Eastern & Central
COMMUNITY
TRUST

Helping fund a better community

SPECIAL PROGRAMMES COMMITTEE MEETING
Thursday, 27 November 2014, commencing at 11:00am.

Agenda Papers

AGENDA FOR A MEETING OF THE SPECIAL PROGRAMMES COMMITTEE,
TO BE HELD IN THE BOARD ROOM, 102-104 RUSSELL STREET SOUTH, HASTINGS,
ON THURSDAY, 27th NOVEMBER 2014, COMMENCING AT 11:00 AM.

1. WELCOME AND APOLOGIES:

2. MINUTES OF THE PREVIOUS MEETING HELD ON SEPTEMBER18th 2014
   Included on **pages 3-7**

3. SCIENCE PROGRAMME
   Papers are included on **pages 8-34**

4. UNDERWRITING PROPOSAL
   Wings Over Wairarapa – **pages 35-48**

5. CAPACITY BUILDING INITIATIVES
   Volunteering Hawkes Bay Project
   Hawkes Bay Funders Forum Audit Initiative – Information Update.

6. REGIONAL SPORTS TRUSTS

7. SUMMER READING PROGRAMME

8. MATHS IS FUN

9. ANY OTHER BUSINESS:

10. CLOSURE:

back to agenda

MINUTES OF THE MEETING OF THE SPECIAL PROGRAMMES COMMITTEE OF THE EASTERN AND CENTRAL COMMUNITY TRUST INC., HELD IN THE TRUST OFFICES, RUSSELL STREET SOUTH, HASTINGS, ON THURSDAY 18 SEPTEMBER 2014, COMMENCING AT 11.00 a.m.

PRESENT: Eastern & Central Community Trust Special Programmes Committee: Margaret Millard (Committee Chair), Ron Garrod, Mark Kilmister, David Lea, (Trustees); Jonathan Bell (General Manager), Bev Watkins (Donations Manager), Rose Artemiev (Donations Assessor); Brent Sheldrake (Sport Gisborne / Tairawhiti); Colin Stone, Donna Trow (Sport Hawke's Bay); Trevor Shailer (left at 1.35pm), Angela Rainham (Sport Manawatu); Phil Gibbons (Sport Wellington / Wairarapa); Daniel Gerrard (Sport New Zealand)

APOLOGIES:

- **It was resolved that: "apology be accepted from Geoff Milner and David Knowles"**

Carried

MINUTES OF THE MEETING HELD IN FEBRUARY 2014:

- **It was resolved that: "the minutes of the meeting held on 27 February 2014 be approved"**

Moved Mark Kilmister
Seconded David Lea
Carried

MATTERS ARISING FROM THE MINUTES OF THE LAST MEETING:

No matters arising.

ANNUAL REPORTS FROM THE REGIONAL SPORTS TRUSTS:

- **It was resolved that: "the written reports from the four Regional Sports Trusts be received."**

Carried

<u>Sport Gisborne Tairawhiti</u>

- AGM 18/9/14 – high level partnership agreement tabled with SGT & GDC – 5 pillars of partnership:
  1. ???
  2. Sport & Rec Development
  3. Events
  4. World Class Communications
  5. People & Culture Development
- Ngati Porou – working on this – treaty settlement – met CEO – replicate process with council.
- Council 10 year plan being reviewed 2015.
- Governance/management commitment.
- **Thomas E:** Facilities – coming up for renewal; high level discussion to facilitate and develop a) review, b) plan. Lots ageing and need replacing.
- Hockey Fields – start mid Oct; drainage signed off now; quotes begin Oct; Ashphalt Christmas; Feb completion of turf; lighting towers to be funded.

DRAFT

- Sports Park Management Plan – working with GDC; draft plan produced; SGT facilitated between GDC and sports to understand the plan. 28 submissions, unheard of number. Most around operational issues, lights etc. Also positive feedback that GDC is actually listenin. Results of this plan:
    - Review of allocation of parks to specific codes – eg: Rugby League.
    - Softball now have a home.
    - Timing and prioritising which projects are important and when funding will be asked for.

Sport Hawke's Bay

- Political challenges, especially around amalgamation – TLA's not working together.
- Opportunities – Napier trying to forge new projects.
- Regional rate to fund regional organisations – eg: $2/person = $140-320K.
- Napier – Regional Aquatic Strategy – Hastings refusing to be involved.
- Regional Events – eg: All Blacks Test – NCC CEO driving this outside the Regional Plans. NCC entrepreneurship has unintended consequences. NCC looking at a drop-in wicket.
- Cricket World Cup flow on effect on Centennial Hall – basketball and volleyball is getting bumped for 3 months.
- Facilities Blueprint – draft document completed.
- Tennis knows nothing about clay court proposal and facility inventory shows it is not needed.
- Wairoa – new CEO at WDC; driving a strategy on facilities; population declining; makes sense to drive some rationalisation, eg: Netball Centre – High School, Community Centre – Admin hub for sports.
- Good approach to SNZ targeted sports; also involved with non-targeted, but are reactive to other sports.
- Pettigrew Green Arena – now a shell, so people hire out; $250K profit yet is a community facility.
- Looking to share services / resources with SGT, especially with overlap.
- Regional Sports Trust – now looking to work with NCC – working together towards two facilities.
- **Donna Trow:** learnings from Sideline campaign:
    - Behavioural change – need expertise, eg: Edmond Otis is a psychologist.
    - Collaboration.
    - Positive comments.
    - Imagery / marketing – get it right, do it well.
    - Medium – Posters - YES, postcards to hand out didn't work.
    - Cross code important – all in, not just one sport; codes like that it is not just them.
    - Need to continue with the message. Going to secondary schools next year.
    - Look at the facilities some conducive to negative behaviour – where parents are on the other side of the fence there aren't issues, where they're on the floor there are.
    - Primary School competition – video.

Sport Manawatu

- Working with PNCC on Legends of Sport installation in Central Square – enduring recognition for success.

DRAFT

- Just starting process around regional facilities planning – SM will take lead role, councils involved.
- National Secondary School sports events hub in PN – looking at multi-year funding arrangements for these; contracted to deliver ten each year; cycling then basketball.
- Iwi partnerships – looking for a Maori Sport Development Officer.
- Challenges around Volunteers – difficult space; have a program to recognise them; also new legislation re work place safety will impact how we work with volunteers.
- Sports House – trying to progress this; own building; create an environment for RSO's.
- **Angela Rainham:** Board has developed a new strategic plan. Try and engage closely so that SM is a nimble organisation; identify areas of community need and provide solutions. Egs:
    - Pahiatua – working with junior football programme; two key volunteers left; no local adult football; facilitated indoor programme with 10 teams; met a need.
    - Feilding - parents wanted a local hockey opportunity; developed a Kiwisport program FAHS; greater utilisation of fields; 1st XI Girls hockey involved in coaching kids.
    - Learn to Cheer - 15-18 year-old girls don't participate; dance and gym sports, but don't follow on and aren't able to relate to other sports so they drop out; focus on cheerleading as a sport – eight schools involved.

