, facebook and social media.

Project Title	World School Sevens
Applicant	Next Generation Sport Ltd
Website	http://www.nextgenerationsport.co.nz
Proposed venue/location	Pakuranga Rugby Club
Proposed event dates	Friday December 14th to Saturday December 15th 2018
Proposed event times	6am-9pm and 9am-9pm
Estimated no. of participants	336
Estimated total audience	35000
Target audience	youth
Project cost GST inclusive?	Yes
Total estimated project cost	204,000
Has event been held before?	Yes
Brief Project Description	
<p>The World School Sevens is an International Sevens Rugby Event focussed on players who are U18 years of age. It is Nation v Nation at U18 age group level i.e. Australia v Japan v Canada v New Zealand.</p> <p>The first and pilot event was staged in 2016 with ten teams competing. The 2nd edition last year had fourteen teams competing. In 2018 we hope to have 20+ teams competing. Currently we teams from Australia, Japan, Canada interested in coming and we have approached South Africa, China, Brazil and USA.</p> <p>The event was broadcast live on Sky Sport One and also into Australia through Fox Sport. Although we are looking at alternative streaming options as well for 2018.</p> <p>The vision for the World School Sevens is to continue to develop and grow the footprint in New Zealand with a potential end goal of 72 teams.</p> <p>The purpose is four fold. Firstly to give the best sevens players in New Zealand an opportunity to play against the best other players in the World. Secondly to showcase Auckland as a city. Thirdly to showcase our unique culture to the competitors and their families. Fourthly to create memories for the players that they will return to New Zealand later in life and bring their families and friends.</p>	
Prior event dates, attendance numbers and key outcomes	
<p>The World School Sevens is held each year in December. It hosts the best U18 age group National Sides against each other.</p> <p>Spectator live attendance is approximately 1000 people with television viewership rising to 20,000+ in peak times in New Zealand. With additional television viewership in Australia and Fiji.</p>	

Key outcomes include the growing global television interest and increased television and social media interest within New Zealand.

Dates and description of any prior Auckland Council Group support

Not applicable in 2017

Total Amount Requested	25,000
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Ways in which event **Supports Regional Event Key Priorities**

The event supports other regional event key priorities including developing sport. It develops sport by showcasing participation, healthy lifestyles and also elite level sport.

The event not only has a Regional impact it also has a National Impact

Project Title	Puhinui International Horse Trials
Applicant	Eventing Auckland Inc.
Website	http://www.3dayevent.co.nz
Proposed venue/location	Puhinui Reserve, Prices Road, Manukau
Proposed event dates	7th - 9th December 2018
Proposed event times	6am - 8pm
Estimated no. of participants	6000
Estimated total audience	10000
Target audience	General public, national and international equestrian enthusiasts, sponsors, competitors and supporters.
Project cost GST inclusive?	No
Total estimated project cost	146,524
Has event been held before?	Yes
Brief Project Description	
<p>EVENT OVERVIEW</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 three classes under the International FEI governing rules, that apply around the world.</p>	
<p>EVENT PURPOSE</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>	
Prior event dates, attendance numbers and key outcomes	
<p>DATE</p> <p>The event has traditionally been held in December, which is the finale of the national spring horse trials circuit. Being the finale, it also includes the internationally recognised FEI classes that most competitors have been striving to qualify to compete in during the season leading up to the event.</p>	
<p>ATTENDANCE NUMBERS</p> <p>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.</p>	

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 the draw card of international equestrian celebrities (to be outlined later in the application) and with increased marketing funds available, there will be the opportunity to introduce the event to more people. The attendance numbers would increase, as the group will be able to communicate to a more “non horsey” audience.

KEY OUTCOMES

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 slowly increasing due to the better communication to this target audience, but way below capacity.
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

2017 \$15,000.00 plus supplied only marquees and small tents Auckland Council
 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

Total Amount Requested	40,000
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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, form 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.

Excellence is developed 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 a strong organising committee behind the Puhinui International Horse Trial for some 25 years. The committee are extremely experienced 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.

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 Sport NZ Strategic Plan 2012 – 2015 (which 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 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 reserve that is not normally easily accessible to the general public. The Puhinui International Horse Trial affords visitors 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 Equestre 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 three 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 supporting 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 it's 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.

Project Title	Waiuku Blast to the Past 2018
Applicant	Waiuku Business & Development Association
Website	http://www.waiukutown.co.nz
Proposed venue/location	Waiuku Rugby Park
Proposed event dates	Saturday 10th November 2018
Proposed event times	6pm-9pm
Estimated no. of participants	100
Estimated total audience	22000
Target audience	Families and all ages
Project cost GST inclusive?	Yes
Total estimated project cost	28,000
Has event been held before?	Yes
Brief Project Description	
<p>This event provides a low-cost evening of family entertainment, a food and craft market, kids carnival activities and a public spectacle with the huge fireworks display. The purpose of this event is to provide a safe, professional fireworks display for our community to enjoy and to give local charitable organisations valuable exposure and fundraising opportunities. We also want to highlight our heritage town with it's many historical sites and buildings as a great place to visit in the Auckland region. The event is also held to support community safety and our local emergency services and volunteer fire brigade, in an effort to reduce call outs for injuries and fires caused by the private mis-use of fireworks. Many people prefer a professional controlled display over using fireworks at their homes but there are only a handful of displays held in the Auckland region.</p>	
Prior event dates, attendance numbers and key outcomes	
<p>Last year's Waiuku Blast to the Past event was held on Saturday 11th November 2017.</p> <p>Approx 22,000 people attended this event, the highest number we've had which we felt was partly due to it being the only display held in the South Auckland region as well as the event's growing popularity. People traveled from Papakura, Takanini, Manurewa, Clevedon and many other parts of Auckland to attend.</p> <p>Key Outcomes achieved:</p> <p>Community Enrichment- This event brought the community and visitors from across Auckland together for a memorable, low cost evening of entertainment. This was a successful event and we received a lot of enthusiastic and positive feedback from the community. Local community organisations were able to gain exposure and fundraise successfully at the event.</p> <p>Waste minimisation - This was one of our first town events with recycling stations and staff to educate the public on correct disposal of waste. We also encouraged our market vendors to start moving towards 'zero waste' packaging if they hadn't already.</p> <p>Previous to that; dates held were; Oct 29th 2016, Oct 24th 2015, Oct 4th 2014, 1st Nov 2013 and 12th Oct 2012.</p>	
Dates and description of any prior Auckland Council Group support	

Franklin Local Board provided funding of \$5,000 for the 11th November 2017 and Oct 29th 2016 events.

Total Amount Requested	3,000
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Ways in which event Supports Regional Event Key Priorities

This event supports regional event key priorities in the following ways;

Council strategic outcomes-

- Community Development- Brings the community together and supports local charitable causes.

- Arts and Culture- Celebrates our cultural diversity with various cultural performances.

- Waste Minimisation- 'Zero Waste' event- Only food vendors with acceptable compostable or biodegradable packaging will be able to attend and we will have recycling stations with staff to educate the public on sustainable and responsible methods of waste disposal.

Building Regional identity/ Showcasing Auckland-

Attracts visitors to this part of the Auckland region, showcasing West Franklin including the Awhitu peninsula and west coast which offers a range of unique attractions and experiences. These regional attractions are celebrated at the event and visually highlighted in the township and at our local Information Centre.

Positive impact across our region-

We have received a lot of very positive feedback from local residents and from visitors who have travelled across the region to attend this unique event and have had a memorable experience.

Project Title	Collier Trophy (U13 Hockey National Championships)
Applicant	Harbour Hockey
Website	http://www.harbourhockey.org.nz
Proposed venue/location	North Harbour Hockey Stadium
Proposed event dates	7th October 2018 - 13th October 2018
Proposed event times	8am to 8pm
Estimated no. of participants	484
Estimated total audience	2472
Target audience	U13 Girls as participants, Volunteer Coaching staff and Umpires. Audience is family and friends
Project cost GST inclusive?	No
Total estimated project cost	9,960
Has event been held before?	No
Brief Project Description	
<p>The Collier Trophy National Tournament is a Tier one representative tournament with the primary objective of finding an U13 National champion.</p> <p>This tournament gives a large number of players their first taste of representative hockey at a national tournament. The objective is to create a positive experience to inspire players to continue with representative hockey long term.</p> <p>The format of the tournament is expected to be as follows:</p> <ul style="list-style-type: none"> - 4 pools of 6, 5 x pool games - After pool play, games become knockout competition. 1st in Pool A will play 2nd in Pool D etc. in quarter finals - Semi Finals are played by winning teams -The final is played - All teams will continue to play until Saturday for rankings for 2018 - 8 games in 6 days 	
Prior event dates, attendance numbers and key outcomes	
Dates and description of any prior Auckland Council Group support	
Total Amount Requested	7,000
Ways in which event Supports Regional Event Key Priorities	
REGIONAL WIDE IMPACT - This event will bring 484 participants into the Auckland Region along with approximately 2,472 supporters across 7 days.	

