

[REDACTED]

From: Official Information
Sent: Tuesday, 1 November 2016 4:56 p.m.
To: [REDACTED]
Subject: LGOIMA 16/0367 response - [REDACTED] - Show Week funding breakdown

Dear [REDACTED]

Thank you for your email, received on 3 October 2016. You requested the following information, under the Local Government Official Information and Meetings Act 1987 (LGOIMA):

"Regarding the grants to the A&P Show, Addington Raceway and Riccarton Racecourse, what specifically are those funds granted for. Are there stipulations or criteria for their use.

Can you also advise in detail what you mean by Internal council communications spend and how much of that \$350k is spent.

Marketing – could you also break this down (radio, TV etc)."

Release of information

We will address each of your points in turn.

1. Regarding the grants to the A&P Show, Addington Raceway and Riccarton Racecourse, what specifically are those funds granted for. Are there stipulations or criteria for their use.

The criteria can be found on this webpage: <https://www.ccc.govt.nz/culture-and-community/events-and-festivals/events-and-festivals-funding/>

2. Can you also advise in detail what you mean by Internal council communications spend and how much of that \$350k is spent.

The marketing of New Zealand Cup and Show Week is driven, activated and leveraged by the Council Events, Marketing and Communications Staff in alignment with the three stakeholders of the week. The breakdown for this year's event is below, including the events funding budget. This is an indicative budget due to the varying focus of the week on a year on year basis. In other words every year is not the same.

3. Marketing – could you also break this down (radio, TV etc).

As previously indicated, we can confirm the \$350,000 was for the national promotion and funding for all Show Week events, and this figure includes the grants made to the A&P Show, the Addington Raceway and the Riccarton Racecourse. This is considered a good investment, as New Zealand Cup and Show Week is Christchurch's biggest event of the year and brings in over \$20 million of economic impact into the city per year.

The breakdown of the Council's marketing and communication spend is as follows:

- TV and Radio Advertising across New Zealand - \$60,000 (this is part of a sponsorship agreement and we receive over \$500,000 in value for this spend)
- Outdoor advertising (billboards and bus backs) across New Zealand - \$20,000
- Online advertising (online targeting, social media, stuff.co.nz) - \$10,000
- Print advertising (including our own publication) - \$50,000 (this is part of a sponsorship agreement and we receive over \$130,000 in value for this spend)
- Flyer print and distribution - \$2,000
- Advertising in Westfield Riccarton - \$1,000

- The remainder of the total includes items such as photography, TVC production, printing, city activation (installations of fence wrap, street flags etc), website hosting and updates, and on-site activations.
- The \$350,000 also includes a contingency of \$10,000.

You have the right to ask the Ombudsman to investigate and review our decision. Complaints can be sent by email to info@ombudsman.parliament.nz, by fax to (04) 471 2254, or by post to The Ombudsman, PO Box 10152, Wellington 6143.

Publication of responses to LGOIMA requests

Please note: our LGOIMA responses may be published on the Christchurch City Council website a month after they have been responded to, with requesters' personal details withheld. If you have any concerns about this please contact the Official Information team on officialinformation@ccc.govt.nz.

Yours sincerely,

Anna Sinclair
Public Information Adviser
Office of the Chief Executive
Christchurch City Council
53 Hereford Street, Christchurch 8011
PO Box 73016, Christchurch 8154

From: Official Information
Sent: Tuesday, 4 October 2016 12:25 p.m.
To: [REDACTED]
Subject: LGOIMA 16/0368 response - [REDACTED] - Show Week funding breakdown

Dear [REDACTED]

Thank you for your email.

We are handling this as a new request under the Local Government Official Information and Meetings Act 1987 (LGOIMA). Your request has been forwarded to the appropriate Christchurch City Council staff, and we will provide a response or update within 20 working days of the date we received your request.

Yours sincerely,

Anna Sinclair
Public Information Adviser
Office of the Chief Executive
Christchurch City Council
53 Hereford Street, Christchurch 8011
PO Box 73016, Christchurch 8154

From: [REDACTED]
Sent: Monday, 3 October 2016 6:06 p.m.
To: Official Information
Subject: RE: OMBUD LGOIMA 16/004 response - [REDACTED] - Christchurch Show Week funding

Dear Anna,

Thank you for the provision of the information.

Regarding the grants to the A&P Show, Addington Raceway and Riccarton Racecourse, what specifically are those funds granted for. Are there stipulations or criteria for their use.

Can you also advise in detail what you mean by Internal council communications spend and how much of that \$350k is spent.

Marketing – could you also break this down (radio, TV etc).

Regards

From: Official Information [<mailto:OfficialInformation@ccc.govt.nz>]
Sent: Tuesday, 20 September 2016 4:57 PM
To: [REDACTED]
Subject: OMBUD LGOIMA 16/004 response - [REDACTED] - Christchurch Show Week funding

Dear [REDACTED]

Following discussion with the Ombudsman's Office, the Council has decided to reassess the information provided to you in relation to Show Week funding. Due to the timeframe of the question and the funding reviews that were in progress at that point in time, we initially withheld the breakdown of funding. However, we can now provide the amount that the Council invested in the A&P Show.

In 2015, the Council granted \$90,000 to the A&P Show, as well as \$10,000 to the Addington Raceway and \$10,000 to the Riccarton Racecourse. The remainder of the \$350,000 was spent on internal Council communications and marketing.

Kind regards,
Anna

Anna Sinclair
Public Information Adviser
Office of the Chief Executive
Christchurch City Council
53 Hereford Street, Christchurch 8011
PO Box 73016, Christchurch 8154

From: Official Information
Sent: Tuesday, 19 July 2016 4:57 p.m.
To: [REDACTED]
Subject: LGOIMA 16/0228 response - [REDACTED] - Christchurch Show Week funding

Dear [REDACTED]

Thank you for your email, received on 30 June 2016. You requested the following information, under the Local Government Official Information and Meetings Act 1987 (LGOIMA):

*"Can you please advise if the CCC makes any form of financial funding available to any group for any activities during Canterbury Show week, be it the show itself or any of the Cup Day Races.
If so can you please provide a list of the organizations and funds provided for 2015."*

Response

New Zealand Cup and Show Week is Christchurch's biggest event of the year and brings in over \$20 million of economic impact into the city per year.

We can confirm that in 2015 the Council allocated \$350,000 towards the national promotion and funding of events for the week. We can also confirm that the Council sponsors the A&P Show, but due to commercial sensitivity we

are unable to disclose the amount. Accordingly, we have decided to withhold some information under section 7(2)(h) of the LGOIMA – to enable any local authority holding the information to carry out commercial activities. In the Council's view the reasons for withholding these details are not outweighed by public interest considerations in section 7(1) favouring their release.

You have the right to request the Ombudsman to review this decision. Complaints can be sent by email to info@ombudsman.parliament.nz, by fax to (04) 471 2254, or by post to The Ombudsman, PO Box 10152, Wellington 6143.

Yours sincerely,

Anna Sinclair
Public Information Adviser
Office of the Chief Executive
Christchurch City Council
53 Hereford Street, Christchurch 8011
PO Box 73016, Christchurch 8154