General Discussion

- Volunteers – how do you manage having pay-as-you-go people? It is a logistical problem for the club; can lead to burn out of club volunteers.
- Getting communities involved in sports. **Brent Sheldrake: '**Kaiti Hill' and 'Swim to Mahia' Challenges (do have to pay for the pool). Challenge is how the usage data is captured because it effects facility planning etc. Who is responsible for organising informal sport? **Angela Rainham:** Generally not the same club people who help with informal sport.
- **Mark Kilmister:** Concerned that SNZ don't have it right re putting 25% funding into South Auckland. We should raise a large sum locally, including us and challenge Sport NZ to match. We don't want to be picking up their slack. $ from ECCT + Territorial Authorities + Business = request to Sport NZ to match. RSTs need to come up with the programme and timeline.

Sport Wellington / Wairarapa

- Tribute to Mark's contribution to the Wairarapa.
- Started looking at what was broken, turned it around to look at the successes.
- Nine councils – examples of some working together, but not all nine together.
- Developing a regional strategic framework.
- The squeaky wheel – communities full of people with passion and admirable ideas.
- What is demand? Build the facility and growth / membership will come. What is National sports body knowledge?
- Councils are susceptible to public pressure. The RST independence is their most valuable currency. Next group that needs to be involved is the RSOs and then funders.
- What is the perception of RST's in the sporting community? Spreading a virus.
- **Mark Kilmister:** change community misconceptions about what the RST does. Connectivity is the key. Leaders need a tribe and a demand for leadership. Tipping point for governance in the region. Helping orgs focus on what their customers want. Community is now getting it.
- Coaching development will be the next big thing.

DRAFT

- Haven't been able to bring hockey to the table; passionate coaches are what has driven hockey in the past; hockey doesn't want to work with anyone; declining numbers due to passing on costs to participants.

SPORT NEW ZEALAND:

- Recognise that the times are challenging for the RSTs with SNZ.
- Strategic Plan released Feb/Mar 2015. Community sport section (high level info) will be released to some groups before Christmas.
- There will be targeted consultation; huge opportunity to assist community groups to develop programmes; not just sports clubs; relationship will continue to be held up as one of envy.
- Move from partner centric to participant centric with relationship with partners – eg: who can deliver sports – churches in Auckland, basketball; will determine the partners.
- Government community funding of $47m.
- Kelley Sports / YMCA's. Third party providers for sports varies around the country; the right third parties will be key to success; some organisations don't work as well as others; not cheap baby-sitting like YMCA.
- Funding support will go to private providers instead of to supporting volunteers – this will be a dilemma; needs to be some work done around a qualifications framework for providers whether they be third party or sports organisations; third party providers will only be used where there is a gap, not as a matter of course.
- Focus on what is working in schools – work in this space is continuing; sport as a vehicle for education.
- **Colin Stone**: cluster based sports person in schools pilot for the HB region. **Daniel Gerrard:** SNZ will look at any regional project.
- **Phil Gibbons:** ECCT model has started something nationally.
- Where is the community need? Coaching. Volunteers. Enough strong strategic leaders; governance, succession and strategies thinking. RSOs don't have the capacity to provide support for their clubs. Capacity and capability – also applies to some NSOs. Primary schools. Biggest trickle-down effect would be in the volunteer space – improve their abilities.

SPORTS TRUST REPRESENTATIVES LEFT AT 2.40PM. MEETING OF THE SPECIAL PROJECTS COMMITTEE CONTINUED.

APOLOGIES:

- ❑ **It was resolved that: "apology be accepted from Geoff Milner"**

Carried

MINUTES OF THE MEETING HELD IN JULY 2014:

- ❑ **It was resolved that: "the minutes of the meeting held on 24 July 2014 be approved"**

Moved David Lea
Seconded Mark Kilmister
Carried

MATTERS ARISING FROM THE MINUTES OF THE LAST MEETING:

back to agenda

No matters arising.

REGIONAL SPORTS TRUSTS:

The following recommendations were approved:

- **Members of the Special Programmes Committee recommend to the Board that the General Manager is given authority to sign the tripartite agreements with each Regional Sports Trust and Sport New Zealand as in previous years.**

Moved Mark Kilmister
Seconded Ron Garrod
Carried

- **Members of the Special Programmes Committee recommend to the Board that they approve donations for Regional Sports Trusts activities, totalling $320,000 (GST excl.) for the period 1 July 2014 – 30 June 15, as follows:**
  - **Sport Hawke's Bay – Project Heartland, Leading the Way - $101,120**
  - **Sport Manawatu – Project Heartland, Leading the Way - $101,120**
  - **Sport Wairarapa – Project Heartland - $56,320**
  - **Sport Gisborne – Project Heartland, Other (Sport Advisor) - $61,440**

Moved Mark Kilmister
Seconded Ron Garrod
Carried

OTHER BUSINESS:

- Include blue skies discussion in committee so that the board knows what is going on.
- When application comes in flick a basic evaluation report to committee so they have some idea of the numbers.
- Value of meetings – discussed and reaffirmed. Could there be more and could they be held by Video conference.

NEXT MEETING:

The upcoming meetings of the Special Programmes Committee are:

- 11.00am, Thursday, 27 November 2014 – Next Special Programmes
- Special Programmes Committee to meet with RSTs at ECCT. Date to be determined

Meeting closed at 3.15pm.

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back to
agenda

Investment in a Science Project

ECCT can make a tangible difference in our communities through larger investments in programmes, services, and interventions.

Investment in a science project is important for ECCT as:

- [Rationale for investment to be discussed by the Special Programmes Committee]

Desired Investment Outcomes

Strong Sustainable Communities – achieved through:

- Programmes that meet the needs of community
- Programmes/ practices that are efficient, effective, and evidence based and make a difference for target populations:
    - Science Project:
        - [objective/ goals for programme to be agree by the Special Programmes Committee]

Attachments

1. National Science Technology Roadshow Trust Board: Project Proposals and Supporting Documentation
2. Active Minds Aotearoa: Project Proposals and Supporting Documentation
3. Review of Proposals against key criteria.
    1. Need: Does the community need this? / What does the community need?
    2. Programme / Service Description: What is proposed and is it a sensible option?
    3. Cost: Is the project affordable and sustainable?
    4. Project Management: Will the programme make an ongoing difference in the community?

Science Proposal – National Science Technology Roadshow Trust Board

Organisation Name: National Science Technology Roadshow Trust Board
Geographic Location: Central Hawke's Bay
Request No: 23953 **Applicant No:** 6245
Sector: Youth
Application Type: Special Application
Tax Status: Tax-exempt (charity) **Legal Status:** Charitable Trust

Principal Officers/Personnel/Trustees

Contact: Ian Kennedy
Address: PO Box 12662
Wellington 6144

Chairperson: Richard Hartshorn
Secretary: Carolyn English
Treasurer:
Secretary/Treasurer:

Aim of Organisation

The Roadshow provides quality interactive learning experiences in science, technology and innovation to New Zealanders.

