



EVENTS AND VENUES

What we do

Continued focus on high quality conference and events facilities

In recent times Rotorua has had an encouraging level of forward bookings, especially in the lucrative Conference & Incentive market due to sustained growth in business levels and market share. The challenge is to continue to increase market share to offset the impact of the economic downturn and pricing pressures bought about by competition, to ensure retention of income levels and drive the economic impact of conferences and events for the Rotorua economy.

An updated new strategy on major events attraction is being finalised and will concentrate on securing regular events with a logical linkage to Rotorua as a destination and to assist in their ongoing retention. Emphasis will also be placed on growing existing events and maximising length of stay and spending levels from participants and families.

This activity covers the operation of:

- Energy Events Centre (including the Sportsdrome)
- Rotorua Convention Centre (including the Civic Theatre and ticketing agency)
- Te Runanga Tea House
- The Soundshell
- Rotorua International Stadium (including Number 2 field).
- Equipment Shed – access to sporting, event management and facilitation equipment

The role of this activity is to:

- Provide quality event facilities for the Rotorua community which support endeavours to attract large, high-yield local, regional, national and international events.
- Provide for the identification and attraction of large major events to Rotorua and their subsequent growth.
- Provide assistance to event promoters and organisers in dealing with the array of people, processes and legislation involved in organising a major event.
- Support local event organisers through provision of the equipment shed and recreation programmes
- Assist in the marketing of function space at the Rotorua Museum
- Manage on behalf of the Parks and Recreation department management of the booking system for non-sports code bookings on Council's parks and reserves.

The range of uses within the venues includes:

- Local amateur performance
- Sport and recreation
- Conference and incentive activities
- Social functions
- Touring and local professional performing groups
- Cultural activity performances
- Manage a ticketing agency (currently Ticketmaster) to service client/venue needs.

In the short to medium future, Events and Venues will be competing in a much more challenging marketplace but successes in recent years have provided a strong base for business retention and growth. In the longer term, business growth will be influenced by the economic health of the Australasian economies in particular.

Why we do it



- To provide conference entertainment and sporting venues to meet the needs of local residents and visitors.
- To attract events that offer economic benefit and contribute to Rotorua's reputation as an attractive place to live and visit.

Major projects

Events and Venues manage three premier facilities, Energy Events Centre, Convention Centre and the International Stadium. Funded by large contributions from ratepayers, Rotorua Trust, major funding agencies, partners and philanthropic supporters, major investment in developing the Energy Events Centre (2007) and Civic Theatre within the Convention Centre (2010) have provided Rotorua with superior venues for attracting a vast array of performances, conferences and events. Over the period of the Long-term Plan the venues will be maintained to ensure standards and services offered continue to meet the needs of locals and visitors for high quality facilities.

Measuring our achievements

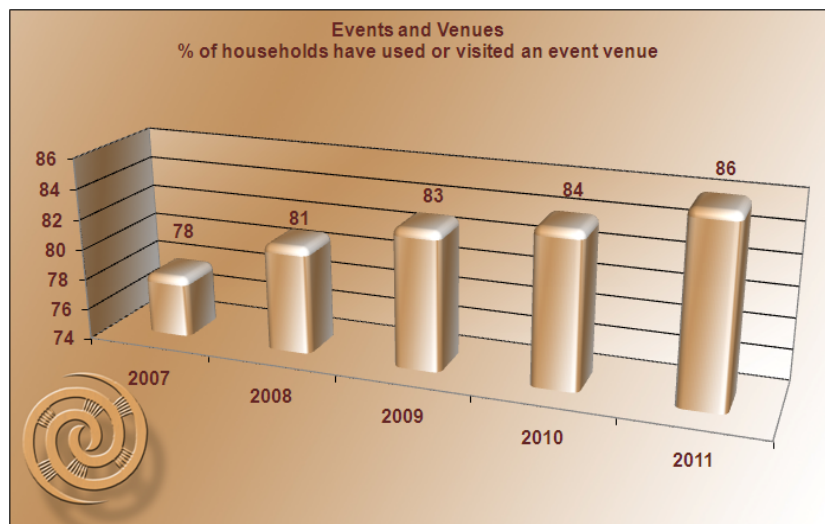
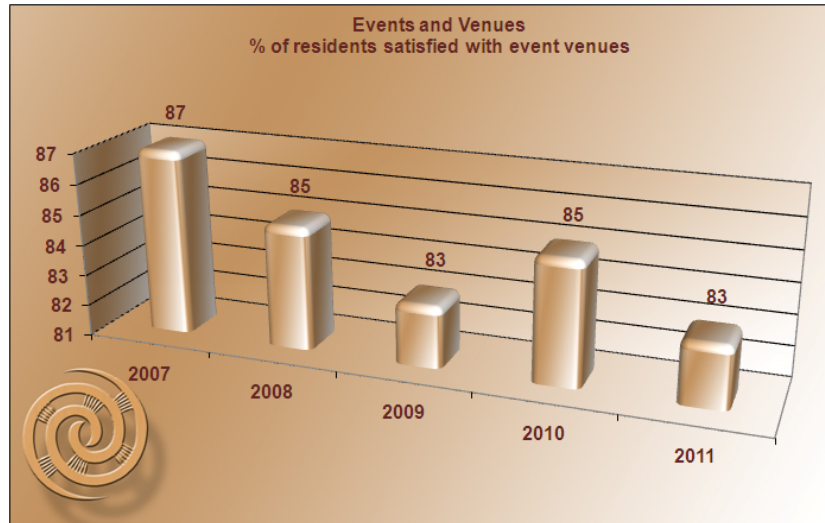
Council will measure its achievements towards the objectives by monitoring the following set of performance measures and targets:

Community outcome	How council contributes	Level of service (What we will do)	Performance measure	Performance targets					
				Current performance 2010/11	Data source	2012/13	2013/14	2014/15	2016 to 2022
 Excellent Facilities and Services	<ul style="list-style-type: none"> By providing Rotorua with a range of venues of national and international standard. By providing a range of venues for both major events and community use. 	Excellent well maintained and well used venues.	85% of residents have used/visited an event venue in the last 12 months.	86%	Customer satisfaction survey	85%	85%	85%	85%
			85% of residents very/fairly satisfied with the service/facility.	83%	Customer satisfaction survey	85%	85%	85%	85%
			50% of repeat bookings from commercial clients within a three year period.	67.8%	Booking system	50%	50%	50%	50%
 Prosperous	<ul style="list-style-type: none"> By attracting/hosting events including sporting, cultural festivals, arts, leading edge activity events, celebrating and nurturing traditional Maori Culture and fostering artistic expression in art, music, dancing, public performance and exhibitions. 	Encourage and promote a wide range of events and conferences with high levels of participation that add to the appeal of Rotorua for its citizens and visitors.	More than 25 conferences held each year.	33	Booking system	25	25	25	25
			More than 11,000 conference delegates attending each year.	11,408	Booking system	11,000	11,000	11,000	11,000



Performance

In order to plan for the future and ensure services are meeting our community's needs and expectations we assess past performance and feedback from the community.



Issues/Risks/Negative impacts

Potential negative effects associated with undertaking the activity are described below along with actions undertaken to mitigate the effect. Effects from the activity can influence the social, cultural, environmental and economic wellbeing of the community/district. The negative effect could be physical or a perception.

Issue/Risk/Negative impact	Action Plan
Reduced community access to venues resulting from high revenue events and conferences securing bookings.	Council policy requires a minimum of 40% of venue usage to be by community groups
Increased traffic congestion arising from major events and sports.	All major events are subject to event specific traffic management plans
Perceived increase in crime – vehicle, theft and assault resulting from increased numbers of people in and around venues during events/sports.	Mitigated by adequate levels of security staffing, full involvement of Police in planning, and specific event initiatives where clear risks are identified and quantified
Competition from planned indoor facility developments in Hamilton and Tauranga.	Marketing planning addresses specific competition from Tauranga for sporting events and Hamilton for sports and C&I events. A value-added approach is being taken to counter discounting in the marketplace. Potential competition from the recently announced National Convention Centre in Auckland is also factored into marketing plans

“Council is a generator of ‘enthusiasm and energy about events ...’”

Asset management

Key assets

Key assets associated with this activity are the:

- Energy Events Centre
- Rotorua Convention Centre
- Rotorua Civic Theatre (located within the Rotorua Convention Centre)
- Te Runanga Tea House,
- Soundshell
- International Stadium
- Equipment Shed

Maintaining our assets

Council assets are maintained as per agreed specifications within service contracts. The performance of assets is regularly reviewed to ensure that current levels of service/community expectations are still being met by the asset/s. Major works are competitively tendered out to specialised contractors ensuring that the final product is of a high standard and delivered at a competitive cost to Council. A separate Asset Management Plan details the full lifecycle management of the asset/s. In addition assets installed at the Energy Events Centre are treated prior to installation to protect against the threat of sulphur erosion. This is undertaken by the Events and Venues technical team to maximise the asset life and reliability.

