

EventsUpdate

DECEMBER 2015

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CEO Update: Workshops and Seminars

Companion Card workshop:

In October I was invited to attend a workshop discussing companion support for people with disabilities attending paid entry activities – basically, how could companions of people who require assistance be eligible for free entry to events and other activities? This hugely interesting session explored the barriers to people attending events (cost is a big factor, along with a host of accessibility issues), how a ‘companion card’ system could be implemented (eligibility, assessment, etc) and considerations for organisers, ticketing agencies and venues.

A truism that ran through the discussions was that “lack of companion access almost always means nobody paying

once, rather than one person paying twice”, however it was also recognised that most event promoters are small businesses with slim margins and they need to be protected from exploitation

The discussion covered many facets of the issue, main points include:

- * Clearly defined and enforced eligibility criteria are essential to reassure venues, promoters and ticketing agencies. The robustness of the criteria will protect any potential companion card ‘brand’.

- * A companion card is essentially a 50 percent discount/two-for-one deal (“If I give you a comp ticket, you’ll buy a full priced ticket as well”).

- * Venues and events aren’t as accessible as they need

to be – often a companion is needed simply to help navigate the venue and allow full participation

- * Companion card provides an opportunity for promoters to reach an audience of people who may not attend at present because of the requirement to purchase two tickets. And it may attract more people: the whole whanau may come in support

It was great to represent the interests of our members in this discussion. The workshop was the first step in an on-going process, and we’ll keep you posted as Government move forward from here.

Seminar feedback:

November and early December saw the roll out of our current six-centre seminar series **Successful**

Events through Media Engagement and Effective Financial Management. We were so pleased that over 240 of you found your way to your local seminar and feedback has been fantastic.

Our post event survey showed over 90% of attendees rated the presentations as above average or excellent and every one of the 55 surveyed said they will attend NZAEP seminars in the future. We also received some very clear direction as to future seminar topics so watch this space!

Finally, from the NZAEP Board and team, we wish all our members a merry Christmas, a relaxing new year, and a very successful summer events season. The Events Update takes a break in January, with the first issue of 2016 to be published in February.

Vicki Watson
CEO, NZAEP

NZAEP

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Rotorua loses events and venues champion



Source: Excerpts from Rotorua Lakes Council Release, 26 November 2015

Staff at Rotorua Lakes Council are remembering the man who drove development of the council's collection of event venues over the last decade and was at the forefront of many of the city's successful events.

Peter McLeod, the council's Events & Venues general manager since March 2005, passed away at his home on November 25.

Mr McLeod joined the council from Taranaki where he had been involved in a similar role for New Plymouth District Council, a major responsibility having been development and operation of Taranaki's Yarrow Stadium.

He had previously served as the founding chairman of the Warriors rugby league team.

Rotorua Mayor Steve Chadwick paid tribute to Mr McLeod, describing his passing as "a huge loss to the creative and sports communities."

"Peter's name was synonymous with the Energy Events Centre and Sir Howard Morrison Performing Arts Centre. His passion, his expertise, and his skills back-

of-house were masterly. He was always the 'go-to guy' and everybody knew him. Only yesterday (Wednesday) I met with him where he updated me on yet another exciting major sporting event he was working on for Rotorua.

Mrs Chadwick said her thoughts, and those of councillors and staff, were with Mr McLeod's partner and family at this difficult time.

Rotorua Lakes Council chief executive, Geoff Williams, said Mr McLeod was a highly respected operator with a well-deserved national reputation for expertise in the sports, entertainment, conventions and event venues sectors.

"He's certainly been the driving force behind the successful development of our venues, and he's helped establish Rotorua's reputation as one of the country's top destinations for conferences, meetings, and sports and entertainment events.

"Behind his quiet and relaxed style was a popular man with a huge knowledge of the various sectors he worked in, and exceptional skills that he'd built up over many years working with major events and in venue operations.

"Rotorua has benefitted substantially from Peter's outstanding contribution over the last 10 years, and we're grateful for the important role he's played in our development.

"He will leave very big shoes to fill, and will be missed by many - here in Rotorua, around the country and even overseas." Mr Williams said.

Music festival prosecuted for holding event without consents

Source: TCDC Release, 27 November 2015

Chronophonium Limited has been fined \$5,000 for holding a music festival in January 2015 without first obtaining resource consent and for ignoring Council directions to turn down excessive noise.

The Thames Coromandel District Council took Chronophonium to court after the festival's organisers held the event despite not obtaining the appropriate approvals and for ignoring noise abatement orders given after neighbours complained.

Festival organisers Petra and Carl Naus pleaded guilty to the charges and were discharged without conviction and ordered to pay fines of \$1,000 and \$500 respectively towards the costs of prosecution.