SHOWCASE AUCKLANDS ASSETS - This event showcases the Premier Hockey Venue in Auckland, North Harbour Hockey Stadium. This venue is the only one nation wide that has three water turfs at one venue.

BUILDING REGION WIDE IDENTITY This event will help Aucklanders feel proud of what we can offer in terms of delivering a Hockey tournament. In addition they will take pride in the fantastic facilities

Project Title	2019 Sir Graeme Douglas International Track Challenge
Applicant	Athletics New Zealand
Website	http://www.athletics.org.nz
Proposed venue/location	Douglas Track and Field (The Trusts Arena), Henderson
Proposed event dates	21/3/19
Proposed event times	11am - 7pm
Estimated no. of participants	500
Estimated total audience	4000
Target audience	Aucklanders of all ages
Project cost GST inclusive?	No
Total estimated project cost	162,500
Has event been held before?	Yes
Brief Project Description	
<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 live streaming online. We wish to invite many top athletes from around the world to visit Auckland and enjoy our city and world class sporting facilities and to put on a spectacle for a local audience.</p>	
Prior event dates, attendance numbers and key outcomes	
<p>25/3/18 - Douglas Track & Field (The Trusts Arena), Henderson 1500 spectators, -85,000 viewers via Livestream 26/2/17 - AUT Millenium Stadium, Rosedale - 3,500 spectators, 39,000 viewers - Livestream 25/2/16 - Douglas Track & Field (The Trusts Arena) Henderson - 2,500 Spectators, 17,000 viewers Sky TV. 26/2/15 - Douglas Track & Field (The Trusts Arena) Henderson - 3,500 spectators</p>	
Dates and description of any prior Auckland Council Group support	
<p>2017 - \$7,500 - Auckland Council Regional Events Fund 2017 - \$1000 - Henderson & Massey Local Board 2016 - \$1,000 Hibiscus & Bays Local Board</p>	
Total Amount Requested	17,500
Ways in which event Supports Regional Event Key Priorities	
<p>*Extent to which the event supports other council strategic outcomes such as for sport and recreation, arts and culture, community development.</p> <p>This event supports the vision of 'Aucklanders: more active, more often' in the following ways - Participation - Aucklanders encouraged to take part in the 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 change to run a timed mile on the same track as international runners, encouraged and supported by Olympic medalist Nick Willis.</p>	

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 Medalist 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.

Project Title	Show Jumping Waitemata World Cup Final
Applicant	Show Jumping Waitemata
Website	http://www.sjwaitemata.co.nz
Proposed venue/location	Woodhill Sands, Waimauku
Proposed event dates	11-13th January
Proposed event times	8am-5pm
Estimated no. of participants	700
Estimated total audience	10000
Target audience	Families, groups, those who are wanting a day out, Local community
Project cost GST inclusive?	Yes
Total estimated project cost	140,900
Has event been held before?	Yes
Brief Project Description	
<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>	
Prior event dates, attendance numbers and key outcomes	
<p>The event runs from the 11th- 13th 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.

Total Amount Requested	20,000
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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.

Project Title	Ending HIV Big Gay Out (BGO)
Applicant	New Zealand AIDS Foundation
Website	http://www.nzaf.org.nz
Proposed venue/location	Coyle Park, Pt Chevalier, Auckland
Proposed event dates	10 February 2019
Proposed event times	12:00pm - 7:00pm
Estimated no. of participants	150
Estimated total audience	10000
Target audience	Rainbow community, family & friends
Project cost GST inclusive?	No
Total estimated project cost	145,000
Has event been held before?	Yes
Brief Project Description	
<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 & 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. 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 & Syphilis testing. This event has become a landmark on the LGBTI calendar and provides a safe, inclusive environment for people to come together.</p>	
Prior event dates, attendance numbers and key outcomes	
<p>BGO has been running for 18 years, the last three dates were 14/02/2016, 12/02/2017 and 11/02/2018. Last year, 15 minutes before the event was due to begin, a deluge of extreme weather presented health and safety concerns. We therefore had no option but to cancel the event.</p> <p>Official Police estimates of attendance have been steady for three years (2015, 2016 and 2017) at 10,000.</p> <p>Formal evaluations have shown that 79.5% thought the event was either really good or amazing. 97.81% felt the BGO was a safe and inclusive space and 89.18% thought the BGO celebrates the diversity of the entire Rainbow/LGBTIQ community. We distributed over 20,000 condoms and provide over 500 people with an HIV tests each year.</p>	

Happy to provide full survey results if need be.

Dates and description of any prior Auckland Council Group support

11/02/2018 - Regional Events Fund \$15,000
11/02/2018 - Albert-Eden Local Grant \$7,000
11/02/2017 - Regional Events Fund \$15,000
11/02/2017 - Albert-Eden Community Grant \$5,500
14/02/2016 - Regional Events Fund \$15,000
14/02/2016 - Local Event Support Fund \$4,700

Total Amount Requested	30,000
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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 main objectives are to educate the audience about combination HIV prevention, empower the community to help us end HIV transmission in New Zealand by 2025, and provide a safe environment for the LGBTIQ + community to come together. We will also need to combat HIV stigma and support people living with HIV, their friends and whanau.

- The total number of diagnoses in 2017 is 197, which is higher than during the AIDS epidemic
- Gay and bisexual men remain most at risk of HIV in New Zealand
- 128 out of 197 diagnosed with HIV are gay or bisexual men or other men who have sex with men
- An estimated 3600 people were living with HIV in New Zealand at the end of 2017

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

Project Title	Japan Day 2019
Applicant	Japanese Society of Auckland Inc.
Website	http://www.japanday.org.nz
Proposed venue/location	The Cloud and Shed 10, Queens Wharf, 89 Quay Street, Auckland Central
Proposed event dates	Sunday, 3 March 2019
Proposed event times	10am - 6pm
Estimated no. of participants	600
Estimated total audience	50000
Target audience	People of All ages and different backgrounds from the Greater Auckland Region
Project cost GST inclusive?	No
Total estimated project cost	155,500
Has event been held before?	Yes
Brief Project Description	
<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 "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 to the Japanese people living in Auckland 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>	
Prior event dates, attendance numbers and key outcomes	
<p>The 17th Japan Day was held on the evening of Saturday, 24th and Sunday, 25th of February 2018, which attracted 50,000 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. Azumi Inoue and Yu-Yu took a stage on the Japan Day Eve attracting a huge audience because of their popular animation theme song, "the Neighbourhood Totoro". We saw many young families with children enjoying the show with delicious street food on site. 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>	
Dates and description of any prior Auckland Council Group support	
<p>Auckland Regional Event Fund 2016/2017, 2017/2018 Auckland Council Community Grants for Japan Day 2013 and 2014 Waitemata Local Board Grant for Japan Day 2015, 2016, 2017 and 2018 Orakei Local Board Grant for Japan Day, 2015 and 2016 Albert-Eden Local Board for Japan Day , 2014, 2016 and 2017</p>	

Total Amount Requested	20,000
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Ways in which event Supports Regional Event Key Priorities

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 forms 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 the region with power of culture, which becomes a great asset to Auckland for its 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

Project Title	The New Zealand Ukulele Festival
Applicant	New Zealand Ukulele Trust
Website	http://www.nzukulele.org.nz
Proposed venue/location	The Trusts Arena, Auckland
Proposed event dates	Saturday 17 November 2018
Proposed event times	12.00pm-3.00pm
Estimated no. of participants	2500
Estimated total audience	6000
Target audience	Children, youth, families and the wider community
Project cost GST inclusive?	No
Total estimated project cost	49,981
Has event been held before?	Yes
Brief Project Description	
<p>The New Zealand Ukulele Festival's gives children an opportunity to perform their ukulele skills as part of the hour-long performance by the Kiwileles' Massed Schools Ukulele Orchestra. This is upwards of 2,500 primary and intermediate students who sing and play a set of culturally inclusive songs as part of the New Zealand Ukulele Trust's music education programme. The festival introduces them to professional performers who interact and entertain on the day. This year we are celebrating New Zealand music with a strong focus on waiata Maori and Pasifika musicians.</p> <p>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.</p> <p>At the event, more than 6000 people listen to the Kiwileles massed orchestra of 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>	
Prior event dates, attendance numbers and key outcomes	
<p>The New Zealand Ukulele 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.</p> <p>Since 2007, The New Zealand Ukulele Trust has staged 11 Ukulele Festivals and supported music in between 100 and 150 schools each year. In the past two years, there has been an 70 percent return rate of schools participating in the Kiwileles and Ukulele Festival and in 2018 we already have 22 new schools. 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>	

Last year the event returned to where it all began in 2007, with the Homecoming Celebration being held in the grounds of Mt Roskil School Campus. The events have grown in scope and scale exponentially since 2007, with strong support from school participants, filling stadium grandstands at Mt Smart Stadium (2008, 2009), Trusts Arena (2010, 2011, 2012, 2013, 2014, 2015) and Vector Arena (2016) each year.