We operate nationally, but this project (Science Club) is a specific pilot programme in nine Central Hawkes Bay schools and the wider community centred on Waipukurau.

# of Staff:	8	**# of Volunteers:**	1800
# of Members:	0	**Established:**	20/12/2006
# of Beneficiaries:	70000		

Current Application

Project Description

Project Costs

Description	Total Amount	Other Funding	Requested	Recommended
Programmes - operational costs	$34,000	$0	$34,000	$

Project Income

Other Funder	Amount	Decision Date	Confirmed
	$		

Shortfall Raising Description
Cutting back on the deliverables.

Previous Funding

Year	Application type	Amount	Project
		$	

Financial Position

Financial Year: 31/12/2013			
Revenue		**Term Assets**	
Income	$971,637	Fixed assets	$408,066
Total	$971,637	**Total**	$408,066
Expenses		**Current Assets**	
Expenses	$1,078,436	Current assets	$682,249
Total	$1,078,436	**Total**	$682,249
		Term Liabilities	
			$
		Total	$0
		Current Liabilities	
		Current liabilities	$169,140
		Total	$169,140
Net Income:	$-106,799	**Net Assets:**	$921,175

The group has $513K working capital. This is tagged for existing Roadshow activities. The Roadshow have not made a profit since 2010. They have had three $90K-$340K losses in the last three years and report that they are expecting a significant drop in revenue again this year. The Roadshow reports that it will cancel the roadshow event in future years if it is unable to secure a sponsor. Other aspects of the business (e.g. Sir Paul Callaghan Science Academy) will continue.

Project Budget

Cost Item Category	**Description**	**Year 1 ($)**			**Year 2 ($)**
		Total Amount	Other Funding	**Requested**	Total Amount
Programmes	Club activities development	6380.00	0.00	6380.00	
Resources	Supply including special equipment	5940.00	0.00	5940.00	
Events	Joint club/public events	10450.00	0.00	10450.00	
Training	Leaders (Clubs and school liaison)	3080.00	0.00	3080.00	
Supervision	Coordination between clubs/schools	3830.00	0.00	3830.00	
Volunteer expenses	Club leaders out of pocket expenses	4320.00	0.00	4320.00	
	Total	**$34,000.00**	**$0.00**	**$34,000.00**	

What the National Science Technology Roadshow (NSTRT) are Proposing

Outcome: A pilot concept to increase an appreciation of and engagement with science within schools and in the wider community of Waipukarau.

How: NSTRT run science clubs and events in local community to engage children in science.

- Science Clubs in Waipukarau
  - Clubs to be established or existing clubs enhanced.
  - Exploratory project - first year is a pilot to determine exactly what is required to run a successful science club programme and if this can be duplicated in other areas.
- Community Events
  - NSTRT coordinate science focused events for Science Clubs and Community to attend.

Project Partners

- Local Schools – 9 interested (has been promoted through existing Learning and Change network).

Project Strategy	Impact / Objective	Activities	Target Group	Frequency	Date		Performance Measures	
					Start	End	Quantity	Quality
Science Club	Increase young people's interest and engagement in science. Sustained community commitment and local support for science in schools.	• Science Clubs established in Waipukarau. • Science based activities run at schools by volunteers. • NSTRT provide activities/ programme / resources (Club coordinators can also develop their own materials) • Training for parents/ volunteers - club leaders to take on management of club.	5-12 year olds	Weekly during term time (approx 20 meetings per club per year)	Mar 15	Oct 15	X children 9 schools 9 clubs 180 club meetings 9 clubs coordinators	• Clubs have been established in schools. • Clubs are self-sustaining. • Children / parents / volunteers / Schools report satisfaction with the programme. • Model established to roll-out in other areas.
Public Events	Stimulate science engagement in schools and the community.	• NSTRT coordinate science focused events for Science Clubs and Community to attend. • First event will be a mini-expo developed by kids.	Science Clubs Local Community	2-3 events per year	Apr 15	Nov 15	2-3 Events X children X adults 9 schools	• Events are well attended. • Participants / attendees report satisfaction with event. • Community is actively involved in events (e.g. attending, presenting, etc).

Science Club Pilot (2015 to 2020)

While we understand that commitment to funding is a year by year thing, this project will become much more sustainable if we look at it over a five year time horizon. Over this period we would expect:

- Schools will grow their own investment (PLD and other resources) in classroom science and make this the sustainable proposition.
- Science Clubs in schools either slowly diminish (as classroom science is now happening with community involvement and support) or thrive based on sheer enthusiasm of individuals and/or the community.
- Science Events continue via local mechanisms (eg. Learning and Change Network) celebrating what is happening or providing a forum for dialogue or special interest focus…

As a pilot, we need to be able to adapt/respond as this evolves and look for economic mechanisms that would make roll out to other Eastern and Central Community Trust regions a viable and affordable proposition.

Description:

Following on from a Feasibility done earlier this year (supported by a $5,000 grant from Eastern and Central Community Trust), we seek to create a pilot programme that will establish and support with activities up to nine Science Clubs in primary* schools around Central Hawkes Bay in 2015. The Science Club Pilot will also create opportunities for other schools and wider communities [Waipukurau Science Events] to engage in science orientated activities which over time should lead to sustained community commitment and local support for **science in schools.**

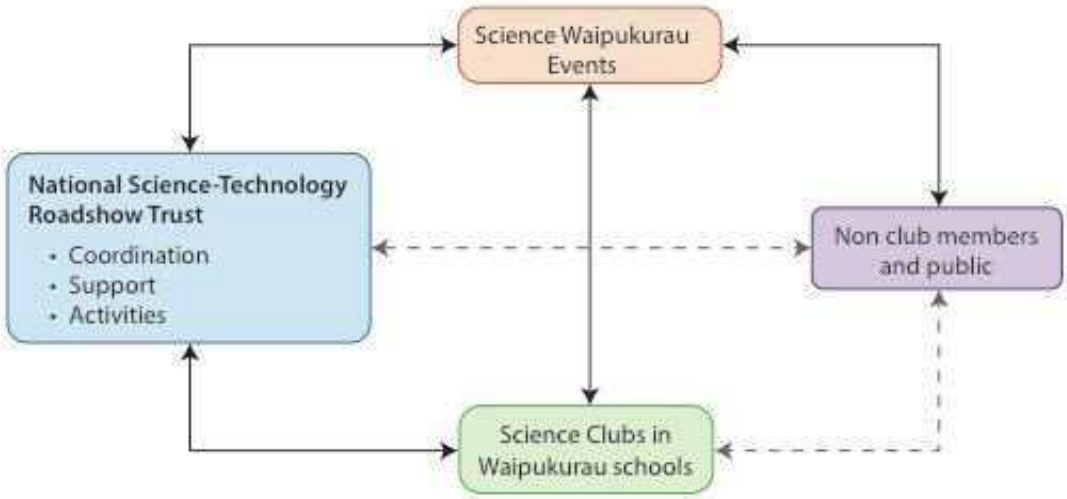
* While the focus is on primary schools, secondary and early childhood centres could still participate via the wider and more centralised Waipukurau Science Events.

