

Activity 13.15: Venue Management (Vbase)

Accountable Manager: Russell Kenny

What services are provided?

- Multi-purpose event venues
- Event hosting in Vbase venues
- Event hosting in non-Vbase venues
- Attraction and promotion of events to Vbase-managed venues

Why do we provide these services?

The Council provides facilities and supports opportunities for all members of the community to participate and enjoy events in Christchurch. Council complements the existing network of service provision, particularly where the other organisations are unable to meet identified community need.

Facilities are essential to give the community accessible places to participate in events at all levels, and together with community based event opportunities they act as a lifestyle incentive to attract families to Christchurch.

Participation in events contributes to personal, social and community well being.

High profile events make a major contribution to the city's economy, its identity and the positive image of Christchurch on the national and international stage.

What outcomes are we trying to achieve?	How do the services contribute to desired outcomes?
<ul style="list-style-type: none"> Christchurch is recognised as a great place to work, live, visit, invest and do business The central city is a vibrant and prosperous business centre The central city is used by a wide range of people and for an increasing range of activities <p>Arts and culture thrive in Christchurch</p> <p>There is increasing participation in recreation and sporting activities</p>	<p><i>Comprehensive management of large multi-purpose venues attracts and enables conferences, trade fairs, concerts, sporting and other large events to be held in the city, which helps draw visitors to the city and enhances the perception of Christchurch as an attractive place to live and do business. Building strong usage of venues optimises the benefits to the city.</i></p> <p><i>The location of key venues, and the hosting and promotion of events, within the central city will help to attract visitors and business activity to the central city.</i></p> <p><i>The activity contributes to a thriving arts and culture scene in the city by enabling a diverse range of high-quality large concerts, shows and other events to be hosted in the city.</i></p> <p><i>Providing and managing large multi-purpose venues enhances the opportunities for a range of recreational and sporting events to be held in Christchurch, for the benefit of residents and visitors.</i></p>

Which group or section of the community will benefit from this activity?:

Individuals

All Christchurch residents who wish to attend and participate in events

Community and city wide

Community based organisations including schools, recreation and sports clubs, regional associations and networks; funding agencies, commercial entities including event organisers, venue providers, and commercial partners (including hospitality and accommodation sectors).

National and international

National and international recreation and sporting organisations, government agencies; event managers and the hospitality and visitor industry.

Key legislation:

No particularly unique legislation applies

Customer

What business results must we deliver to our customers, to deliver on the outcomes?

Non-LTP Performance Standards

Non-LTP Performance Standards	Current performance	Benchmarks	Recommended LOS	Rationale	LTP Committee Direction
Multi-purpose event venues					
13.15.1 Residents have access to fit-for-purpose event facilities	1 facility available for events 350 days/year (CBS Arena) Note: AMI Stadium (Lancaster) and Town Hall closed pending rebuild prioritisation and CCDU planning process	Not relevant nor reliably available within this quasi commercial sector	1 facility available for events 350 days/year (CBS Arena) Note: AMI Stadium (Lancaster) and Town Hall closed pending rebuild prioritisation and CCDU planning process (facility availability subject to maintenance schedules and rebuild priorities)	<p>Key business driver: A new Convention Centre is likely to be completed during 2015/2016 adding to the network of facilities</p> <p>Event facilities include: CBS Arena, AMI Stadium (Lancaster), Christchurch Town Hall.</p> <p>Convention Centre has been demolished A new Convention Centre is likely to be completed during 2015/2016 adding to the network of facilities</p> <p>Event facilities include CBS Arena, AMI Stadium (Lancaster), Christchurch Town Hall. Convention Centre has been demolished</p> <p>CBS Arena is closed for 2 weeks over the Christmas New Year period</p>	<i>Accepted</i>
13.15.2 Guest satisfaction with multi-purpose venues			At least 80% client satisfaction with the quality of the CBS Arena facility	<p>Key business driver: Key business driver: A guest is any person attending an event at CBS Arena</p> <p>The recommendation is for the Vbase hosting team to undertake the survey using the CCC Monitoring and Research team guidelines. This should give an unbiased result .</p> <p>Frequency of surveys Undertake 12 surveys a year of differing event types such as:</p> <ul style="list-style-type: none"> 2 x Sporting – Netball/basketball 2 x Symphony – CSO /NZSO 2 x Rock/easy Listening 2 x Conference 2x Formal Dinner 2 x Exhibitions <p>Please note as the client is hiring the venue they have the right to refuse surveys</p>	<i>Accepted</i>

Customer

What business results must we deliver to our customers, to deliver on the outcomes?

Non-LTP Performance Standards

Non-LTP Performance Standards	Current performance	Benchmarks	Recommended LOS	Rationale	LTP Committee Direction
Event hosting in Vbase venues					
13.15.3 Events are delivered at Vbase venues	CBS Arena 2009/10 30 events 2010/11 42 events 2011/12 90 events	Not relevant nor reliably available within this quasi commercial sector	2013/14 At least 90 events are delivered at CBS Arena 2014/15 At least 100 events are delivered at CBS Arena	Key business driver: Only using the CBS Arena for past statistics as other venues will not be open prior to 2015 Closed for the Earthquake 22.02.11 to 31.03.2011	<i>Discussion regarding expansion of catering options at CBS Arena. No change to LOS agreed.</i>
13.15.4 Number of attendees at events held at Vbase venues	CBS Arena 2009/10 146,911 2010/11 196,776 2011/12 244,836	N/A	2013/14 At least 250,000 visitors at CBS Arena 2014/15 At least than 260,000 visitors at CBS Arena	Only using the CBS Arena for past statistics as other venues will not be open prior to 2015 Visitor numbers do not include Tuck Shop retail customers Closed for the Earthquake 22.02.11 to 31.03.2011 Non ticketed event numbers are derived from the client and are not always accurate	<i>Accepted</i>
13.15.5 Facility utilisation - number of days used at Vbase venues (ex 7.3.1)	CBS Arena 2009/10 79 days 2010/11 86 days 2011/12 171 days	N/A	2013/14 At least 180 days at CBS Arena 2014/15 At least 190 days at CBS Arena	Only using the CBS Arena for past statistics as other venues will not be open prior to 2015 Event days = All days used for a particular event including Pack in ,event days and pack out. Tuck Shop not included. Tuck Shop is open Monday to Friday-closed Christmas /New Year Closed for the Earthquake 22.02.11 to 31.03.2011	<i>Accepted</i>

Customer

What business results must we deliver to our customers, to deliver on the outcomes?