The 2017 programme offered free entertainment for all ages from 12 – 3pm. This milestone anniversary event was a celebration of the Trust's work over the past decade. It was relaxed and made all the more exciting by a surprise performance by Jaedyn Randell (Te Reo Moana) and Babysitters' Circus who came to play along with the Kiwileles. During Festival week, International guest artist James Hill performed in concert with The NZ Ukulele Squads, showing them and the audience how far you can go with the instrument with his virtuoso playing. James also made a guest appearance at a Kiwileles rehearsal and appeared on national radio, promoting the event and raising the profile of the Trust. The Kiwileles and NZ Ukulele Squad performances were led by children from the NZ Ukulele Squads, developing and encouraging them as future music leaders in their community.

Dates and description of any prior Auckland Council Group support

2017

\$10,000 Auckland Council Creative Communities
 \$0 declined application - Auckland Council Regional Arts and Culture
 \$10,000 Auckland Council Regional Events

2016

\$10,000 Auckland Council Creative Communities
 \$5,000 Auckland Council Regional Arts and Culture
 \$10,000 Auckland Council Regional Events

2015

\$10,000 Auckland Council 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.

Total Amount Requested	15,000
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Ways in which event **Supports Regional Event Key Priorities**

1. By contributing to the Arts and Culture vision the festival supports council strategic outcomes through:

- Providing an opportunity for Aucklanders to experience the arts and culture as part of their everyday lives
- Strengthening our communities and fostering local identity and pride
- Reflecting the diversity of our talent and our communities
- Proudly celebrating Māori cultural identity
- Experiencing Auckland's unique mix of Māori, European, Pacific, Asian and other cultures

2. By building a regional identity:

- Children and their families travel from all over the Auckland region to come together and celebrate music, singing and cultural diversity.
- Teachers, tutors, performers, volunteers and participants all contribute to the Ukulele Festival, promoting a feeling of partnership and identity.
- By its very nature, the Ukulele Festival provides the children and families with a sense that they are part of something unique, a shared love of music on a large, region-wide scale.

By showcasing Auckland's assets:

The Ukulele Festival has previously been held at the Trust Arena, a venue used for six years. The Trust is thrilled to return in 2018 following the last two festivals being held at alternative venues. The Trusts Arena provides the Ukulele Festival with all our needs; plenty of outdoor space, good shade for hot weather, indoor rooms as required, and adequate parking. An excellent venue for creating our picnic vibe for our outdoor concert and bringing families to the area.

In addition, the New Zealand Ukulele Festival:

1. has a positive impact across the region
2. brings people together to share memorable experiences
3. adds to the range of events on offer
4. is an event for youth
5. helps to develop talent
6. increases awareness and exposure about community organisations
7. promotes excellence in performance

REF1900022

Project Title	New Zealand U15 National Championships & New Zealand U17 National Championships
Applicant	Badminton New Zealand Incorporated
Website	http://www.badminton.org.nz
Proposed venue/location	Badminton Waitakere, 155-159 Royal Road, Massey & Auckland Badminton, 99 Gillies Avenue, Massey
Proposed event dates	03/10/18 - 06/10/18 & 08/10/18-11/10/18
Proposed event times	9am to 9pm each day.
Estimated no. of participants	250
Estimated total audience	100
Target audience	Badminton Players ranging from 11-16 years old.
Project cost GST inclusive?	Yes
Total estimated project cost	23,000
Has event been held before?	Yes
Brief Project Description	
To provide U15 and U17 players with the highest quality badminton experience to aid them to strive towards their own goals, be it to win a National title, develop their ability or to spend time with friends.	
Prior event dates, attendance numbers and key outcomes	
<p>2017</p> <p>NZ U15 National Championships</p> <ul style="list-style-type: none"> * Date - 3-5 October, 2017 * Location - North Harbour * Participants - 110 * Key Outcome - High quality event delivered in partnership with Badminton North Harbour, most important the kids enjoyed themselves. <p>NZ U17 National Championships</p> <ul style="list-style-type: none"> * Date - 30 September - 3 October, 2017 * Location - Hamilton * Participants - 105 * Key Outcome - Successful event delivered in Hamilton, the event numbers were down on past years, however it provided a quality opportunity for Central North Island kids to compete in a National event. 	
Dates and description of any prior Auckland Council Group support	
We have not applied for Auckland Council funding for either of these events prior.	
Total Amount Requested	12,182.61
Ways in which event Supports Regional Event Key Priorities	
These events cater to the all four key priorities. Firstly, the events cater to the Sport and Recreation focus, by delivering two high quality National level events for one of the fastest growing sports in the	

Auckland region. With free entry for spectators, the events offer the opportunity to deliver regional identity as the local communities, particularly Asian, will attend to watch players compete from their local communities. The events showcase to spectators and the live-stream community the two largest badminton venues in Auckland. Finally, the events have a region-wide impact as all of Auckland can benefit by the hosting of local events, with the reduced travel costs encouraging the future generation to love badminton for life. This is further enhanced by the hosting of NZ Secondary School Championships, North Harbour International and NZ Open in North Harbour and the National Senior Team Championships at Auckland Badminton during 2018.

Project Title	Walk the Line
Applicant	YMCA of Auckland Inc
Website	http://www.ymcauckland.org.nz/
Proposed venue/location	ANZ Viaduct Event Centre
Proposed event dates	1 September 2019
Proposed event times	11am
Estimated no. of participants	100
Estimated total audience	600
Target audience	young people from across the region as participants and models, and adults from across the region in the audience
Project cost GST inclusive?	No
Total estimated project cost	30,500
Has event been held before?	Yes
Brief Project Description	
<p>Walk the Line is part of YMCA's Raise Up youth development programme. The programme provides young people with an opportunity to showcase their creations and modelling talents at New Zealand Fashion Week. It is one of Auckland's largest youth events and the only youth produced fashion show. Young people that make up the Raise Up crew are involved in the planning and delivery of the fashion show from lighting to stage management to create a great experience for participants and the audience. Every year, this sell-out event attracts about 60 budding young designers from across the country to display their creativity in front of an audience of 600 people. Some of the key purposes of the event are:</p> <ol style="list-style-type: none"> 1. To provide young people with an opportunity to showcase their design and modelling talents on New Zealand biggest fashion stage. 2. To give young dancers the opportunity to perform at an iconic New Zealand event. 3. To give young people in Raise Up crew roles hands-on experience in planning and producing a prestigious large-scale event. 4. To support young designers to achieve NCEA credits and further their fashion/design education. 5. To raise awareness of the Raise Up youth development programme in the community. 	
Prior event dates, attendance numbers and key outcomes	
<p>2 September 2018 – the event has yet to take place. We are having 16 crew members and are expecting 60 designers, 20-30 young models and over 600 in the audience this year.</p> <p>2 September 2017 – 52 young designers, 25 young models, 15 crew members and over 600 in the audience.</p> <p>27 August 2016 – 60 young designers, 30 young models, 24 crew members and over 600 in the audience.</p> <p>29 August 2015 – over 110 young people participated including 60 young designers. 500+ in the audience.</p> <p>August 2014 – 158 young designers, models and crew members, and almost 800 in the audience.</p>	

September 2013 – 160 young people involved as participants including designers, models and crew members, and 700 in the audience.

September 2012, 2011, 2010, 2009 – approximately 50 young designers, and 40 crew members to 500-600 people in the audience.