We envisage

- Individual Science Clubs set up within each of the 9 schools** that have expressed an interest (through the feasibility process). Schools have already indicated a need in this respect – we will have to help them find local Club leaders and we have a concept/mechanism in readiness for this. In essence it will involve the creation of several activities that will give a glimpse into the range (and level) of things Science Clubs might do. A selection of these activities will involve an interesting at home task (parent/caregiver involvement) and along with the others activities will allow each school to mount a special display (or Expo) which we hope will bring the parents/caregivers in and allow schools to further "sell" Science Club to parents who might be keen to help (raise the confidence level of parents to engage with science and Science Clubs (which is the same need of teachers!)).

- Clubs would meet for upwards of 20 weeks of the year and have activities centrally supplied by us (with training etc) and over time more locally driven.
- A Waipukurau Science Event up to three times a year, although for 2015 it may only be possible to run two.
- The initial need for a "local agent" that would be a physical mechanism for sharing between clubs and assist with coordination, training and equipment supply. We will be exploring virtual mechanisms, once things are set up, which may reduce this role.

Schematic



** The nine schools are: St. Joesphs, The Terrace, Waipukurau, Waipawa, Otane, Flemington, Sherwood, Onga Onga and Pukehou.

Timeline

Once we start we need to keep the momentum up, so starting in Term 1, 2015 will be the best thing to do.

- Mid Feb: Staff representative training (1–2 staff per school)
- Late Feb: training of all other school staff back in their schools by the representatives above
- Early Mar: In-class/at home activities begin
- Late Mar: Expo event and club leaders identified
- Early April: Club leader training
- Late April: In school Science Clubs begin…

Why should the Eastern and Central support this?

The National Science Technology Roadshow Trust has for the past 26 years, been at the forefront of producing and delivering innovative science education programmes and exhibitions to communities around New Zealand. Much of this work has been in the support and augmentation of STEM (Science, Technology, Engineering, Maths) curricula in schools and public engagement with science using a range of different strategies. Thus we have accumulated a wealth of experiences that we can apply to support various initiatives.

We were asked by Eastern and Central Community Trust (via the feasibility grant) to look at a concept that will stimulate science engagement and from that work the Science Club model emerged. Schools have a responsibility to teach science, but by positioning Science Clubs alongside science class we hope to engender an interest in both teachers and students to do more science. It is also critical to grow the support for science in the wider community (developing citizen science engagement), so Science Clubs proposes to have a series of public events that will augment the school based clubs.

This work fits nicely within the mandate of National Science Technology Roadshow Trust. We bring our experiences, resources, development capabilities and networks to assist the Eastern and Central Community Trust with your initiative.

Yours sincerely

Ian Kennedy
Director, National Science Technology Roadshow Trust

Science Proposal – Active Minds

Organisation Name: Active Minds Aoteoroa
Geographic Location: Palmerston North
Request No: 23983 **Applicant No:** 7610
Sector: Tertiary/Community Education
Application Type: Special Application
Tax Status: Non Tax-exempt **Legal Status:** Charitable Trust

Principal Officers/Personnel/Trustees

Contact: Erin Skelsey
Address: 8 Long Melford Road
PALMERSTON NORTH 4412

Secretary: Mark Skelsey
Treasurer: Vicky Richter
Board: Erin Skelsey, Andy Lowe (Te Manawa), David Shillington, Carrol Walkley, David Jopson (PNth Intermediate Normal School).

Aim of Organisation

To provide a community focused teaching environment, easily accessible and available to the wider community and inspire young learners through the provision of innovative teaching programmes.

# of Staff:	3	**# of Volunteers:**	7
# of Members:		**Established:**	01/08/2014
# of Beneficiaries:			

Current Application

Project Description

Project Costs

Description	Total Amount	Other Funding	Requested	Recommended
Programmes - launch programme	$105,000	$53,500	$51,500	$

Project Income

Other Funder	Amount	Decision Date	Confirmed
Earle Trust	$30,348		Y
Local initiative fund	$21,237		Y

Shortfall Raising Description
AMA would continue to apply for ongoing grants to cover start up costs. AMA would apply for essential working capital from the bank which is not ideal due to the high % of interest AMA would be charged.

Previous Funding

Year	Application type	Amount	Project
		$	

Financial Position

This is a new organisation. A detailed 7 year budget has been provided. Once established, the project will cost approximately $320K pa and will be self-sustaining. Approximately $70K external seed funding is required for the programme to become established.

Project Budget

Cost Item Category	Description	Year 1 ($)			Year 2 ($)
		Total Amount	Other Funding	**Requested**	Total Amount
Resources	Science kits	25,000	10,000	**15,000**	15,000
Resources	HOS Licenses	2,500	2,500		2,500
Operating	AMA Design and website features, trademarks	10,735	10,735		
Operating	Marketing and media	9,915	1,215	**8,700**	8,700
Salaries	Administration and teaching	55,700	27,850	**27,850**	80,000
Training	PLD training, events				2,000
Volunteer expenses	Uniform	1,340	1,340		670
	Total	**105,190**	**53,640**	**51,550**	**108,870**

What Active Minds are Proposing

Outcome: Inspiring children to innovate with science

How: Science Centre delivering science programmes and supports to local community.

- Science centre in Manawatu, based at Te Manawa Museum.
- Programmes for school-aged children and young people
  - Science Clubs (free)
  - Pre-School Programme (gold coin donation)
  - Homework sessions (free)
  - Holiday Programmes
- Support for schools to develop science expertise (staggered membership fees - $300-$1000 per school)
  - Equipment and resources
  - Professional development
- Discovery and scaffold learning, with content linked to the curriculum, local community, and interest of participants.
- Educators and trained volunteers involved in programme delivery
- Skilled volunteers targeted, with a training programme for volunteers and tutors

Project Partners

- Te Manawa Museum of Art, Science and History
- The House of Science Tauranga
- Local Schools – 6 signed up, 17 interested
- PTC Trust – a group of local science graduates are developing a learning resource to target Maori learners. This will be interactive, practical tool for secondary students. They are looking at outreach programmes and delivery in Marae contexts. PTC Trust is preparing an application for ECCT's January meeting. They are liaising with Active Minds Trust (next meeting 3 Dec) to discuss ways of working together / sharing overheads etc.
- If ECCT were to progress with Science Project in Manawatu, there is good opportunity to develop a collaborative project between these groups.