Environment Court Judge Melanie Harland in her judgement dated 24 November wrote: "Clearly it was Chronophonium's responsibility to ensure that it complied with the [TCDC] District Plan and it failed to do so in respect of noise. There is a need for such conduct to be denounced and for a fine to send a deterrent message not only to this company and those associated with it but to others organising festivals such as these. It is entirely appropriate for the Council to decide to take this prosecution to send that particular message."

TCDC states that they welcome events on the Coromandel, but want to make sure they are held safely and without undue disturbance to neighbours.

WELCOME TO NZAEP'S NEW MEMBERS!

Organisations

Omaka Aviation Heritage Centre
The Grape Run Limited
Wellington Culinary Events Trust

Supplier Members

HALO The Band Entertainment Ltd

Individual Contractors

Emily Di Milo
Mark Hudson, Hudson Sport Management Limited
Pip Norton, (Lake Hayes A&P Show and other events)
Stuart Eyes, NZ Heritage Events

Do you know your NZAEP Board?

Major Events Manager for Events and Venues Rotorua, Martin Croft joined the NZAEP Board as a co-opted member earlier this year. Martin has been a key figure in the development of Rotorua as a major events destination, developing and attracting events to deliver on Council's Events Strategy. Originally from Birmingham, Martin is also a keen sportsman so revels in the growing number of world championship events Rotorua has hosted in recent years.

Tell us about how your work has lead you to be on the Board of the NZAEP?

Rotorua is a place that embraces events and was recognised in 2013 by the International Festival and Events Association for the way in which it provides support at all levels in the success and sustainability of existing festivals and events, as well as the ability to attract and encourage new events. The award was a result of many years of commitment from a small and passionate team, who work above their level in an effort to make a difference to the people of Rotorua.

Being asked to be a board member is an honour, and I am eager to use the experience I have gained in my role as

events manager, along with my enthusiasm to bring the industry together, particularly regionally, to make a positive difference to NZ.

What do you get excited about when thinking about the New Zealand events industry?

I remember the first conference I attended in Dunedin where I met so many people with so much passion for what they were doing. What struck me then as it still does now, is the creativity, enthusiasm and energy everyone has in NZ. I love being part of an industry where anything is possible and everyone pulls together to make it happen, time after time, for the benefit of others. There are so many unsung heroes in NZ, I would like to celebrate them all.

What event, that you have been involved in, has been your stand-out favourite and why?

There are many for different reasons but if I had to choose one, it would be Rugby World Cup 2011. The city, along with the country, came together to deliver an outstanding experience. Visitors to our shores got to see NZ at its best, mixing in with locals at a wide variety events.

As a city I believe we offered

the best indoor Fan Zone in the country, many locals are still talking about it today. It was an event that took many months to prepare for, and left our team exhausted but the result was exceptional. It is an event that I feel proud to be part of and will remember forever.

From your perspective, what's one of the biggest issues for the industry currently?

The biggest issue for me is the danger of over-regulating events, particularly from a health and safety perspective. I believe in a common sense approach to event production, I sincerely hope it doesn't feel too difficult for people to organise events going forward. It is a good time to remind ourselves why we do what we do and who we do it for. Without events, the world would be a poorer place.

Who in the New Zealand events industry, is a star performer and why?

This is a difficult question to answer as there are many around NZ that deserve to be called stars. I am particularly proud of Rotorua's own organisers, who work collaboratively to make events work.

If I had to pick one person, it would be my colleague



Martin Croft - Major Events Manager for Events and Venues Rotorua

Jason Cameron who has not only impressed me with his skills and creativity, but also inspired a city with his current project, the Rotorua Mud Festival which will soon become our next showcase event.

Why do you think anybody involved in events should join NZAEP?

For me, NZAEP is a way of connecting with others in the industry, learning from those who have been there and done it. Being part of NZAEP can be inspiring, particularly at conference and regional seminars when you take time out to refresh your thinking. However, the most important reason for being part of NZAEP is to have a voice. As an industry we need to be together in our thinking, representing all of the people involved in creating the event experience.

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Volunteer management and training for the Tarawera Ultra Marathon and Tarawera Marathon and 50K Events



Credit: Kurt Matthews - kurtmatthewsphotography.com

By: Paul Charteris - Founder and Director, New Zealand Trail Runs Ltd and Amanda Heapy - Head of Department - Health and Sport, Waiariki Institute of Technology, Rotorua

The “Tarawera Ultra Marathon” and the “Tarawera Marathon and 50K” are long distance off-road running events that weave their way through up to 100 km of the numerous scenic trails in and around Rotorua (1).

The Tarawera Ultra Marathon was founded by Paul Charteris of New Zealand Trail Runs Ltd (NZTR) in 2009 during which it attracted 67 entrants. It has since grown into a world class event and in early 2014 it joined nine other prestigious international ultramarathon runs to form part of the Ultra-Trail World Tour.