1. Walk the Line provided the platform for aspiring young people to showcase their design and modelling talents and the pathways for them to pursue education and a career in the fashion industry. Past winner Danielle Power-Silk credited Walk the Line for helping her to launch her own brand.
2. Young people in crew roles gained hands-on experiences and learned valuable skills in leadership, event management and other life skills that help them to succeed in school and life.
3. Young people developed confidence, self-esteem and other valuable qualities to become contributing members of society, making positive changes for themselves and others in the community.
4. Raised awareness of YMCA on a public stage helping us to connect Raise Up youth development programme to young people, schools and the community, and to attract funding and in-kind support for the programme.
5. Brought people together to share a great memorable experience.
6. Recognised and celebrated the talents of young New Zealanders in fashion design and performing arts.

Dates and description of any prior Auckland Council Group support

2014 Regional Event Fund \$8000

2015 Regional Event Fund \$4000

2017 Regional Event Fund \$4000

2018 Regional Event Fund \$4000

Total Amount Requested	15,000
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Ways in which event **Supports Regional Event Key Priorities**

Walk the Line supports regional event key priorities of:

Supporting Council strategic outcomes for arts and culture with the event incorporating a cultural aspect in either the overall theme or category. Walk the Line also gives young people another outlet for arts and cultural expression through their design creations.

Supporting Council strategic outcomes for sport and recreation. Connecting with young people through their interest in fashion allows us to introduce and connect them into sports and recreational opportunities available at YMCA and the local communities that they may not have previously been aware of.

Building regional identity with the event being a showcase of young talents mainly from Auckland regions. Of the 21 schools involved in 2017, about 80% of them were from the Auckland region.

Showcasing Auckland's assets with the event being held at the iconic Viaduct Events Centre in the reinvigorated Wynyard Quarter by the stunning waterfront that Auckland takes pride in; and with involvement from renowned Auckland-based fashion designers and brands in the show.

Project Title	Auckland Highland Games & Gathering
Applicant	Auckland Highland Games & Gathering
Website	https://aucklandhighlandgames.wordpress.com
Proposed venue/location	Ellerslie Event Centre, Ellerslie Racecourse, 80 Ascot Ave, Remuera.
Proposed event dates	17 November 2018
Proposed event times	9.00am to 5.00pm
Estimated no. of participants	900
Estimated total audience	7500
Target audience	Everyone
Project cost GST inclusive?	Yes
Total estimated project cost	76,900
Has event been held before?	Yes
Brief Project Description	
<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>	
Prior event dates, attendance numbers and key outcomes	
<p>After being held for 17 years at the Three Kings Reserve, our first year at the Ellerslie Event Centre was an outstanding success. Again this free community event assisted by Local Government which by being held at a venue with a vast area for displays and exhibitions with no parking restriction, allowed the addition of exhibitors that the previous venue disqualified. We are excited by the possibilities to grow the event and raise its profile.</p>	
Dates and description of any prior Auckland Council Group support	
<p>2017 Regional Events 15000 2017 Creative Communities 5000 2017 Local Boards 7500 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</p>	

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

Total Amount Requested	27,000
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Ways in which event **Supports Regional Event Key Priorities**

The Auckland Highland Games were held at the Ellerslie Racecourse for the first time since 1874. Prior to this they have been held at the Three Kings Reserve for 17 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 & 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 Zealand's national contests.

Project Title	TEDxAuckland 2018
Applicant	Korua Community Trust
Website	https://tedxauckland.com/
Proposed venue/location	Shed 10, 89 Quay Street, Queens Wharf, Auckland CBD, Auckland 1010
Proposed event dates	13/10/2018
Proposed event times	9am to 6pm
Estimated no. of participants	150
Estimated total audience	1000
Target audience	all people aged 18 to 60
Project cost GST inclusive?	Yes
Total estimated project cost	317,412.75
Has event been held before?	Yes
Brief Project Description	
To create an ideas festival that celebrates innovation and diversity to a local and international audience in a way that inspires and enables communities to have a positive impact in the world. In doing so we aim to foster a community around TEDxAuckland that continues beyond the event, connecting an active group of people that believe in the power of new ideas.	
Prior event dates, attendance numbers and key outcomes	
2012 - 2,200 in attendance 2013 - 2,200 in attendance 2013 Youth - 400 in attendance 2014 - 2,200 in attendance 2015 - 2,300 in attendance 2016 - 900 in attendance 2017 - 1,100 in attendance	
Dates and description of any prior Auckland Council Group support	
2016, our first event in Shed 10, ATEED supported the event. They gave \$50,000 to be a Major Partner that year.	
Total Amount Requested	30,000
Ways in which event Supports Regional Event Key Priorities	
Our event aims to support regional event priorities by showing the world that forward thinking leaders and innovators view Auckland as a place to develop ideas and initiate change. Our event gives influencers across various fields a wide reaching platform, highlighting that Auckland, as a community and a city, values the progressive ideas presented.	
Additionally, the event promotes Auckland as a city that consistently proves itself to be a hub of art, technology, business, entertainment, and science. We believe TEDxAuckland 2018 will show local and international audiences that Auckland is the next great metropolis of ideas and innovation, because	

brilliant people, especially those from New Zealand, see our city as a good place to present their world changing ideas.

This year, TEDxAuckland will be held on Queens Wharf in the heart of the city, amidst some defining Auckland icons. Surrounding the venue are locally owned cafés and restaurants representing Auckland's food culture. Real exposure will be brought to these businesses within the event itself. We focus on collaborating with grassroots organisations and businesses to provide services and products for attendees. Individuals will be able to engage with these organisations and businesses during the event, and continue to support them outside of the event too, as they are all located within the region.

While we focus on making the event itself a special date on Auckland's annual calendar, we also make TEDxAuckland even more accessible to the community through our output of speaker videos following the event. In the past, these free-to-view videos have garnered hundreds of thousands of views, making it accessible not only to New Zealand, but also to the rest of the world. This presents our vision of Auckland to a global audience.

Project Title	Mahurangi Regatta
Applicant	Mahurangi Action Incorporated
Website	http://www.mahurangi.org.nz
Proposed venue/location	Sullivans Bay; Mahurangi Harbour; Scotts Landing
Proposed event dates	26 January 2019
Proposed event times	9 am to 11 pm
Estimated no. of participants	1000
Estimated total audience	3000
Target audience	Mahurangi community, regional yacht and boating enthusiasts, and regional park regulars
Project cost GST inclusive?	Yes
Total estimated project cost	37,650
Has event been held before?	Yes
Brief Project Description	
<p>The regionally significant and historic Mahurangi Regatta, since its inception in the mid-1800s, has brought Aucklanders and Mahurangi residents together to celebrate their love of life, sailing and place. The purpose of reviving and maintaining the Mahurangi Regatta tradition is self-evident.</p> <p>http://www.mahurangi.org.nz/2008/12/28/revival-of-a-tradition/</p>	
Prior event dates, attendance numbers and key outcomes	
<p>Since at least 1858, the Mahurangi Regatta has been held as a mostly annual event. It has been suggested that 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 (post-tropical cyclones permitting) it has been held annually since. The Mahurangi Regatta is held on the Saturday of Auckland Anniversary weekend.</p> <p>Because a significant proportion arrives by water, exact numbers of participants and spectators are difficult to quantify but during the last decade probably average 2000–3000.</p> <p>The key outcome of Mahurangi Action reviving the event in 1977, and continuing to organise it to the present day, is the restoration of a major piece of the social fabric of the region. The family friendly after-match function at Scotts Landing, open free of charge to locals, where regional and city visitors alike share food and hospitality, epitomises that social-fabric component.</p> <p>For Auckland Council-commissioned surveys of the 2015 and 2016 events, please see attached Documents Containing Additional Background Information.</p>	
Dates and description of any prior Auckland Council Group support	
2013 Rodney Local Board \$5000	

2013 Auckland Regional Parks charges waived ~\$8461
 2014 Rodney Local Board \$4000
 2014 Auckland Regional Parks charges waived \$8461
 2015 Rodney Local Board \$2000
 2015 Regional Events Fund \$4000
 2015 Auckland Regional Parks charges waived ~\$8461
 2016 Rodney Local Board \$2000
 2016 Regional Events Fund \$4000
 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
 2018 Regional Events Fund \$4000
 2018 Auckland Regional Parks charges waived \$9986
 2018 Auckland Council provision of public liability insurance ~\$450

Total Amount Requested	6,000
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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, numerous visitors to the Mahurangi Regional Park express to the organisers how delighted they are to have 'stumbled' 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.