Project Strategy	Impact / Objective	Activities	Target Group	Frequency	Date		Performance Measures	
					Start	End	Quantity	Quality
Pre-School Programme	Capture young inquiring minds with science	• Parent Groups, Preschools, ECE, Kindergartens, Kohanga, Whanau and community groups can book science sessions. • Discovery and inquiry based learning through play for children. • Support for parents to encourage to develop enquiring minds.	3.5-5 year olds 5-10 children per session	3 x 1-1½ hour sessions per week	X	X	X children X sessions	• Child are having fun, asking questions, having a go, experimenting with science, and learning. • Parents are satisfied with the programme.
Science Clubs	Children are inspired to engage with science, design, sustainability, technology.	• After and Before School programmes for children. • Inquiry-led, hands-on, and fun science activities (unbounded learning, no assessments). • Activities that support teaching from within schools and link to the science curriculum. • Activities are run by educators and trained volunteers (with a science/ teaching background). • Transport to/ from school.	5-12 year olds 10-20 children per session	X x 1-2 hour sessions per week	X	X	X children X sessions X schools	• Children report science is fun and interesting. • Child are asking questions, having a go, learning, and asking what they can do next. • Children / parents / volunteers report satisfaction with the programme. • A variety of activities are offered. • Children from a variety of schools are participating. • Children's skills and expertise in science is improving. • A strong base of volunteers is maintained.
School Holiday Programmes		• Support for kids to develop their own project in an area of interest (e.g. robotics, ITC, food technology, etc).	5-12 year olds 10 children per session	10 x half day sessions per programme	Jan 15	Dec 15	4 programmes 40+ children	
Science Home	Children have	• Drop-in space where children can	7-12 year		X	X		

Project Strategy	Impact / Objective	Activities	Target Group	Frequency	Date		Performance Measures	
					Start	End	Quantity	Quality
work Sessions	safe and supportive place to develop their science-skills.	get help with their homework. • Student-led or driven topics. • Tutors / mentors available to provide guidance. • Individual and group session. • Fluid membership, with children able to move between science club and homework sessions.	olds 10 children per session	3 x 1-2 hour sessions per week			X children X sessions X schools	
School Support	Teachers have the resources, knowledge, and confidence to provide quality science education in their classrooms.	• Professional development (PLD) group training for teachers – includes development of networks and speakers. • Science kits loaned to schools – each kit to include equipment, teaching notes, learning materials.	Primary school teachers	Weekly, 1 hour PLD sessions Kits provided/ exchanged as requested	Jan 15	Dec 15	X schools X teachers	• PLD sessions are well attended. • Teachers report satisfaction with the resources and training. • Children's skills and expertise in science is improving.
Volunteer Programme		• Trainee Teachers and Local Volunteers are provided with education in training on how to engage and support children in science activities.	Trainee Teachers Local Science Community	As required				•

ACTiVE MINDS AOTEAROA

Who are we?

> Registered Charitable Trust

> Our Trust Board:

Erin and Mark Skelsey

Andy Lowe

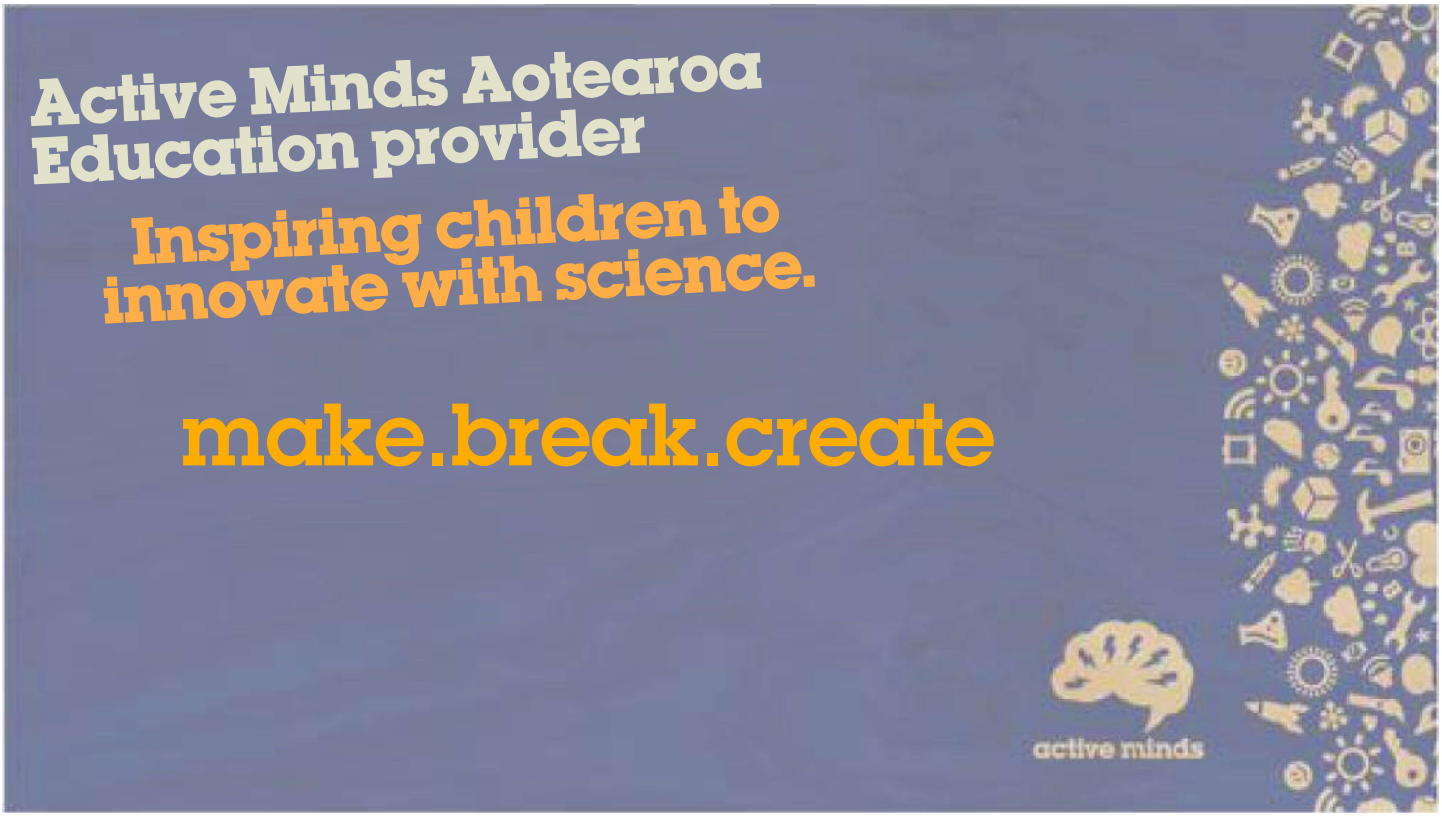
David Shillington

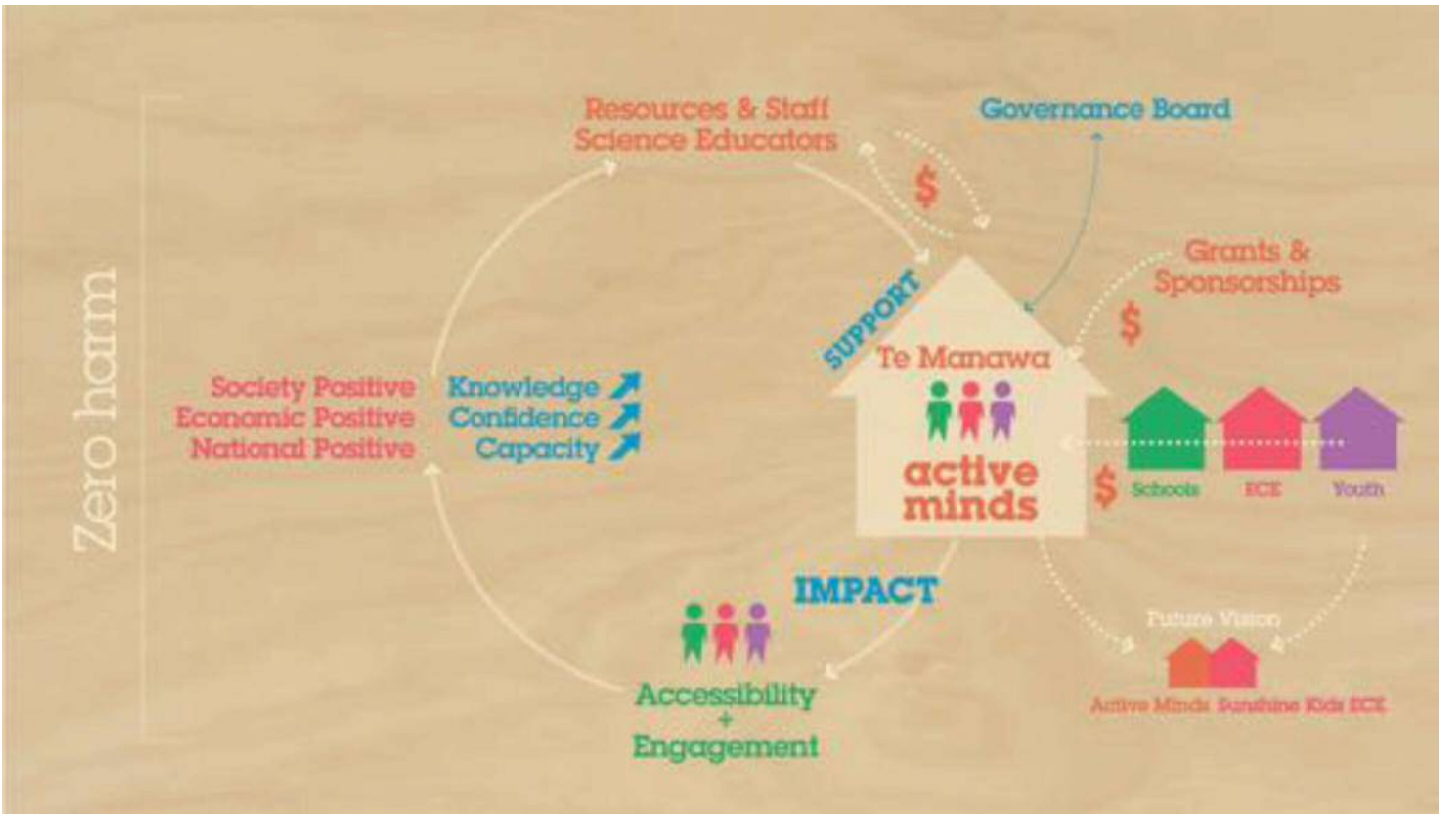
Carrol Walkley

David Jopson

Vicky Richter

active minds


Active Minds Aotearoa
Education provider
Inspiring children to innovate with science.
make.break.create
active minds


Zero harm
Resources & Staff
Science Educators
Governance Board
$
Grants &
Sponsorships
$
SUPPORT
Te Manawa
active minds
Society Positive
Economic Positive
National Positive
Knowledge
Confidence
Capacity
$
Schools
ECE
Youth
IMPACT
Accessibility
+
Engagement
Future Vision
Active Minds Sunshine Kids ECE

Our values

We celebrate every little genius.

We pursue excellence.

We encourage big dreams.

We love nature.

Programme Background

> The nature of science strand is the overarching, unifying strand. Students learn what science is and how scientists work.

> The living world strand is about living things and how they interact with each other and the environment.

> The planet earth and beyond strand interconnecting systems and processes of the Earth, solar system, universe beyond.

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Programmes (con't)

> The Physical world strand provides explanations for a wide range of physical phenomena, including light, sound, heat, electricity

> The material world strand study of matter and the changes it undergoes. Chemistry composition and properties of matter, the changes it undergoes, and the energy involved.

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Why Active Minds Aotearoa?

> Blackawton Bees Story Dr. Beau Lotto. World first as the entire study was devised and written by a group of 8-10 year olds, it becomes something very special indeed.

http://rsbl.royalsocietypublishing.org/site/misc/BlackawtonBees.xhtml

> Children to publish science experiments, own language

> Work with literacy experts help children communicate science in own voice.

> "Science is not a boring subject, I just needed one opportunity". Amy O'toole.

Who will benefit?

- All children
- Schools and teachers.
- Parents and Families
- Science community
- Tertiary providers
- Community partners

AMA partners

- Te Manawa Museum of Art, Science and History.
- The House of Science Tauranga.
- Schools and wider science community.

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AMA Vision with Te Manawa

> Collaboration, innovation, creativity.

> Expand partnerships and relationships

> Courageous and experimental

AMA and Government

> A Nation of Curious Minds.

> Ministry of Education support

Why be involved?

> Schools and Science sector engaging

> Build stronger links between teachers, children, educators and scientists.

> Building future-orientated science education

> What should our children be able to do as young children, adolescents and adults?

Kits for Schools

Light Me Up (electricity)
Scientists (careers in science)
Food Additives (curriculum level 4 and 5)
Energy. (energy, solar)

Up, Up, and Away (flight science)
Food Science (health and technology)
Mystery Box (nature of science 1)
Beebots (curriculum level 1)
ReCon programmable robots (curriculum level 2)
VEX IQ robots (curriculum level 3)

Who Dunnit (forensic science)
Micro-Exploration (digital microscopes)
Sweet and Sour (acid/base chemistry)

Dem Bones (skeletons and X-Rays)
NoS2 (nature of science 2)
Rotary Rockets!

Forces, Levers and Pulleys (weight, mass, technology)
Float My Boat (density of materials)
The Inside Story (dissection and body systems)

Fireworks (colourful chemistry)
Why me? (materials)
Light (reflection, refraction and colours)
Breathe easy (air quality)

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Updates

- New Zealand Council Educational Research Conference.
- School science programmes encourage innovation, creativity and knowledge building.
- Teacher PLD opportunities Who? What?
- NZ Centre Gifted Talented Programme - Deb Walker CEO. Community focus.
- Riddett Institute Massey University

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Whats next?