In March 2014, New Zealand Major Events invested in the Tarawera Ultra through its Major Events Development Fund. The investment was to increase international exposure and as such, the upcoming 2016 event to be held on Waitangi Day has sold

out with over 1000 runners from 35 different countries registered.

Founded in November 2014, the new annual Tarawera Marathon and 50K events have this year attracted similar participation rates as the February ultramarathon event. With a growing media spotlight, larger volunteer numbers and more runners (a significant number are non-English speakers) it is increasingly important for the event management team that the events proceed smoothly and workers are well trained to respond to any incidents that may occur on race day.

Being situated in the off-road environment and navigating through remote bush tracks and forestry roads whilst requiring participants to push themselves to their physical limits, presents unique volunteer management, training and health and safety challenges. In light of new health and safety legislation being introduced in 2016, NZTR is working hard to lead the sector by committing to volunteer training and

developing a health and safety culture which will contribute to the success and sustainability of the events whilst ensuring everyone goes home safely.

Both worldwide and locally, similar events have attracted negative publicity for a variety of health and safety incidents; perhaps the highest profile being the 2011 fire tragedy at the 100km Kimberley Ultramarathon in Western Australia (2). Mindful that the Tarawera Ultra passes through high fire risk forestry areas, such incidents demonstrate that this industry that can always strive to improve health and safety engagement

Volunteering:

The events which are spread over up to 100 km of lakeside, forest and geothermal landscapes requires the support of over 500 volunteers annually, almost all of which are drawn from the small local communities of Rotorua and Kawerau.

These volunteers are required to fulfil a number of important tasks including; track marking and clearing, managing aid stations with food and drink in remote locations, marshalling runners, providing minor first aid, advice or reassurance to runners, identifying and responding to potentially serious injuries or physiological imbalances, keeping track of withdrawing participants and coordinating and monitoring spectators.

The tasks required of the volunteers are significant and require detailed knowledge of the event, first aid, health and safety and importantly how to prevent or coordinate an appropriate response to

a variety of potentially life threatening situations.

The volunteers need to be highly engaged, well-trained and confident to handle many situations. For the organisers, it is crucial that the volunteers are comfortable with the volunteer work they do so that they continue to offer their time twice a year to help make these events happen.

Health and Safety Legislation

As highlighted by the March 2015 NZAEP health and safety seminar series, the changing legislative environment in New Zealand has brought the issue to light.

Under new work place law (3) which takes effect on Monday 4th April 2016, NZTR is a “Person Conducting a Business or Undertaking” (PCBU) and as such has the primary duty to ensure the health and safety of its “workers” and “others” affected by their undertaking so far as is reasonably practicable. As per the existing Health and Safety in Employment Act 1992, the new Health and Safety at Work Act distinguishes volunteers as either “casual volunteers” or “volunteer workers”. Volunteer workers are people who regularly work for the PCBU with its knowledge and consent on an ongoing basis and are integral to the PCBU’s operations. Importantly, the PCBU’s responsibility in the case of volunteer workers is the same as that of any other worker and the volunteer must be provided appropriate training, instruction and supervision needed to undertake their work safely (4).

The new law aims to reduce work place injury and death by encouraging greater participation in health and safety. The legislation articulates that although the PCBU is responsible for risk identification and minimisation and for taking

all practicable steps to ensure all people affected by its undertaking remain safe, it is important that workers are provided opportunity to **engage and participate** in health and safety matters. It is through this interaction with volunteer workers that the NZTR hopes to provide opportunity for all workers to be involved in health and safety planning and execution.

By employing a health and safety strategy based on such a joint consultative culture, development of and compliance with the PCBU's detailed health and safety policy is improved.

Improving skills and experience of volunteers

The New Zealand sport and recreation sector relies heavily on volunteers and although recruitment and retention of volunteers are major concerns, the quality of volunteer management is of greater concern (5). Systems for improving the efficient management of volunteer work and providing them appropriate support not only increases the likelihood that they will continue to volunteer, but also works towards improving health and safety outcomes. For an up and coming New Zealand major event that relies heavily on volunteer support from a small community, both issues are an important focus for NZTR.

To meet these needs, NZTR has increased their practical volunteer training. Training sessions cover relevant aspects of the company's health and safety strategy and include detailed first aid and incident response coordination, remote communication (there is almost zero cell phone coverage so forestry radios are used) and event logistics information which details route logistics, resources and expertise available on the day.

The sessions are delivered in a "fun but serious" tone and makes use of various experiential based learning strategies and are delivered by the different experts involved in health and safety management on race day. The timing of the information sessions is crucial and are delivered one month and two weeks prior to the event. They provide an early opportunity for volunteers to know where they fit in the team and to digest information and to have the opportunity to come back to the event organisers with questions.

"Running one of our races is scary enough - and it's quite stressful for the volunteers" says Paul. "Being in remote places and having to respond to range of situations. The overall message was that each volunteer has a lot of support around them- from race staff, outdoor safety and medical - and that we are on hand to support our volunteers just as much as our volunteers support our runners."

