Events

Fireworks or Foundation Stone?

Events Presentation
Christchurch 2014
Change **Drivers**

**TRENDS**
Research showed us 82% of our community participate in sport outside of a club.

**OPPORTUNITY**
We noticed the trend of Mega/Major Events with no clear process: RWC2011, Cricket World Cup, FIFA U-20 etc

**RE-INVIGORATE**
Our organisation was tired

**ECONOMIC STIMULATION**
Since losing WOW to Wellington we had an era of stagnation

**FACILITIES**
We had a $50m investment called Saxton Field on our door step

**DE-FRAG**
Our events were muddled, scattered and mainly fell in peak visitor season
Get Events into your Plan

Our Purpose
More People, More Active, More Often

Lead, Advocate
Kids Sport
Capability
Community Sport
Facilities

Our APPROACH
Lead, Support, Deliver

Our CULTURE
Community Driven, Can Do, Supportive, Innovative,
Get Started
More than Fun and Games!

- A $450,000 gig
- 2500 participants
- 150 volunteers
- 50 Events/45 sports
- Social functions
- 10 Days
- Had a group of 4 who wanted it to happen
SIMG Demanded Event Fitness

- Risk Management
- Operational Planning
- Volunteer Programme
- Sponsorship & Supplier Partnerships
- Financial & Budget Control
- Advertising Campaigns
- A live link with 50 sports organisations
- Venue bookings
- Trade Exhibits
- Internal pressures
We delighted Ourselves

• Organisational capability….and pride
• Influence

• 89% say they will be back

• Volunteer success story
• From choir boy to conductor

• Delivered $1.6m economic benefit
Events past 4 years..

A 7 fold increase

Nos of Events

Participants

Reach

*SIMG

2011/12

2012/13

2013/14

2014/15

5
10
19
38

3127
7593
6494
12988

8331
18785
17914
35828

5120
A Mixed bag

Weetbix Tryathlon
Sport Tasman Muddy Buddy - Tasman
Sport Tasman Muddy Buddy - Marlborough
Sport Tasman Top Team - Marlborough
Sport Tasman Top Team - Nelson
Buller Mini Marathon
Coast Kids Triathlon
SIMG
Kaikoura Warrior
London Olympic Days x 3
Summit Challenge
Volunteer Awards
Fathers Day Trolley Derby
Nelson Sports Awards
City2Saxton
Winter Explorer
Sport Tasman Haulashore Swim
Amazing Eco Race
Sport Tasman NZ Aquathon
Sport Tasman X Tri
Tasman Secondary School Awards
Wheele Fun Day
Santa Dash
2014 – 17% lift

Source: Sport NZ Stakeholder survey
2014 $3 million

- Up $337k
- Up $225k

- User Fees & Other: 39%
- Sponsorship & Grants: 20%
- Local Authorities: 17%
- Sport NZ: 24%

Static

Up $216k
Our total annual media coverage of 2008... we now get each fortnight!
Sun shines on City2Saxton

Promotion boosts Games

Nelson ready for cycle-fest

Veterans take on challenge
Dragged into 21st century

6000 monthly audience

126000 annual visitors

13 events

250.....6000 since 2010

41% (16-64) don’t participate because they are not sure where to go.

Gemba Research “Barriers to Participation, March 2012
Sharpening our Focus

- Top of the South Event strategy
- Capturing all events
- Better Research captured from participants
- Linking more with TAs and regional growth
- Establishing a $100k seed fund for Events
- Working with other SI RSTs
Staying Fresh

3... Major focus
NZ Hockey

60...on-line
Entry, $,
marketing,
Equipment...
Plugged in!

38...Community
participation,
recognition
focus
Key Learnings

- Make Events a Foundation Stone vs Fireworks
- Use Events as a catalyst for change
- Bring in expertise
- Keep learning and look for partners
- Have the courage to bite off more than you can chew…. than work out how to do it
Stay Adventurous & Curious!

New Zealand’s first rugby match 14 May 1870 between Nelson College and Nelson Suburbs.