For Auckland Council-commissioned surveys of the 2015 and 2016 events, please see attached Documents Containing Additional Background Information.

Project Title	2019 Korean Day
Applicant	The Korean Society of Auckland
Website	http://nzkorea.org
Proposed venue/location	North Shore Event Centre
Proposed event dates	30/03/2019
Proposed event times	10:00 - 18:00
Estimated no. of participants	300
Estimated total audience	11700
Target audience	Anyone who lives (or stays) in Auckland. There are no limits in disability, age, gender, religion and ethnic.
Project cost GST inclusive?	Yes
Total estimated project cost	40,000
Has event been held before?	Yes
Brief Project Description	
Korean day is the largest Korean cultural event which targets the local community to express Korean culture and art. People from different national backgrounds would be able to try and experience various Korean culture in Auckland. It is also purposed to reduce the cultural gap in the community in Auckland region by introducing Korean culture and provide the cultural exchanges between diverse ethnics.	
Prior event dates, attendance numbers and key outcomes	
<p>Most recent event detail:</p> <p>Date: 14th April 2018</p> <p>Attendance: Approximately 11,000</p> <p>Key outcomes: Understanding Korean culture and exchanging cultures between diverse ethnics.</p> <p>Achieved:</p> <ul style="list-style-type: none"> -Traditional activities experience were provided. -Support local business and NGOs. -The 2018 event was focused on experience and exhibition. 	
Dates and description of any prior Auckland Council Group support	
<p>20/06/2017 Regional Event Fund 2017/2018</p> <p>10/05/2017 Kaipatiki Local Grants</p> <p>10/05/2017 Creative Communities Scheme</p>	
Total Amount Requested	20,000
Ways in which event Supports Regional Event Key Priorities	
The purpose of Korean Day(2019) is to offer the opportunity to interchange the Korean culture with a local community and ethnic groups. The event has been one of the significant annual event in Auckland which gathered attentions	

and it brought people together by exposing and sharing their cultures. Each year, the events 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'.

Project Title	Vantage National Under 18 Men's Association Tournament
Applicant	North Harbour Hockey
Website	http://www.harbourhockey.org.nz
Proposed venue/location	North Harbour Hockey Stadium
Proposed event dates	09/07/2018 - 14/07/2018
Proposed event times	8.00am - 5.30pm
Estimated no. of participants	364
Estimated total audience	1728
Target audience	Under 18 Men and their families. Wider community who enjoy quality sport.
Project cost GST inclusive?	No
Total estimated project cost	9,600
Has event been held before?	No
Brief Project Description	
<p>The Vantage National Under 18 Men's Association Tournament is a 18 team tournament with the primary objective of finding a National Under 18 Association Champion team.</p> <p>This is a second tier tournament for this age group giving a larger numbers of players opportunities to continue their development to gain higher selection in the future.</p> <ul style="list-style-type: none"> - 4 Pools with either 4 or 5 teams - After pool play a knock out styled structure is used leading to semi's/finals - All teams play a minimum of 6 games over 6 days and are given a final ranking 	
Prior event dates, attendance numbers and key outcomes	
Dates and description of any prior Auckland Council Group support	
Total Amount Requested	7,000
Ways in which event Supports Regional Event Key Priorities	
<p>REGIONAL WIDE IMPACT - This event will bring 364 participants into the Auckland Region along with approximately 1,728 supporters across 7 days.</p> <p>SHOWCASE AUCKLANDS ASSETS - This event showcases the Premier Hockey Venue in Auckland, North Harbour Hockey Stadium. This venue is the only one nation wide that has three water turfs at one venue. With the majority of participants approaching their end of schooling this event showcases Massey University with our turfs being less than 5 minutes drive away.</p>	

BUILDING REGION WIDE IDENTITY This event will help Aucklanders feel proud of what we can offer in terms of delivering a Hockey tournament. In addition they will take pride in the fantastic facilities.

Project Title	Bike The Bridge
Applicant	Bike the Bridge
Website	http://www.bikethebridge.co.nz
Proposed venue/location	Smales Farm, Takapuna
Proposed event dates	17 February 2019
Proposed event times	6am
Estimated no. of participants	5000
Estimated total audience	6000
Target audience	all ages
Project cost GST inclusive?	Yes
Total estimated project cost	220,000
Has event been held before?	Yes
Brief Project Description	
<p>To Get more people on their bikes. Providing an iconic location (auckland Harbour Bridge) as an enabler to encourage cyclists of all types (and those who might like to be) out and having a go.</p> <p>Bike The Bridge has been in operation since 2011. Key points of note are:</p> <ul style="list-style-type: none"> • 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) • It is designed to be a mass participation cycle ride and is the only event of its type in Auckland • The event is the largest bike event held in Auckland (and 2nd largest in the country) • It has traditionally had between 3,000 – 4,500 riders <p>We moved the event into the February slot in 2018 to:</p> <ul style="list-style-type: none"> • align with Bike Month February – an emerging concept promoted by Auckland Transport and Bike Auckland to lift the uptake of cycling • to give this “month” a pinnacle event, tying together a number of initiatives that we will work closely with • deliver the event in a window of more settled weather and warmer conditions – providing more incentives to take part. 	
Prior event dates, attendance numbers and key outcomes	
<p>2010 - 2018. 7 events over this period attracting circa 4000 cyclists at each event and 2000 into the festival at the finish. Surveys from Our last 3 events tell us that 65% of participants are first time event cyclists - and are infrequent users, demonstrating that Bike the Bridge enables non traditional cyclists to give it a go</p>	
Dates and description of any prior Auckland Council Group support	
<p>Auckland Transport Cycling and Walking team work with us on profiling cycling to the Auckland population</p>	
Total Amount Requested	25,000
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

Project Title	The Farmers Santa Parade
Applicant	The Auckland Children's Christmas Parade Trust
Website	http://www.santaparade.co.nz
Proposed venue/location	In Auckland CBD, easily accessible by public transport from all Auckland Regions
Proposed event dates	25/11/2018
Proposed event times	11:00am-6:30pm
Estimated no. of participants	4000
Estimated total audience	100000
Target audience	The Farmers Santa Parade is staged for the community, by the community. The event is multi-generational, and targets Auckland families.
Project cost GST inclusive?	No
Total estimated project cost	980,000
Has event been held before?	Yes
Brief Project Description	
<p>The Trust organises and stages the annual Farmers Santa Parade for the community of Auckland at the start of the Festive Season. The iconic event thrills and delights hundreds of thousands of families who line the city streets to watch this magical Christmas spectacle. This year's Parade marks the 85th anniversary for the Parade and will occur on Sunday 25th November. We hope that you will see value in supporting our project to ensure that Christmas 2018 remains forever a special and wonderful memory for Auckland Families for many years to come and to ensure the fascination for and love of Santa lives on for our children.</p>	
Prior event dates, attendance numbers and key outcomes	
<p>In 1933, Robert Laidlaw started what is now known as the Auckland Santa Parade. In 1991, Farmers gifted the Auckland Santa Parade to the city and the Auckland Children's Christmas Parade Trust was formed. The Mayor of Auckland became the patron of the Parade at this time. This decision has allowed the event to continue to increase in popularity and size, cementing itself as a staple on the Auckland event calendar; now attracting 100,000 attendees annually. The Auckland Santa Parade occurs on the last Sunday of November each year, with a rain date of the following Sunday, the first Sunday of December.</p>	
Dates and description of any prior Auckland Council Group support	
<p>2017 - Waitemata Quick Response Grant \$2,500 2017 - Contestable Grant: ATEED Sponsorship \$45,000 2016 - Contestable Grant: ATEED Sponsorship \$55,000 2015 - Contestable Grant: ATEED Sponsorship \$55,000 2015/14 - Contestable Grant: Auckland Council Accommodation Fund \$11,875 2014 - Contestable Grant: ATEED Sponsorship \$55,000</p>	

2014 - Contestable Grant: Auckland Council Accommodation Fund \$6,875

2013 - Contestable Grant: ATEED Sponsorship \$55,000

2013 - Contestable Grant: Auckland Council Accommodation Fund \$8,628

Total Amount Requested	30,000
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Ways in which event **Supports Regional Event Key Priorities**

Auckland Council funding will be used to further Auckland's event profile. The Farmers Santa Parade is a renowned, culturally and creatively rich event that commemorates and respects the festive season. With the event coming into its 85th year in 2018, the Parade is an event that many parents, and grandparents attended when they were children. This event truly kick-starts the Christmas season in Auckland, with visitors coming from all areas of Auckland, and further. This event adds to the already diverse range of opportunities on the Auckland event calendar helping to make life in Auckland more vibrant and loved.