- November 2014 AMA Science Educator employed
- November-December 2014 Programme planning for 2015
- Launch of School Holiday programmes starts mid January 2015
- February 2015 Science kits out to schools

  PLD sessions for teachers start
- March 2015 full launch AMA programmes begin at Te Manawa

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ACTIVE MINDS AOTEAROA

Thank you Questions?

School memberships and PLD

Teacher Professional Development at Active Minds Aotearoa is Free for teachers of member schools.

Annual Membership fees (ex GST)

Option	Resource library	Teacher PLD	Annual Fee
Primary and Intermediate Schools			
Gold	3 kits per week max	5 per session max	$750
Silver	2 kits per week max	3 per session max	$500
Bronze	1 kit per week max	2 per session max	$350
Secondary schools			
Gold		up to 10 teachers per term	$1000
Silver		up to 5 teachers per term	$ 500
Bronze		up to 3 teachers per term	$ 300

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Professional Learning and Development

Professional Development (Primary and Intermediate)

Active Minds Aotearoa provides six professional development sessions per term targeted at all subjects in the secondary science curriculum. Teachers can come to any/ all of these sessions free of charge if their school is an Active Minds Aotearoa member.

Tutoring Service

Active Minds Aotearoa offers science tutoring to students of all ages. If you or someone you know (senior student?) is interested in becoming a regular tutor, get in touch.

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Professional Learning and Development

After School Professional Development (Secondary)

Active Minds Aotearoa provides two sessions per term specifically targeted at Primary and Intermediate teachers. One is for those teaching yr1-4 students and one for those teaching yr5-8. Teachers can come to one or both these sessions free of charge if their school is an Active Minds Aotearoa member.

In School Professional Development

For more in depth PD, Active Minds Aotearoa will be offering half or full day Professional Development that is tailored for your school. Cost will be approximately $70+GST per hour

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Revenue generation

1. Annual school/ ECE membership fee for supply of Science "kits" and teacher PLD.
2. Charge per student
3. After school "Science Clubs", holiday programmes, tutoring.
4. Grants, subsidies, donations
5. Government contracts.
6. Sponsorship of science kits.

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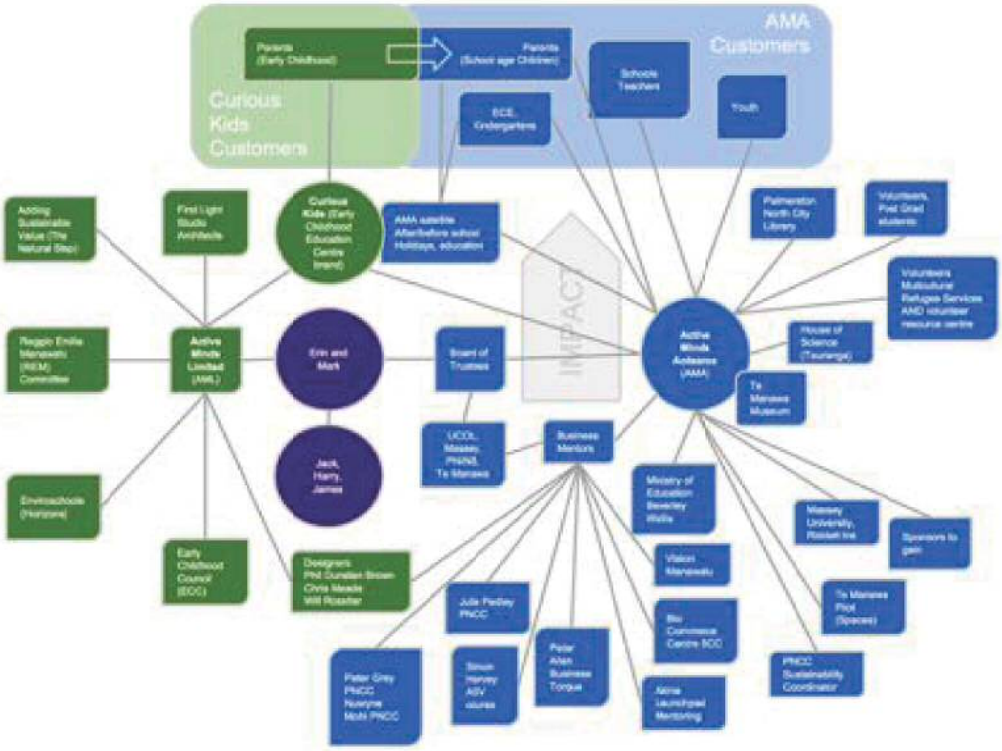


Criteria: 1. Need: Does the community need this? / What does the community need?	

• What is the purpose of the programme / service? (e.g. desired outcome)
• Who does the programme/ service benefit? (target group/ audience)
  ○ What does the evidence tell us about the community / target group?
  ○ What is the demand for the proposed programme / service amongst the target group(s)? How has this been quantified?
  ○ What are the identified needs of the target population that this programme will meet?
• How does the project fit with the community's priorities?
• What other options have been considered?
• How does the programme fit into mix of other programmes currently available to the community?
• What impact will this programme have on other programmes in the community?
• What is the anticipated wider community benefits from project - e.g. other social/ cultural / community development benefits?
	• Commitments e.g. MOU / leases / arrangements for use
	• Letters of permission / support
	• National strategies that outline specific needs of participants or demand in specific regions.
	• Regional strategies that outline the mix of programmes a community needs.
	• Council plans / strategies that outline what services are needed or possible (e.g. community plans, LTP).
	• Research / Planning documents quantifying needs and showing how they will be provided (e.g. need analysis, business case, options analysis, literature reviews, evidence base).

Provider: National Science Technology Roadshow	Provider:Active Minds
• The provider is responding to a request from ECCT to provide a science initiative in the region. • ECCT has provided $5K funding for a feasibility study. We have not received a copy of this document. It is unclear what the specific science needs / demands are in this region. • NSTRST have begun discussions with the local school learning network. This group is interested in the idea. • The proposal is to establish clubs in the region. Detailed planning or consultation of how the project will work and be sustained has not occurred yet. This will happen as part of the pilot project. •	• The provider has identified a need in their region for increased engagement in sciences by children. • Strong business planning / feasibility has been undertaken. Most elements of the programme have been decided based on research and consultation with the community. • This need is articulated in the Prime Minister's Science Advisory Committee, Royal Science of New Zealand, and Ministry of Science & Innovation report *Looking ahead: science education for the twenty-first century.* • The provider are working closely with a number of other organisations and have developed good partnerships, networks, and collaborations. It is likely the project will be collaboration between multiple organisations. • Key stakeholders are the schools and parents. The provider has consulted widely with schools and investigated gaps/ need in sciences. The proposal fits with schools role, but does not duplicate what they are already doing (or should be doing). • Six schools have signed up, and 17 have expressed interest in participating once it is operating. • Schools and teachers have been surveyed about their needs.