Non-LTP Performance Standards

Non-LTP Performance Standards	Current performance	Benchmarks	Recommended LOS	Rationale	LTP Committee Direction
Event hosting in Vbase venues (cont'd)					
13.15.6 Provide support and resources to community based organisations to ensure CBS Arena is an affordable option (ex 7.3.2)	2011/12 \$260,000 discounted Flat floor venue rental 2011/12 \$135,000 Discounted ticketed venue rental	Not relevant nor reliably available within this quasi commercial sector	13.15.6.1 At least \$200,000 discounted Flat Floor venue rental 13.15.6.2 At least \$140,000 discounted Ticketed venue rental	Key business driver: Vbase manages the CBS Arena for community benefit-economically socially and culturally. Some clients receiving discounted venue rental are Cantamath Schools Cashmere High Girls High Polytech Graduation Christ College St Andrews Papanui high Rangī Ruru University Graduation CSO Schools Music festival NZSO	<i>Accepted</i>

Customer

What business results must we deliver to our customers, to deliver on the outcomes?

Non-LTP Performance Standards

Non-LTP Performance Standards	Current performance	Benchmarks	Recommended LOS	Rationale	LTP Committee Direction
Event hosting in Vbase venues (cont'd)					
13.15.7 Client satisfaction with the events delivered at Vbase venues (ex 7.3.3)		Not currently surveyed	At least 80% client satisfaction with event management services provided at CBS Arena	Key business driver: A client is any entity hiring the venue. Client survey sent to all hirers of CBS Arena	<i>Accepted</i>
13.15.8 Guest satisfaction with the events delivered at Vbase venues (ex 7.3.4)		Not currently surveyed	At least 80% guest satisfaction with event hosting services provided at CBS Arena	A guest is any person attending an event held at CBS Arena Work with the CCC Monitoring and Research team to develop a survey. The recommendation is for the Vbase hosting team to undertake the survey using the CCC Monitoring and Research team guidelines. This should give an unbiased result. Frequency of surveys Undertake 12 surveys a year of differing event types such as 2 x Sporting – Netball/basketball 2 x Symphony – CSO /NZSO 2 x Rock/easy Listening 2 x Conference 2x Formal Dinner 2 x Exhibitions Please note as the client is hiring the venue they have the right to refuse surveys	<i>Accepted</i>

Customer

What business results must we deliver to our customers, to deliver on the outcomes?

Non-LTP Performance Standards

Non-LTP Performance Standards	Current performance	Benchmarks	Recommended LOS	Rationale	LTP Committee Direction
Event hosting in non-Vbase venues					
13.15.9 Client satisfaction with the events delivered in non Vbase venues			At least 80% client satisfaction with event management and catering services provided	<p>All clients except commercial out catering will be surveyed six monthly as per the CCC Monitoring and research team.</p> <p>Commercial out catering per event follow up form</p> <p>Key business driver: Non Vbase venues include</p> <ul style="list-style-type: none"> •AMI Stadium at Addington •Westpac Hub at Addington •Air Force Museum at Wigram <p>From February 2012</p> <ul style="list-style-type: none"> •TranzScenic railways 	<i>Accepted</i>
13.15.10 Guest satisfaction with the events delivered in non Vbase venues			At least 80% guest satisfaction with events delivered	<p>The recommendation is for the Vbase hosting team to undertake the survey using the CCC Monitoring and Research team guidelines. This should give an unbiased result at a reasonable cost</p> <p>Frequency of survey- AMI Stadium only</p> <ul style="list-style-type: none"> Super 15 rugby 4 x year ITM cup rugby 2 x year Other sports 1 x year Concert 1 x year 	<i>Accepted</i>

Customer

What business results must we deliver to our customers, to deliver on the outcomes?

Non-LTP Performance Standards

Non-LTP Performance Standards	Current performance	Benchmarks	Recommended LOS	Rationale	LTP Committee Direction
Attraction and Promotion of Events to Vbase-managed venues					
13.15.11 Event bookings are secured for Vbase managed venues	2011/12 98 event bookings	Not relevant nor reliably available within this quasi commercial sector	2013/14 13.15.11.1 CBS Arena 90 event bookings 13.15.11.2 AMI Stadium 20 events bookings 13.15.11.3 Air Force Museum 23 event bookings 2014/15 13.15.11.1 CBS Arena 100 event bookings 13.15.11.2 AMI Stadium 20 events bookings 13.15.11.3 Air Force Museum 66 event bookings	Key business driver: The Business development team is responsible for securing and growing business for Vbase and Non Vbase venues (AMI stadium, Air Force Museum). CRFU/Crusaders are a base hirer at AMI Stadium with a minimum of 13 events a year The team operates in a number of markets, primarily conferences, exhibitions and ticketed events (i.e. shows, concerts, local cultural and sporting events) as well as the local market.	<i>Accepted</i>