Major changes planned for assets

Reason for change	What will be done?	Year 1 (\$000)	Year 2 (\$000)	Year 3 (\$000)	Year 4-10 (\$000)
Renewal and Replacements	Convention Centre – furniture and office equipment renewal	86	249	218	1,478
	Energy Events Centre – re-roofing, floor covering and plant replacement	125	391	184	5,611
	Soundshell – asset replacements	18	12	50	143
	International Stadium – furniture and office equipment replacement	3	82	71	829
	Teahouse – furniture and equipment replacements	13	-	-	-
	Equipment shed renewals	-	1	3	84
Total		245	735	526	8,145

Activity assumptions used in providing this activity

This activity has been developed in line with Council's Significant Forecasting Assumptions except that no provision for growth has been provided for as the venues managed by Events and Venues have significant capacity to meet projected demand during the ten year period 2012-22.

Events & Venues - Funding Impact Statement

	Annual Plan	Long-term Plan Budget >>									
	Budget 2011/12 (\$000)	2012/13 (\$000)	2013/14 (\$000)	2014/15 (\$000)	2015/16 (\$000)	2016/17 (\$000)	2017/18 (\$000)	2018/19 (\$000)	2019/20 (\$000)	2020/21 (\$000)	2021/22 (\$000)
Sources of operating funding											
General Rates, uniform annual general charges, rates penalties	1,619	3,071	3,636	3,508	4,252	4,378	4,138	4,256	4,958	4,645	6,456
Targeted rates (other than a targeted rate for water supply)	1,619	-	-	-	-	-	-	-	-	-	-
Subsidies and grants for operating purposes	-	-	-	-	-	-	-	-	-	-	-
Fees, charges and targeted rates for water supply	-	-	-	-	-	-	-	-	-	-	-
Internal charges and overheads recovered	2,073	2,181	2,254	2,320	2,393	2,454	2,522	2,590	2,670	2,758	2,848
Local authorities fuel tax, fines, infringement fees and other receipts	2,250	2,347	2,420	2,422	2,344	2,420	2,488	2,560	2,641	2,729	2,820
Total operating funding (A)	7,561	7,599	8,310	8,250	8,989	9,252	9,148	9,406	10,269	10,132	12,124
Applications of operating funding											
Payments to staff and suppliers	3,762	4,102	4,213	4,261	4,589	4,513	4,662	4,774	4,971	5,205	5,275
Finance costs	486	395	405	420	403	444	467	498	512	518	527
Internal charges and overheads applied	2,810	2,857	2,956	3,043	3,138	3,206	3,294	3,381	3,485	3,598	3,713
Other operating funding applications	-	-	-	-	-	-	-	-	-	-	-
Total applications of operating funding (B)	7,058	7,354	7,574	7,724	8,130	8,163	8,423	8,653	8,968	9,321	9,515
Surplus (deficit) of operating funding (A - B)	503	245	736	526	859	1,089	725	753	1,301	811	2,609
Sources of capital funding											
Subsidies and grants for capital expenditure	988	-	-	-	-	-	-	-	-	-	-
Development and financial contributions	37	32	33	34	45	56	67	79	91	103	116
Increase (decrease) in debt	(786)	-	-	1	-	(1)	1	-	1	-	(1)
Gross proceeds from sale of assets	-	-	-	-	-	-	-	-	-	-	-
Lump sum contributions	-	-	-	-	-	-	-	-	-	-	-
Total sources of capital funding (C)	239	32	33	35	45	55	68	79	92	103	115
Applications of capital funding											
Capital expenditure											
- to meet additional demand	-	-	-	-	-	-	-	-	-	-	-
- to improve the level of service	-	-	-	-	-	-	-	-	-	-	-
- to replace existing assets	503	245	736	527	859	1,088	726	753	1,302	811	2,608
Increase (decrease) in reserves	240	32	33	34	45	56	67	79	91	103	116
Increase (decrease) in investments	-	-	-	-	-	-	-	-	-	-	-
Total applications of capital funding (D)	743	277	769	561	904	1,144	793	832	1,393	914	2,724
Surplus (deficit) of capital funding (C - D)	(504)	(245)	(736)	(526)	(859)	(1,089)	(725)	(753)	(1,301)	(811)	(2,609)
Funding balance ((A - B) + (C - D))	0	0	0	0	0	0	0	0	0	0	0