The Parade attracts close to 4,000 volunteers, connecting Auckland's diverse and regionally dispersed communities and special interest. The event offers an opportunity for the people of Auckland to participate, either by volunteering or attending. Many of these volunteers are dancers, performers and cultural groups. The cultural and performance groups are given a chance to perform to a crowd of over 100,000, gaining invaluable experience. Through these volunteer opportunities, the impact of this event on the lives of the participants is huge. The participating groups and individuals are given a chance to perform to one of the biggest crowds they will ever perform in front of. Through this experience the event helps build exposure and respect for the performing arts and cultural sectors, but it also celebrates Auckland and its people by leaving a legacy behind through the experience of both the performers and attendees.

Furthermore, the Parade helps Auckland to be well-connected and accessible. The event brings people and communities together which also builds regional identity and develops pride in Auckland and enjoyment of what it offers. People from all cultures and backgrounds come together and unite over a mutual love of the Christmas season and joy that this event and season brings. The sense of identity and belonging that this creates within the community is incredibly valuable, and a key part of making Auckland a more united and liveable city.

Due to the number of Parade attendees, close to 100,000 in 2017, the event also helps to expand Auckland's visitor attraction. Attracting this number of people into the city creates revenue for central Auckland businesses. Santa's Party, which is held in Aotea Square, encourages attendees to stay in the city after the Parade, thus also creating further revenue for central businesses. Further to this, we had over 11,000 people inbound trains alone in 2017 with ferry and bus services to capacity also. This shows how the event also positively impacts public transport revenue.

We have also seen increased domestic and international interest in this event. In 2017 we had six different international media feature the Farmers Santa Parade in their publications. Nearly 10% of our Facebook following is international, the highest interest coming from Australia, The United Kingdom, and the USA. Further to this, we have found that 20% of our content is viewed by people outside of New Zealand. All of this suggests that the event is also contributing to growing Auckland's profile and is a platform that showcases Auckland's assets.

Project Title	Auckland International Buskers Festival
Applicant	Crackerjack Promotions Limited
Website	http://www.crackerjackevents.co.nz
Proposed venue/location	Auckland CBD & Waterfront
Proposed event dates	25, 26, 27, 28 January 2019
Proposed event times	12pm - 10pm
Estimated no. of participants	15
Estimated total audience	60000
Target audience	Everyone
Project cost GST inclusive?	No
Total estimated project cost	88,000
Has event been held before?	Yes
Brief Project Description	
<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, Viaduct Harbour & SKYCITY 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. The Auckland International Buskers Festival celebrates unique talent, and encourages others to be world class in whatever they choose to do.</p>	
Prior event dates, attendance numbers and key outcomes	
<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 29January-1February 2010 28-31January 2011</p>	

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
 26 - 29 January 2018

In the past 18 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
 26 - 29 Jan 2018 - Auckland Council - \$45,000

Total Amount Requested	40,000
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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 18 years and Aucklanders are proud to call it their own. We like to think that we are an internationally 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 2016 Basket Ball Jones and Toni Smith, in 2017 Mr Qwirk, in 2018 Fraser Hooper & Pablo the Puzzle (Paul Klaasen)

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.

Project Title	New Zealand Communities Football Cup (NZCFC)
Applicant	New Zealand Federation of Multicultural Councils Inc
Website	https://multiculturalnz.org.nz/
Proposed venue/location	Mangere Centre Park
Proposed event dates	23rd, 24th and 25th November, 2018
Proposed event times	9.00am - 6.00pm each day
Estimated no. of participants	3000
Estimated total audience	15000
Target audience	Ethnic, Migrant and Refugee Communities, Maori and wider communities including government agencies such as NZ Police
Project cost GST inclusive?	Yes
Total estimated project cost	85,340
Has event been held before?	Yes
Brief Project Description	
<p>The tournament brings together families from different ethnic communities and government agencies - it contributes practically towards the Police and NZFMC vision of 'Safer Communities Together' and provides an opportunity for positive community interaction. We believe the tournament surely encourages our communities through sport to work together to welcome newcomers contributed to building a place where everyone felt like they belonged. Through friendship developed, it helps build their social capita and better integrated and inclusive society.</p> <p>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>	
Prior event dates, attendance numbers and key outcomes	
<p>The tournament starts Friday 23rd 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 24th November and finishes on Sunday 26th November, 2018. Players and official arrives and checks in to their accommodation on Friday 23rd November.</p> <p>50 youths from Mangere East School with attend the forum with speakers (All White Players) from New Zealand Football</p> <p>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 50 officials and volunteers</p> <p>We are expecting 10,000 attendance over the 3 days event.</p> <p>Outcomes:</p> <p>Promote integration and positive community engagement amongst different communities and with government and local agencies.</p> <p>Provide an opportunity for community based teams to display their talents at a national level.</p>	

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

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

Victoria Brooke | Team Leader Event Facilitation – South

Arts, Community and Events will support with complacency and other Council's requirements.

Jamie Milne will help develop Health and Safety Policy for the event

Hone Fowler, Centre Manager for Mangere East Community Centre is assisting to co-ordinate the youth forum

Total Amount Requested	30,000
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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 Maori Football and Police teams.

Project Title	Elvis in the Gardens
Applicant	Elvis in the Gardens Incorporated Society.
Website	http://www.elvisinthegardens.co.nz
Proposed venue/location	Auckland Botannic Garden
Proposed event dates	Sunday 3 March 2019
Proposed event times	10 am - 6.30 pm
Estimated no. of participants	35
Estimated total audience	15000
Target audience	All Ages, Cultures and demographics
Project cost GST inclusive?	No
Total estimated project cost	140,000
Has event been held before?	Yes
Brief Project Description	
<p>Provides a world class summer Music festival day that is free. Showcase the Auckland Botanic Gardens and our region. Provide Free children's activities so no financial stress for families Showcase timeless music that cuts across all cultures and age groups. Vintage competition Encourage family and community togetherness (The atmosphere is awesome) Encourage healthy living in a smokefree environment Showcase the region and the Botannic Gardens to non Aucklanders Provide economical benefit to the hospitality industry Provide a way for corporates to give back to their communities</p> <p>2019 EIG event will be the 10th anniversary and we have invited back two of the most popular ETAs from the ten World Ultimate winners. These will be supported by the tip NZ ETAs and one or two key Australians.</p>	
Prior event dates, attendance numbers and key outcomes	
<p>This event has been held for a previous 9 consecutive years starting in 2010 at the Bombay Rugby Grounds with 2,000 people and growing to over 15,000 plus spectators during the day for the last four years. The event continues to attract new people to the event with a high proportion of return visitors. People now expect the event to be on and we get website enquiries now asking when it will be this year. We endeavour to keep the first Sunday of the March so people simply know.</p> <p>The picnic atmosphere and community spirit at this event is special and the quality of and appreciation of the performers and band is excellent.</p> <p>Free fully supervised children's activities are greatly appreciated, add to the festival feeling of the day and enable parents to relax and negate financial pressure.</p>	

Dates and description of any prior Auckland Council Group support

Various funding from various local boards and in recent years the Regional events fund have supported this event for up to 20 % of the total cost of the event in recent years. Organisers then have to find the 80% shortfall and if we don't meet it then consider reduce the delivery levels of the event. Corporate sponsorship is getting harder and organisers have personally funded rather than lower delivery levels. Board funding has reduced down from 8 or 9 boards to 4 or 5 each year because of minimal funds and the perception that this is a regional event rather than local and therefore non compliant with their revised grant funding round criteria.

We appreciate the continued support of the Regional Events Grant and seek to increase it to ensure this event remains free and continues to grow for the benefit of the Region and it's people.

