

Major Events

Levels of Service 2021/22

A major event:

Delivers significant social, cultural, or economic benefits to Christchurch.

Attracts significant domestic and/or international visitors to Christchurch.

Provides positive media exposure for Christchurch in key domestic and international markets.



Our Vision

Ōtautahi Christchurch
will build a portfolio of **major events**
that excites and engages our people
throughout the year, while showcasing
our city as an **exceptional place to live, visit, and**
invest.

Assessing portfolio of events supported against the Major Events Strategy



- During the period 2021 and 2022 the event industry was significantly impacted by COVID Event Protocols which made it difficult to hold large scale events.
- With borders closed, attracting artists and events/participants from overseas was subject to Government exception visas being granted.
- Event attendance was also impacted due to visitors facing travel limitations (particularly Auckland) and even local audience numbers were down due to fears around COVID.
- All of the above limitations resulted in a smaller than usual number of major events being able to run in this period and the outcomes from the events also being curtailed through the limitations outlined above

Assessing Major Events 21/22

**Total Major
Events Hosted**
11

**Total Event
Attendance**
57,084

**Total Visitor
Nights (est)**
23,427

**Total Visitor
Spend (est)**
\$3,631,115

**COVID
Impacted
Events
(*not hosted*)**
11

Note: Not hosting an event often involves more work than a hosted event. In these cases most of the event planning takes place, mitigations arranged and then significant work in unwinding contractual obligations and advising the public of the cancellation.

Spider Graph Key: events are mapped reflecting their strategic alignment to our three key major event outcomes

Criteria

Scoring

Economic Impact

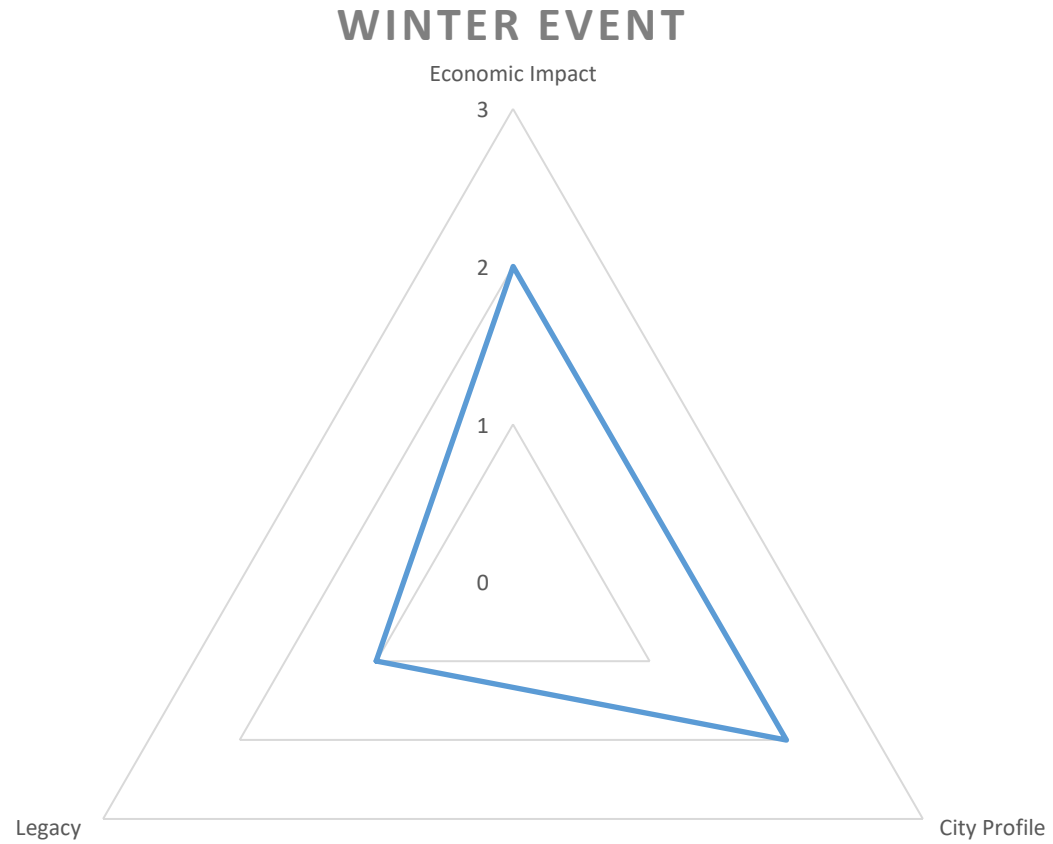
- 0 = generates under \$500k
- 1 = generates \$500k - \$1m
- 2 = generates \$1 - \$5m
- 3 = generates greater than \$5m