These volunteer training days upskill the local volunteer resource around health and safety issues as they relate to endurance wilderness sport, benefiting both individuals and the local community beyond the event days in November and February each year. Rotorua offers a mecca of desirable trail networks, and by educating locals who regularly utilise this natural resource, the potential to improve awareness and response to health and safety issues on an ongoing basis benefits the huge population of recreational athletes that frequent Rotorua's outdoor playground.

By creating a win-win situation between the volunteers and the event organisers, volunteers see the value of giving their time and skills for free. By providing first aid and wilderness training,

the volunteers see this as an opportunity to upskill or improve their knowledge in this area to provide benefit to other areas of their lives that might take advantage of such training.

Many of the volunteers are youth who are associated with local sports clubs. This in itself presents a unique challenge and the content and format of training sessions hopes to relieve some of the perceived boredom of volunteering and shows respect for the volunteers so that they feel valued and demonstrate how they are engaged in meaningful work. By encouraging young people to participate, and providing them a good experience, with opportunities to have fun in a social environment, it is hoped that they will continue to volunteer in sport throughout their lifetime.

Acknowledgements:

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provided by the Rotorua Energy Charitable Trust. We thank Kurt Mathews for images: www.kurtmathewsphotography.com/about

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The Health and Safety at Work Act: An events focus

By: Bruce Fleury, Worksafe New Zealand

The Health and Safety at Work Act is approaching, bringing new responsibilities for everyone in the workplace. WorkSafe New Zealand Sector Engagement Manager Bryce Fleury explains what this means in practice.

There has been plenty of discussion about what the new law means for different industries and businesses. This is a good thing because first and foremost people need to think and talk about workplace health and safety.

In international terms, New Zealand's record is extremely poor; twice as bad as Australia's. In New Zealand, on average 73 people per year die on the job, one in 10 is harmed and more than 600 die from work-related diseases - all coming at a cost of \$3.5 billion per year to the New Zealand economy. And that doesn't take into account the social and psychological costs on the friends, family and co-workers of those people hurt or killed on the job.

The Government has set the target of reducing these deaths and serious injuries by at least 25 per cent by 2020. When it comes into force on 4 April 2016, the new Act will introduce some important, positive concepts to help bring about a much needed health and safety culture change in this country.

Naturally, people want to know what this means to them.

In the case of event management there are a lot of specific situations but the broad principles are the same.

PCBUs

Who is responsible for health and safety? The short answer is, everyone - from the boardroom to the frontline; but with clear levels of responsibility.

The first new concept of

the Act is the PCBU (Person Conducting a Business or Undertaking). Despite its name this term captures almost every type of business entity (from large companies to sole traders). PCBUs have the primary duty of care - 'as far as is reasonably practicable' - to ensure the health and safety of its workers and anyone affected by its work. It is responsible for managing risks, either by eliminating them or, if that's not possible, minimising them.

In the case of an event like a concert or a gala in a park, the organisation hosting the activity will be a PCBU¹, the event management company organising the event will be a PCBU, the stall owners selling food at the event will be PCBUs. They are all PCBUs with the same duty.

Working together

So it is about collaboration, particularly where the duties of two or more organisations affect the health and safety of the same workers. The nature of event organisation means that there will be many organisations coming together at an event. The Act aims to ensure that these businesses work together to keep their workers safe. PCBUs have a duty to work together to ensure the health and safety of workers they engage or influence or direct. That duty stays with the PCBU even if they are working with another PCBU. The Act requires them to cooperate to meet that duty.

So far as is reasonably practicable

The Act uses "so far as is reasonably practicable" as the test to determine what was or is able to be done by a PCBU in order to meet its health and safety obligations. The Act is clear that not all work can be risk free. It's about what the PCBU can reasonably do. The PCBU should do what is practical and reasonable for

it to do.

Something is practicable if it is possible or capable of being done. Ask: what is possible in the circumstances to ensure health and safety?

Reasonably means that people do not have to necessarily do everything humanly possible; they have to do what a reasonable and sensible person would do in the same situation. Ask: is it reasonable to do all that is possible?

At an event with a mix of businesses doing a range of activities what is reasonable and practicable? The question comes down how much can one business influence or control and how much it relies on another PCBU. For example, the event manager will control the traffic flow around the event, access and egress, marshalling. Individual stall owners will control risks in their own stall (gas used for cooking, the tent that could get blown over, the chord that connects up to the electricity). Each organisation has a duty to manage risks based on their ability to influence and control things.