Total Amount Requested	30,000
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Ways in which event **Supports Regional Event Key Priorities**

- A fair safe and healthy Auckland
 - A green Auckland
- An Auckland of prosperity and opportunity
A well-connected and accessible Auckland
A beautiful Auckland that is loved by its people
A culturally rich and creative Auckland
Community identity, pride and belonging
Community participation and engagement
Young people and community well-being

Project Title	Lightpath Festival (Te Ara I Whiti Festival)
Applicant	Bike Auckland
Website	http://www.bikeauckland.org.nz
Proposed venue/location	Te Ara I Whiti/Lightpath, Auckland Central
Proposed event dates	1 December, 2018
Proposed event times	5pm-9pm
Estimated no. of participants	5000
Estimated total audience	15000
Target audience	With a diverse range of programming throughout the day, the event will attract a diverse group of Aucklanders from the region including: children, their families and seniors, students, Māori, Pasifika and Auckland's multicultural populations, inner-city residents, the creative community, Auckland's existing bike riders and those curious about riding bikes, the rainbow community, health-conscious people, local businesses, and tourists.
Project cost GST inclusive?	No
Total estimated project cost	106,000
Has event been held before?	Yes
Brief Project Description	
<p>Lightpath Festival (Te Ara i Whiti Festival) is an annual celebration inviting the public to play, bike, walk, run, and experience the lights of Auckland's iconic and beloved 'pink path' from day into night.</p> <p>The Festival is a free annual community event celebrating the anniversary of the opening of this urban gem. A 'street party in the sky', the festival creates a shared context for fun and healthy activities, inviting people to play in public space in an entirely new way, while also encouraging Aucklanders to use more active transportation.</p> <p>The festival also activates the growing web of walking and biking connections between the inner-city's public spaces, introducing Aucklanders to the expansive joy of a car-free day out, and bringing to life the changing map of the central city in an engaging and experiential way.</p> <p>With live music and street performers, market and food stalls, wellness programmes, children's area, and a bike and walking parade along the iconic pink path, the festival offers something for the whole whānau in a spectacular, safe and highly accessible inner-city setting. The Festival is inspired by visionary street parties such as Auckland Open Streets (on K' Road 2016), Wellington's CubaDupa and Summer Streets, New York.</p>	
Prior event dates, attendance numbers and key outcomes	
<p>Lightpath Festival 2017 took place on Saturday 2 December 2017, with it open to the public from 5:00PM – 10:00PM. Estimated attendance was 7,000 people.</p> <p>Key outcomes from the event included:</p> <p>A huge range, diversity, and energy of the performance artists roving around the festival area who represented the local community and created a carnival atmosphere.</p>	

The diverse audience of the event including a large amount of families from all ethnicities proved that the event had something for everyone and created a joyous occasion.

We were also pleasantly surprised by how many people attended the event that weren't on bikes or who weren't cyclists. As an organisation whose main audience is cyclists, we felt like we successfully attracted a new audience to our organisation and showcased the benefits of cycling and Auckland's cycling infrastructure.

The event successfully showcased Auckland's unique assets and infrastructure (the pink path) by providing an opportunity for people to come out and experience the inner city on car free streets like never before.

The festival provided an opportunity for people to ride and walk in a safe, car-free and fun environment, introducing people to the joys of riding a bike.

The event and its accompanying media coverage before and after the event provided tremendous exposure for Bike Auckland and its mission.

No serious incidents or injuries were reported.

Dates and description of any prior Auckland Council Group support

Auckland Council - Activate Auckland, \$20,000 donated in-kind towards activations and performances for Lightpath festival (December, 2017)

Auckland Transport, \$5,000 donated to Lightpath Festival (December 2017)

Waitemata Local Board, (\$9,100) donated to Lightpath Festival 2017 (September 2017)

Total Amount Requested	40,000
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Ways in which event Supports Regional Event Key Priorities

The Lightpath Festival aligns directly with the regional event priorities in the following ways:

The event will showcase Auckland's distinctive, high-quality and architecturally awarded urban cycleway and walkway - The Lightpath, Te Ara i Whiti. The iconic, quirky and fun character of this unique public space will be celebrated with engaging activities and creative experiences during the festival.

The event promotes sustainable forms of transportation to and during the event, especially cycling, walking and public transport, showcasing one of Auckland's most well known and loved cycle and walking paths at the heart of the City Cycle Loop. This introduces festival-goers to connected, accessible and safe car-free ways to travel into and around the central city.

By partnering with local businesses via the K' Road Business Association, the event will promote the innovative economic hub of the surrounding area, where people live, work, study, play, shop, eat and visit.

This low-carbon event will take on sustainability initiatives by minimising waste and promoting alternative forms of transport – and by enhancing and reimagining public streets, parking spaces, and pathways as places where people can play, run, walk, socialise, relax, learn, exercise, recreate and have fun.

The event will represent the region's diverse communities with participation and programming from community groups including musicians, artists, dancers, Māori, Pasifika and Auckland's multicultural populations, the rainbow community, homeless population, family-friendly activities and a children's zone, as well as bike skills workshops and rides.

REF1900038

Project Title	Te Ahurea Tino Rangatiratanga Kapahaka Secondary competition 2018
Applicant	James Cook High School Puutake Te Wahanga maori
Website	http://www.jchs.school.nz
Proposed venue/location	James Cook High School
Proposed event dates	26th / 27th October 2018
Proposed event times	26th October @ 1400 Powhiri: 27th October 0800 -1730 competition and prize giving
Estimated no. of participants	800
Estimated total audience	3500
Target audience	School students, parents, care givers, whanau, community of involved schools and general public. Approximately close to at least 14 participating schools.
Project cost GST inclusive?	Yes
Total estimated project cost	51,027
Has event been held before?	Yes
Brief Project Description	
<p>This is a kapahaka competition that focuses on the quality of Maori Performing Arts. 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. It commands support from the South Auckland community and its purpose is to maintain and enhance the high quality of Maori Performaning art and to entertain the public.</p>	
Prior event dates, attendance numbers and key outcomes	
<p>this event has been held annually in the later part of October since 1996. It has always been well attached and provided a quality day of performance excellence through the medium of culture and 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>	
Dates and description of any prior Auckland Council Group support	
<p>I am aware of the Auckland Council support of this event in 2015, (\$17;500), 2016 (\$25,000) and 2017 (\$25,000).</p>	
Total Amount Requested	25,000
Ways in which event Supports Regional Event Key Priorities	
<p>This event reflects the regional identity of South Auckland in a positive light and showcases that identity through public performance.</p>	

Project Title	2018 Aotearoa Maori Sports Awards
Applicant	Te Tohu Taakaro o Aotearoa Charitable Trust
Website	http://www.maorisportsawrds.co.nz
Proposed venue/location	Vodafone Events Centre
Proposed event dates	24 November 2018
Proposed event times	6pm - 11.30pm
Estimated no. of participants	650
Estimated total audience	650
Target audience	Kaumatua, dignateries, Maori Sportspeople, Govt officials, local boards, media general patrons
Project cost GST inclusive?	No
Total estimated project cost	262,000
Has event been held before?	Yes
Brief Project Description	
<p>To foster, promote and encourage Maori sports people in the pursuit of excellence in their chosen sporting activities. To benefit the Maori Community by promoting Maori Sporting Achievements and supporting young athletes who aspire to a career in sports by annual recognition of sporting achievements. To foster young Maori sporting talent through the provision of sport and educational scholarships</p>	
Prior event dates, attendance numbers and key outcomes	
<p>The attendance figures vary from time to time - as elite Maori athlete availability can impact, the general public climate change and our very own financial resources at the time, as with many other restraints - the Awards has a consistent average of around 750.</p> <p>Max was when Michael Campbell won the US OPEN (1200 and if the likes of Lisa Carrington is available that makes a difference.</p>	
Dates and description of any prior Auckland Council Group support	
<p>That has varied over the years from \$15k to \$8k - The Trust applies credit to the council by way of naming rights sponsor of the Maori World Champions Award - all past category sponsors to 2017 have been \$10k this year they are \$10.75k</p>	
Total Amount Requested	10,000
Ways in which event Supports Regional Event Key Priorities	
<p>By hosting this national event in Auckland, it highlights why Auckland is the Maori and Polynesian sporting capital of the World.</p>	

Project Title	Auckland Pride Festival and Parade 2019
Applicant	Auckland Pride Festival Incorporated
Website	https://aucklandpride.org.nz
Proposed venue/location	Auckland-wide
Proposed event dates	Friday 1 February - Sunday 17 February
Proposed event times	various
Estimated no. of participants	4200
Estimated total audience	42000
Target audience	Gay, Lesbian, Bisexual, Transgender, Takatāpui, Fa'afafine, Intersex, Queer and other Rainbow communities
Project cost GST inclusive?	No
Total estimated project cost	423,000
Has event been held before?	Yes
Brief Project Description	
<p>Moving into its seventh 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>	
Prior event dates, attendance numbers and key outcomes	
<p>Auckland Pride 2018 attracted and supported a total of 87 different events, activities and seasons, programmed across 17 days – the largest Auckland Pride Festival to date.</p> <p>From this programme, 45 events were free to attend – or offered entry by koha or donation – making the 2018 Festival the most accessible to date.</p> <p>Events were spread across 55 different venues and locations – including Q Theatre, Basement Theatre, Auckland Museum, Auckland Art Gallery, Academy Cinemas, SKY CITY and AUT in the CBD; Artworks Theatre on Waiheke Island; TSB Bank Wallace Arts Centre in Hillsborough; Te Puni Kōkiri House in Manukau; and the Katie Blundell Artist Gallery in Clevedon.</p> <p>The 2018 Festival boasted a large number of full houses and sold out events. With the exception of the rain-cancelled Ending HIV Big Gay Out, all major Festival events continued to experience</p>	

audience growth – with the largest-ever crowd (estimated by 1 News at over 30,000 people) lining Ponsonby Road for the Auckland Pride Parade 2018.