Legacy and Community Outcomes

- 0 = the event does not leave a legacy in the community beyond the event itself (i.e. concert)
- 1 = the event leaves some legacy in the community which may include greater inclusivity and diversity or participation in arts, culture or sport.
- 2 = the event leaves a legacy in the city which may include greater inclusivity and diversity, or small infrastructure investments. It may support the principles of Te Tiriti, reduce seasonality or increase participation in arts, culture or sport.
- 3 = the event leaves a tangible legacy in the city which may include greater inclusivity and diversity, or large infrastructure investments. It supports the principles of Te Tiriti, and may reduce seasonality or increase participation in arts, culture or sport.

City Profile

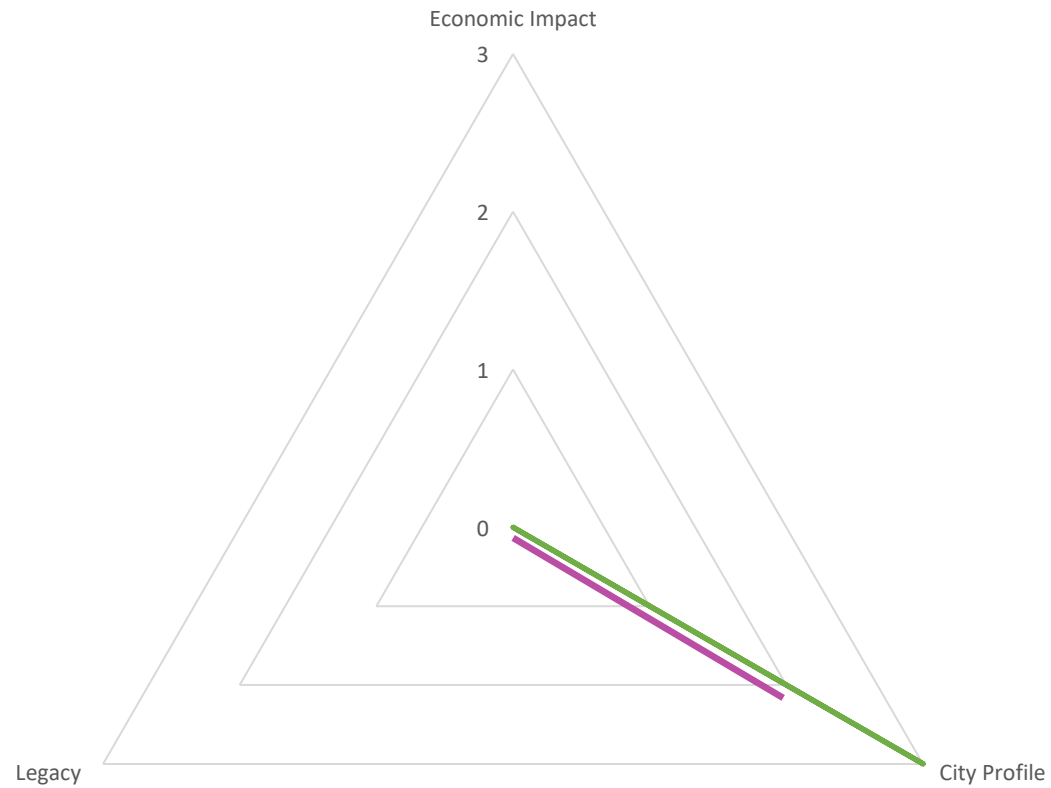
- 0 = the event has limited profile, media opportunities or brand value beyond advertising of the event itself.
- 1 = the event has some profile, media opportunities or brand value in local media. May support community narrative aspirations.
- 2 = the event has profile in national or Trans-Tasman media audiences which may include broadcast.
- 3 = the event has high profile in national, Trans-Tasman and/or international target audiences which includes broadcast.