Liability

Everyone wants to know if something goes wrong who is liable? Focus on **risk** rather than **accident** because managing risk (as far as is reasonably practicable) is how you will meet your duties. If a risk is not adequately managed there could be enforcement action whether or not there is an accident. That means:

- If the PCBU is aware of a risk, manages that risk so far as reasonably practicable and someone is still hurt as a result of that risk then the PCBU is unlikely to face a penalty.
- If the PCBU is aware of a risk, does nothing about it and someone is hurt as a result of that risk then the

PCBU could face some form of penalty.

- If a PCBU is aware of a risk, does nothing about it but no one is hurt then the PCBU could still face some form of penalty.

If there is an incident will WorkSafe prosecute?

The decision by WorkSafe to take enforcement action is not an automatic one and lots of things will need to be taken into consideration - what was the level of harm, what was the level of knowledge about the risk, what options were available to manage the risk, what is the PCBU doing about it, is this a one-off incident or part of a series of issues - before deciding what, if any, enforcement actions are appropriate. Prosecution is usually the **last resort not the first step** and is not a decision taken lightly.

Risk Management

The Act requires anyone with a duty to manage risks so far as is reasonably practicable.

In simple terms this means:

- Plan ahead
- Identify your risks - what can go wrong?
- Evaluate your risk - the level of risk and what to do about it. How can you remove or minimise the risks as far as practicable?
- Involve your people that are doing the work to identify risks and work out controls
- Review your plan

At the end of the day good health and safety all comes down to good planning and good communication - just like good event management.

¹ *Unless the organisation is a Volunteer Association - which is defined as a group of volunteers working together for a community purpose who do not employ anyone. A Volunteer Association is not covered by the Health and Safety at Work Act.*

Nigella Lawson bound for Southland



Nigella Lawson CREDIT: Reuters

SOURCE: Excerpts from Stuff.co.nz, 25 November 2015

Celebrity chef, Nigella Lawson, has picked Invercargill over other South Island hot spots for her New Zealand tour in the new year.

The 55-year-old famous foodie will be the star attraction at a gala dinner at Invercargill's Stadium Southland on January 26, the day after appearing at the Langham Hotel in Auckland

for a similar event.

Promo company, Duco Events will bring Lawson to NZ. The company's chief executive, Martin Snedden, said Invercargill was chosen ahead of Dunedin and Christchurch.

"We weighed up the various options and in the end we decided Invercargill was the best bet in the South Island," Snedden said. "The stadium was world class, the people who ran the stadium were fantastic to deal with and the

community had supported the [recent Joseph Parker] boxing event"

He was confident the Southland community would also support the Lawson visit, saying she had instant appeal.

Stadium Southland general manager Nigel Skelt said getting Lawson to Invercargill was exciting. He hoped it would be the beginning of a relationship with Duco Events to get more celebrity gala dinner events to the stadium, but that would depend on how well the event was supported by the community.

"Nigella gives us a foot in the door for celebrity dinners. Who knows, it may be Richard Branson next. The world's our oyster moving forward." The Nigella Lawson Gala Dinner will be a corporate event of 800 to 900 people. Tables of 10 will be sold in three price ranges - \$5995, \$4995 and \$3995. Individual tickets will cost \$499 and \$399.

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Case Study: Oxfam Trailwalker Relocation



Credit: Alicja Grocz & Matt Crawford

Zeb Stone, Fundraising Events Manager at Oxfam New Zealand speaks to us about the big changes to the iconic Oxfam Trailwalker event for 2016. After 10 years in Taupo, the 100km team challenge event is relocating to Whakatane and introducing a new 50km event option. For an event so established in the Taupo community, the relocation comes with its share of challenges and opportunities.

After 10 years in Taupo, what is behind the decision to move Oxfam Trailwalker to Whakatane?

After 10 years, the biggest thing is a need for a change - to bring something new to the event. We'll be getting a whole new community involved, and the new energy and enthusiasm they'll bring to it will keep it fresh.

The opportunity arose to take it out to Whakatane and it was just too good to pass up. The Council were really supportive but there were a few other people who believed it was something we should seriously look at.

Every year we get approaches from different places saying we should 'bring it down here' with varying degrees of how serious they are. But

this was definitely an offer that showed a lot of thought and effort in terms of how it would fit with the region and some of the opportunities in terms of the trail and getting local groups involved. Also the cultural aspects given the very strong Maori population in the Whakatane region - it's an opportunity to really try to highlight some of their stories and make it a real cultural experience.

Do you expect that new venue will attract more participants this year?

I certainly hope so! We always have a good return rate each year, but also a good chunk of people who are new. We're hoping to appeal to both - something new for past participants, but also attractive for people who have never been involved. Definitely introducing the 50k event for the first time is part of trying to bring new people in with a more achievable option that is still a great challenge.

There must be some big challenges in moving to a completely new region?

There are plenty. Particularly because over time we've built a lot of relationships with local suppliers and we've gotten used to working with the Taupo District Council and other key stakeholders.