The 2018 Parade featured 71 spectacular floats and community entries, with an estimated 3,500 active participants.

Over six outings, the mighty Auckland Pride Parade has become embedded as a much loved and anticipated summer event. Parade entries, public interest, participation and attendance have all grown year-on-year.

A new partnership with Vector Lights resulted in the first rainbow lighting display across the Auckland Harbour Bridge, in addition to rainbow lighting of the Sky Tower and Auckland Museum, plus rainbow flags fluttering along Ponsonby Road, Karangahape Road and Newmarket's Broadway – all helping to create the most visible Auckland Pride to date.

Auckland Pride almost doubled its media coverage in 2018. Total media value achieved for this year's Festival was \$1,718,548 – a 96% increase on the total media value achieved in 2017. Established partnerships with NZME and TVNZ delivered even more coverage.

Senior political figures, including Prime Minister Jacinda Ardern and former Prime Minister Helen Clark, personally associated their brands with Auckland Pride in 2018 – actively engaging in Festival marketing and publicity, at Festival events, and across their own social media platforms.

From 1 January to 28 February 2018, the Auckland Pride website attracted 81,485 visits/sessions (34% increase on 2017) from 55,857 unique users (31% increase). Facebook likes increased organically to over 7,000 followers, with a total reach of over 290,000 people across the Festival period.

Auckland Pride continues to reach and actively engage more LGBTIQ+ people than any other event or activity in New Zealand. Website and social media statistics support observations that Auckland Pride events are also attracting a fast-growing secondary audience of young heterosexual women.

Dates and description of any prior Auckland Council Group support

Auckland Pride received \$45,000 from Auckland Tourism, Events and Economic Development (ATEED), as principal sponsor of the 2018 Auckland Pride Parade.

The 2018 Festival and Parade received \$25,000 from Auckland Council's 2017/2018 Regional Event Fund round towards event related costs.

Total Amount Requested	30,000
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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 Whānaki 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 early-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 Q Theatre, Basement Theatre, Aotea Centre, Auckland Art Gallery Toi o Tāmaki, Auckland Museum, Central City Library Tāmaki Pātaka Kōrero, Academy Cinemas, 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 Harbour Bridge, Auckland Museum and Sky Tower – 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 Manukau and Piha 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. In 2018, a total of 45 events were free to attend, or offered entry by koha or donation.

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. Sponsor relationships were fostered between seven companies and community groups participating in the 2018 Parade. 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.

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 2018 Festival included cycling, swimming, 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 endeavour 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.

Project Title	Omaha Classic
Applicant	Quantum Events Ltd
Website	http://www.oceanswim.co.nz
Proposed venue/location	Omaha Beach and Omaha Estuary
Proposed event dates	Saturday 15 December 2018
Proposed event times	10am - 5pm
Estimated no. of participants	1400
Estimated total audience	3500
Target audience	Swimmers and their supporters from across Auckland and New Zealand and the local Rodney community.
Project cost GST inclusive?	No
Total estimated project cost	116,900
Has event been held before?	Yes
Brief Project Description	
<p>Because of substandard water quality and storm/waste water infrastructure on all of the North Shore beaches we have decided to discontinuing the running of the King of the Bays event on Takapuna Beach after 15 successful years. The safety of our participants is always paramount so we needed to find a new location that offered us a safe swimming environment. That new location is Omaha and the Omaha Classic will launch in December 2018 as a replacement to King of the Bays. Our expectation is that the event will be attended in a similar way to King of the Bays.</p> <p>The Omaha Classic will give kiwis of all ages & abilities a safe, professionally run, fun swimming event to take part in annually. The event and Series vision is to give people the 'Swim of their Life'.</p> <p>The Omaha Classic will be a motivator for the people of Auckland to get fit and active through swimming. It will also bring communities together.</p> <p>The event has six different swim distances on offer - the Wharf to Surf 3.5km, the 1000m and 500m swims off Omaha Beach for intermediate level swimmers, and the 100m, 200m or 300m OceanKids distances for children aged between 7-12 years old (7&8's swim 100m, 9&10's swim 200m and 11&12's swim 300m).</p> <p>The Omaha Classic is the second of seven events in the hugely successful New Zealand Ocean Swim Series attracting regional and domestic media profile.</p> <p>The event positively impacts the environment via donations made to charity Sustainable Coastlines. There will also be a beach clean up organised on the weekend of this event.</p>	
Prior event dates, attendance numbers and key outcomes	
Our expectation is that the Omaha Classic's attendance levels will mirror the King of the Bays in recent years.	

The King of the Bays event has been held annually for 15 consecutive years 2004-2018. Participant numbers have grown steadily across the years, from 300 swimming in the very first King of the Bays in 2004 to 1400+ in recent years. Event spectator and supporter numbers are estimated to be 3500 across the event day and weekend. The event brings swimmers from all across Auckland and NZ with 25% of those who took part in the 2018 event traveling from outside the Auckland area to take part in the event. Of the 75% who were from Auckland - 10.41% were from Orakei, 9.55% from Hibiscus & Bays and 9.34% from the Devonport-Takapuna local area. We expect with the move to Omaha that we should see an increased number of swimmers and supporters from Northland and Rodney.

Dates and description of any prior Auckland Council Group support

- 2011 - Takapuna/Devonport Local Board Event Funding \$5000+GST
- 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
- 2018 - Regional Events Funding \$6000 + GST

Total Amount Requested	15,000
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Ways in which event Supports Regional Event Key Priorities

SUPPORTING COUNCIL STRATEGIC OUTCOMES FOR SPORT AND RECREATION AND COMMUNITY DEVELOPMENT

One of the priorities in the Sport and Recreation Strategic Action Plan is to have more Auckland residents participating in sport and recreation and live physically active lives. The Omaha Classic 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 comprising of six different swim distances there is a swim to suit all ages and abilities. The various distances allow families to get active together.

Swimming is a popular sport at all ages so the Omaha Classic helps to cater for Auckland's diverse population and the city's growing older and younger residents. With swimming being one of the only non-weight bearing sports the event provides an accessible and achievable goal for senior and disabled swimmers. Our oldest swimmers are well into their 80's and youngest at just 7 years old.

The Omaha Classic helps to develop the community. We contract the Omaha Surf Club to provide life guarding service. This develops the clubs younger lifeguards and the funds we provide help to run the club and maintain and purchase equipment. A number of other event contractors will be sourced locally in Rodney.

With Council's support we will be promoting the event directly to all primary school children, swimming pools, swim clubs and surf clubs in the area to encourage participation.

We will work with local clubs and associations to provide our event crew for a donation.

BUILDS REGIONAL IDENTITY + SHOWCASES AUCKLAND'S ASSETS

The Omaha Classic headquarters is the beautiful Omaha Beach. Swims will take place off the beach and our long swim will start in the estuary. The region and these natural resources are showcased through stunning photography, moving footage and engaging content to 750,000 through our event regional and national marketing campaign, to our online audience of 120,000 and directly to the 4000+ people attending the event.

This event will draw thousands of Auckland residents from their home suburbs across to the very top of the city boundaries to explore new beautiful areas. People whether they compete or simply attend love events. The Omaha Classic will positively contribute to a strong and vibrant regional identity.

HAS A REGION WIDE IMPACT

Historical statistics of the King of the Bays event (the Omaha Classic predecessor) 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%

This event is a significant supporter of local businesses in the region. This includes food and beverage and hospitality, accommodation, retail. Through event communications, participants are encouraged to extend their stay and explore the event region.