* Festival of Brass 2021

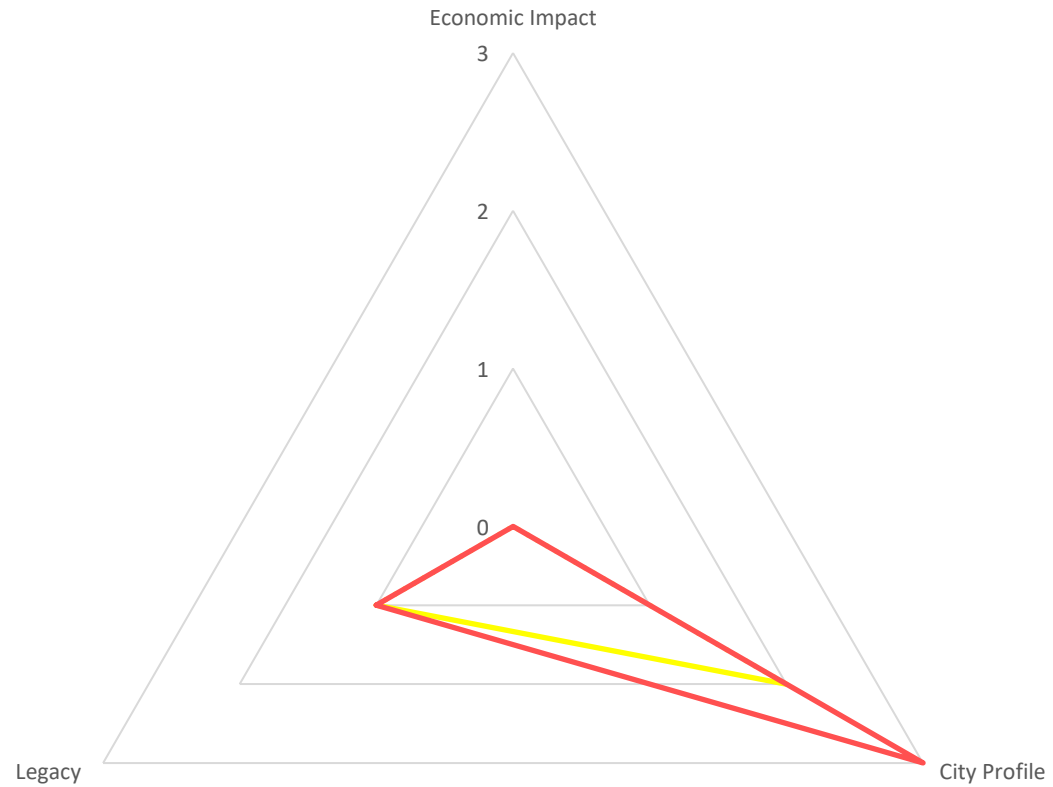
Eg. The blue triangle represents the outcomes of a single event