Changing that means you really have to re-look at everything. So it's a good opportunity, I think, after 10 years to take a step back and ask, 'Are we doing things the best way?' and we are using that to drive change internally as well as externally.

There are very wide ranging challenges - a whole new 100km trail that we have to make sure forms a cohesive, flowing experience for participants. And of course all the new relationships with landowners and stakeholders - to give you an idea, in the very first years we started in Taupo there were over 100 landowners we had to form relationships with. There aren't quite as many in Whakatane but we had to introduce them to the event and get them involved and on-board.

From a holistic view we have had to go back to a first principles approach in a way - what are the core things that we're about and trying to achieve and how do we involve people with that?

A key thing is the community groups who host the checkpoints along the trail. In Taupo, the ones who have been involved for a while actually told us how it ran in the end. So this is a great chance to really look at what we're doing as we get new groups on board and set that on a good direction for the next few years.

You talked about all the stakeholders and landowners in Whakatane that you need to form relationships with - have they been welcoming?

Yes, absolutely. It's been really great to see and quite infectious in a way. We've been getting really excited about the event again - I

think everyone loves their own events but just seeing how everyone has embraced it and gotten on board, that willingness and openness, has been really fantastic. Everyone is wanting to be involved and we may be in that tricky position of having more people than we really need but we're still trying to see how we can involve as many people as we can.

I think a factor could be that we're going from being one of many events in Taupo that have a significant draw on the community - and I think they are really fantastic in Taupo in getting behind so many events - but it is quite a change when you move to a place where they have far fewer events and the few they have are on quite a different scale. So for us it is quite exciting to be a bigger fish in the pond if you like.

What's nice about this move is that it seems like a really considered approach from the Council - it's not just a case of them wanting to attract lots of events, it's a really good fit with their objectives and their region. Ngati Awa, as the local Iwi in Whakatane, have also been really supportive and we're working closely with them.

So tell us about your volunteers.

Volunteers are a big part of it - their key role is hosting those checkpoints along the trail, they really have an ownership of quite a direct part of the event. In the past we have done it so one community group owns and runs a distinct part so they feel like they are connected to that. We have a number of general volunteers as well - people not associated with a community group or service. These volunteers essentially come on board by registering

with us and come to support us off their own bat. On top of that there are volunteers from event sponsors and partners usually providing a specific service to participants.

It is tricky for us to give an exact number of volunteers because often there will be family and kids and friends in addition the actual registered volunteers, but we know that there are over 300 across the whole event.

How do you engage with your volunteers?

In general, we engage with the community groups about how their support is helping Oxfam and the event. Being a charity event we try to bring it back to the funds they are ultimately helping us to raise. For certain groups where we know how much time and effort they've put in, we've made a small donation from Oxfam to that group. I don't think many of the groups have really expected it, but it's something to contribute to their own fundraising - and as a fundraising event we want to support the people supporting us.

There are other things - they get fed and looked after, they receive some keepsake items like a cap or t-shirt, but those things are just more about how they feel connected to the event really.

What percentage of volunteers would be repeat volunteers?

In terms of the community groups the return rate is really high. Sometimes there is a bit of turnover within the groups, but often the senior roles are held by the same people each year - I'm pretty sure it would be around 90% or above from them.

Also, sometimes event participants see the roles the volunteers play in their experience of the event, and they come back in subsequent years to volunteer themselves.

I certainly hope that some of the volunteers will follow us to Whakatane!

Definitely one very sad part of moving the event is saying goodbye to those community groups we've built really strong relationships with in Taupo. It was tough, but for some of them they were actually quite relieved in a way that they didn't need to keep finding volunteers for the event each year as it was getting harder and harder for them.

What is the most important thing when managing volunteers - what keeps them coming back?

There's two sides to it. First internally, the communication with them is key - anyone who is giving up their time



Credit: Alicja Grocz & Matt Crawford

supporting something, particularly an event, wants to have a clear idea of how they are going to be involved, what they are going to do and the systems there for them over the weekend.

Second, we also include them in the bigger, broader picture of the event - so it's not just treating them as free help. For example, the parking marshals are actually a really integral part of the event and we want them to understand that. The key is trying to tie it back to Oxfam and their support of the cause. Many of those who volunteer with the event will go on to continue to support Oxfam, either in volunteering or other ways.

Briefings are also important touch points. Again, a chance to share some stories of how their support makes a difference. We include a

formal and informal side of the briefing as a chance to get to know them is great. At the event, we have a very clear space for them - our volunteer lounge. This space is not separate, it's tied in with the event, and they feel connected and a part of it.

Then there's the follow up - bringing it back to what it is all about, letting them know how they can get involved with Oxfam. We make it engaging in the sense that they feel acknowledged for their support and tied in to what it is all about. Perhaps that is easier for an event like ours that has that charity aspect, but for any event it is still about engaging them in a meaningful way.

There's a number of ways to measure it but an easy one is if they are coming back each year!

Where can I get great Guidelines?

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Top results for Auckland's non-stop 2014/15 year of events



Pasifika Festival is an annual fixture in Auckland's events calendar. Credit : Supplied (ATEED)

Source: ATEED release, 13 November 2015

Auckland's massive 2014/15 line-up of events – which included two world cups – has pumped more than \$85 million into the regional economy.

In 2014/15, Auckland Tourism Events and Economic Development (ATEED) invested \$14 million into major events on behalf of Auckland Council. The investment returned \$85.6 million to Auckland's regional economy, generated more than 426,500 visitor nights, and saw more than 2 million people attend Auckland major events.

ATEED's 2014/15 major events targets were a regional return on investment for Auckland of \$47 million, 150,000 visitor nights and 1.5 million event attendees.

The \$14 million investment covered Auckland hosting three one-off major sporting events – the ICC Cricket World Cup, FIFA U-20 World Cup and the Volvo Ocean Race Auckland Stopover – as well as an annual programme of arts, cultural and sporting events.

"The show certainly never stops here in Auckland and last summer was unparalleled," says Mayor Len Brown. "As well as ATEED delivering its core programme of major cultural, arts and sports events, Auckland celebrated its 175th anniversary, hosted two world cups, staged the Auckland Arts Festival, and hosted London's dazzling Light Show at the Auckland Art Gallery."

"The economic opportunities that major events can unlock are huge," says Len Brown. "Auckland has

successfully staked its claim internationally as a world-class major events city. Hosting these events provides work and money for our local industries and businesses, they bring visitors who support our hotels, shops and restaurants, and Aucklanders can enjoy amazing experiences right on our doorstep."

ATEED Chief Executive Brett O'Riley says ATEED's major events portfolio complements the annual seasons produced by Auckland's theatre, dance and music companies, fixtures of the region's sporting franchises, events in connection with the Auckland Council family, including Auckland Zoo, Auckland Museum and the Auckland Art Gallery, events put on or brought to Auckland by private promoters, and the now-annual Auckland Arts Festival, all giving Aucklanders and

visitors a wide range of choices.

"The 2014/15 year was a massive events year for Auckland, the like of which we won't see again until 2017/18 when we host the World Masters Games and three matches in the British and Irish Lions Tour in 2017, and the next Volvo Ocean Race Auckland Stopover in early 2018," says Brett O'Riley.

"Auckland's major events continue to deliver economic and social benefits for the region. We're immensely proud of the Dick Smith NRL Auckland Nines, a successful homegrown event which has brought more than \$16 million into our regional economy in its first two years alone, smashing its targets.

"Pasifika and the Auckland Lantern and Diwali Festivals draw more than a quarter of a million people between them, all welcome occasions to celebrate Auckland's diversity."

All major events sponsored by ATEED are assessed for their alignment with Auckland's Major Events Strategy, including their ability to generate new money (GDP) for Auckland, grow domestic and international visitor nights, build awareness of Auckland internationally, and provide Aucklanders with the chance to enjoy world-class events.

Auckland's Major Events Strategy has a 10-year outlook, from 2011-2021. By 2021, the strategy aims to have delivered the following cumulative outcomes for Auckland: \$472 million contributed to the regional economy and 1,653,000 visitor nights. Four years in, ATEED-sponsored major events have contributed \$204 million to the regional economy and 1,265,000 visitor nights (43 and 76 per cent of the cumulative 10-year targets).

Thames Coromandel Major Events Funding Decisions



A total of \$43,000 in event funding was announced this week. Credit: Supplied (TCDC)

SOURCE: Excerpts from TCDC Release, 27 November 2015

A new seafood festival, a music festival, a sports event and a concert with two X-Factor performers have been approved funding from the second and final round of the Thames Coromandel District Council's (TCDC) 2015 Major Events Fund

"The focus of the fund is to select events that are unique, preferably in the off-season and over time will become self-sustaining - and then at that point Council funding will cease," says Thames-Coromandel Deputy Chief Executive Ben Day.

A total of \$43,000 of funding in this round was approved by the Council's Economic Development Committee this week. The successful applicants were:

Mercury Bay Music Festival

- This is a brand new event in Mercury Bay to be held over Queen's Birthday weekend 4 - 6 June 2016. Event

organiser, Creative Mercury Bay, says the music festival will embrace a broad range of genres including blues, jazz, folk, soul and guitar genres and promote local and international artists. The Committee approved \$30,000 in year 1 and \$20,000 in year 2 and \$10,000 in year 3.

Coromandel Seafood Festival

- This is a new event to be held during the 23 - 26 April 2016 school holidays in Coromandel Town, with a fishing competition, seafood market, mussel fritter making, oyster shucking and fish filleting competitions and seafood cooking demonstrations. The Coromandel Business Association is behind the planned event. The Economic Development Committee approved \$10,000 for 2016 towards the seafood festival event and not the fishing competition side of the event.