SPRING EVENTS



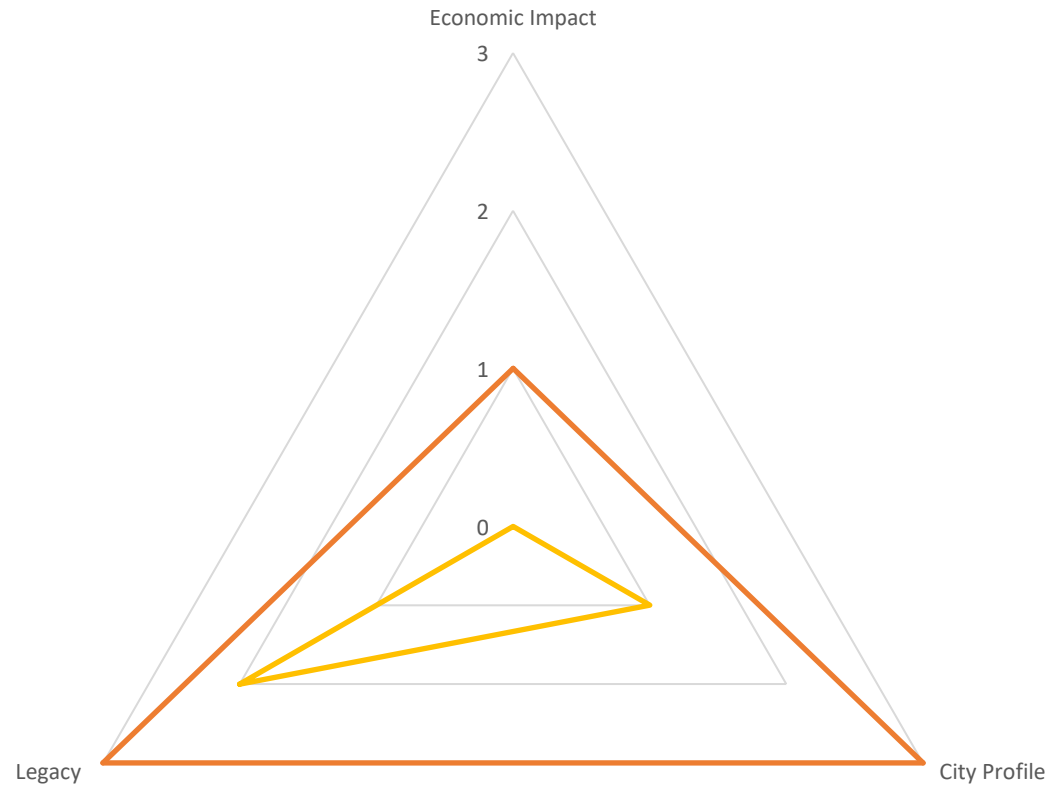
- * Silver Ferns v England (3 Tests - Taini Jamison Trophy) 2021
- * IRT NZ Trotting Cup Day 2021 (Riccarton Park)
- * New Zealand Cup Meeting 2021 (Addington Raceway)
- * The New Zealand Agricultural Show 2021

SUMMER EVENTS



- * Super Smash (Boxing Day Match) 2021
- * BLACKCAPS (3 International Tests) 2022

AUTUMN EVENTS



* FLARE Street Art Festival 2022

* ICC Women's Cricket World Cup 2022



Riccarton Race Week
6, 10, 13 November 2021
(Level 2 restrictions)



BLACKCAPS
(South Africa Test) 17 – 21 February 2022
BLACKCAPS
(South Africa Test) 24 – 27 February 2022



Festival of Brass
14-18 July 2021



Addington Race Week
9 & 12 November 2021
(Level 2 restrictions)



Super Smash
26 December 2021



Flare Street Art Festival
2-12 March 2022

2021

2022



Silver Ferns v England Roses
20, 22, 24 September 2021



**New Zealand
Agricultural Show**
10-12 November 2021



BLACKCAPS
(Bangladesh Test)
9 - 13 January 2022



**ICC Women's
Cricket World
Cup 2022**
4 March - 3 April 2022
(Lead up and first
game COVID
restricted)

EVENTS CALENDAR

BLACKCAPS x3 TESTS

**Total
Attendance**
13,939

**Estimated Total
Visitor Spend**
\$240K

**Total Visitor
Nights**
1,200

Note: 3 test matches, two played under orange traffic light with limited attendance

SPARK digital broadcast South Africa Test matches

Test 1 – Total unique viewership All People 114,689

Test 2 - Total unique viewership All People 125,040

Note: *Stats are where CNZ advertising was included

*All People 18+





Festival of Brass

Resident Pride
95%

Resident Liveability
97%

Visitor Perception
86%

Visitor Spend
\$1,895,605

Visitor Nights
10,263

Net Benefit
\$857,508

Total Unique Attendance
3,550



ICC WOMEN'S
CRICKET WORLD CUP
AOTEAROA · NZ 2022

ICC Women's Cricket World Cup 2022 (CHC Stats)

Resident
Pride
95%

Visitor
Nights
8,457

Total Match
Attendance
13,370

Net Benefit
\$2.3 M

Gross TV CHC
Viewership
11.4 M

Total Views
across ICC
Channels
1.64 B

Resident
Liveability
94%

Visitor
Perception
71%

Visitor Spend
\$740,460

Most Engaged Women's Event on Record

ICC's 3rd biggest viewing total