The K2 Road Cycle Classic

- This is an established event and one of the toughest one-day cycle challenges in the Southern Hemisphere, taking

in a loop of the Coromandel. The Committee agreed to a one-off grant of \$10,000 to boost chances of securing longer-term sponsorship.

Live on the Lawn, Thames

- This is a free, family fun event with two performances by X-factor singers Benny Tipene and Mae Valley. One will be at Victoria Park in Thames and the other in Whitianga. The Committee has supported \$3000 on the proviso it goes towards the payment of the artists to perform at the Thames concert in February (not the Whitianga performance in January) and that the Coromandel Good for your Soul brand is promoted through radio channels in conjunction with this event.

2015 Major Events Fund round one decisions:

Recipients from the first round of TCDC Major Events Funding decisions include: the Illume Festival of Light, Brits on the Beach, Steam Punk the Thames, Thunder Beach, Mindsports Festival, and Rising Can Beer.

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Are you a green-field festival organiser?

If you are interested in taking part in a research project on waste management practices at New Zealand festivals, please contact:

Joany.Grima@weltec.ac.nz for further information.

The study will commence in January 2016.

Monster Slide company goes into liquidation

SOURCE: Stuff.co.nz, 17 November 2015

Businesses are doubtful of recouping tens of thousands of dollars from a failed company that ran Monster Slide events in New Zealand.

Trill Productions Ltd went into voluntary liquidation on November 2, making it the third company directed by Wellington entrepreneur Jamie Templeton to go under since February.

Trading as Monster Slide, Trill Productions left a trail of unsatisfied customers. Suppliers accused it of debt dodging. It ran giant slip'n slide courses in Christchurch, Nelson, New Plymouth and Auckland, but cancelled

events in Dunedin and Wellington.

In Australia, operating under the company Monster Slide Australia Pty Ltd, organisers failed to run three advertised events before scrapping the business model after six months. In a lengthy online post, a "devastated" Templeton apologised and accepted responsibility for Trill Productions' failing. He promised to try to "make good" with its Kiwi creditors.

"I thought my planning and systems were adequate, but my inexperience in running such a technical venture was exposed."

Suppliers for the Christchurch and Auckland legs of the



Monster Slide events left a trail of angry customers and suppliers across New Zealand before shipping off to Australia. Credit: ROBERT CHARLES/FAIRFAX NZ

nationwide tour say Trill Productions never fulfilled promises to pay them. They remained doubtful of receiving the debts owed.

In his post, Templeton said he was trying to leverage licensing royalties overseas to pay suppliers in New Zealand. He said several suppliers received regular payments

before the liquidation.

"However, we were unable to convince another major supplier of this arrangement and they pushed for liquidation and we were served with an application of liquidation. So I had no choice but to place the company into voluntary liquidation." Read more

Mobile data tracks festival and event-goers

SOURCE: Stuff.co.nz, 13 November 2015

Auckland officials are using mobile phone data to analyse where people attending events in the city come from so that they can plan better.

Auckland's economic development agency ATEED is utilising mobile phone information from Spark to monitor people's attendance at events such as the Lantern Festival and Diwali.

Spark's big data subsidiary, Qrious, looks at where a phone has been over a period of time, so it can work out where the owner is likely to live, ATEED chief executive Brett O'Riley said.

"We don't know who you are, but we'll look at a number," he said.

The information is allowing ATEED to make better decisions such as how much public transport to provide.

For instance, it knows that 78 per cent of attendees at

February's Lantern Festival in Albert Park live within a 20km radius.

Just over half of attendees live within a 10km radius, while a third came from under 5kms away.

A Qrious spokesman confirmed the information was anonymised.

"We don't track individual people on the Spark network. What we do is we aggregate and we anonymise to a mesh block level," the spokesman said.

"No one is really interested in who [individually] moves from A to B. We're interested in who moves en masse."

In data terms, a mesh block can be a full suburb or a large part of one, for example Grey Lynn East.

"The council has come to us on a number of occasions to see who moves from [for example] Grey Lynn to the CBD and we are able to say there's this many people and this is

the time they leave."

The data aggregated by Qrious is only gathered from Spark network users, which means crowd numbers still need to be extrapolated. "It only gives you an approximation."

Only when phones are in use can they be analysed and their data collected, the spokesman said.

The accumulated data of a Spark phone user's journey can be tracked by which cell

towers the phone connects with, but individual users are not being monitored, he said.

"When a user uses their mobile phone, that mobile phone connects to a cell site ... and that location is recorded."

"The phone has got to be connecting in some way to the network. It can be a data connection or it can be a voice [or text] connection."

"It's not GPS. We use raw network information."



ATEED is using people's mobile phones to work out where they come from to attend festivals such as the Lantern Festival. Credit: ATEED