Criteria: 2. Programme / Service Description: What is proposed and is it a sensible option?		Provider: National Science Technology Roadshow	Provider:Active Minds

Questions
• How does this programme / service meet needs of:
  ○ the community / sector?
  ○ the target group (see below)?
• What is the evidence base-behind this approach?
• What other delivery options have been considered?
• What activities will be undertaken? (e.g. service deliverables)
  ○ Programme length, duration, contact time,
  ○ Number of participants(direct and indirect if applicable)
  ○ Content, curriculum
  ○ Milestones / timeframes to achieve outcomes
  ○ Lifespan (exit, revision date)
• Does the programme meet the needs of the target audience?
  ○ Are the planned activities appropriate for this type of target group? (e.g. development level, capability, safety, etc)
  ○ How has the target group been involved in programme development? What do they think about the project?
  ○ Is the programme accessible for users? (cost, physical access, minimal barriers to use, suitable environment etc).
  ○ How does this programme link with other programmes and supports for the target groups?
• What expertise does the group have in delivering programmes like this?
• How will the programme be monitored/ evaluated? (population-level indicators, performance measures, quality assurance, service fidelity, ongoing programme development)
• What are the costs of the programme?
  ○ Have they been costed accurately? (including exit costs)
  ○ Are these costs reasonable?
• Is the proposed solution reasonable?
	Supporting Documents
	• National strategies that outline specific needs of target groups.
	• Planning documents supporting and documenting programmes choice (e.g. literature reviews, evidence base, options analysis, operation plans, programmes plans, cost estimates, business cases).
		• The group's programme plan will be developed as part of the project.
		• The group has good science knowledge, but does not have educative background. Currently, some aspects do not seem to be targeted at right level for audience (e.g. primary school science clubs to attend Science events where guest academics will be talking).
			• Active Minds Project is a community driven project responding to the needs of the local community. Their pilot (first year of operation) is to test the methods and business plan that was developed during planning stages.
			• The group's programme and operating planning is well advanced.
			• The programme is based on sound educational and science theory and linked to the curriculum and needs of schools. It is age appropriate with each age group receiving activities and support at a suitable level.

Criteria: 3. Cost: Is the project affordable and sustainable?	
• Can the organisation afford to run the programme? (for required duration) • Can users afford to use the programme / service? • Is this a good investment?	• Operating Budgets • Management Plans • Annual Accounts • Advice from experts on costs. • User chargers/ fees. • Funding Commitments (e.g. Resolutions, Letters of Approval, etc).

Provider: National Science Technology Roadshow	**Provider:Active Minds**
• There are concerns about the financial management of the organisation. The organisation has been operating outside its means for a number of years. It will have to stop delivering its flagship programme if it cannot secure a new sponsor. • It is uncertain if this programme can become self-sustaining or if it will always rely on ECCT funding. Ongoing sustainability of the programme will depend on the ability of the Science Roadshow to generate community ownership of the programme – and these groups to take on their own management, organisation, and funding.	• This is a new provider. A detailed start-up budget and a 5 year operating budget has been provided. • A large part of programme costs will be covered by schools for the PLD and science resources they are provided. • Based on business case, the programme will be self-sustaining after two to three years. This will be reviewed during the pilot project.

Criteria: 4 Project Management: Will the programme make an ongoing difference in the community?	

• Is the organisation sound/ stable?
  ○ How is it run / governed?
  ○ Is it financially stable?
  ○ How will the programme be run / managed?
  ○ Are appropriately qualified/ experienced staff in place?
• Does the organisation have the capacity / capability to:
  ○ Deliver the project?
  ○ Track programme/ population outcomes and monitor programme quality and impact?
  ○ Review, update, or exit the programme as appropriate?
• Does the programme have a good chance of achieving its desired outcome?
• Has the principle of "first, do no harm" been met?
	• Planning documents (e.g. project or business plans, operating strategy, management plans, budgets, etc).
	• Roles/ responsibilities of organisations/ staff involved.
	• Operating agreements, leases, MOUs.
	• Key policies

Provider: National Science Technology Roadshow	**Provider: Active Minds**
• NSTRST see this as an exploratory project and are in the very early stages of planning. At the end of the pilot programme (first year of operations) they expect to have a better understanding of what will be required to run the programme in future years.	• The organisation has a business mentor in place. • The programme is well managed and planned and learning programmes have been developed. • Good networks and support from local schools has been established. • Volunteer recruitment has begun from local science groups and from teachers college students. • Provider partnerships/ collaborations have been established. • A quarterly reporting and review programme has been set up over the first year to track key success areas (e.g. finances, programme quality, impact, staff, bookings, assumptions, etc). • The pilot will be reviewed at the end of the first year to determine success and whether to progress to year two.

* The level of evidence required depends on the size of the project, whether it is a new or existing programme, and the amount of funding requested.

Back to Agenda

Report type:	Committee Decision Papers
Recommendation:	The Special Programmes Committee consider and recommend $20,000 to underwrite the Wings Over Wairarapa air show in Masterton 16-18 January 2015.
Agenda item no:	4
Subject:	Wings Over Wairarapa Underwriting Proposal
Responsible for the report:	General Manager

Purpose of report:	To provide the Special Programmes Committee with background information on an underwriting proposal for Wings over Wairarapa to consider and make a recommendation to the Trustees of ECCT.

Background

ECCT has been considering other initiatives apart from "just giving", one of these is the concept of providing funds to underwrite events. The General Manager presented a paper at the September Trust meeting where clarification was asked regarding the appetite and definition for underwriting. The General Manager presented two opportunities to the Trustees, one of which was the Wings Over Wairarapa Air Show (WOWAS) who were looking for a level of approximately $70k for underwriting.

The Trustees regarded this level as too high and tasked the General Manager with writing a Underwriting Policy. This has been started but is not yet completed. Subsequently the organisers of WOWAS have approached ECCT inquiring if the Trust would consider underwriting this event at a level of $20k.

Proposal

WOWSA have provided information which is attached to this proposal. I would like to discuss each of these in turn.

2015 Budget

The income figures marked with an asterix have been confirmed this totals $613,915.
Tickets sales on the three days are dependent on weather. Overall ticket sales are budgeted lower than 2013 actuals.
There is an emphasis on increasing the Commercial Activity Income with more merchandise sales projected, more trade sites and an increase in the content and price of the Program's.
Expenses are budgeted higher than 2013 because of;

- Increasing hospitality costs to encourage corporate guests.
- Increased trade sites and hosting costs for them

- Increased numbers of volunteers and staff, both of which receive donations or wages.

Please note that if the weather is so bad that planes cannot fly into Masterton then the expenses reduce significantly. Unfortunately ticket sales on the day also are reduced considerably. Speaking to the organisers

The budget shows a net profit of $62k or $11.6k after a contingency of $50k.

The profit from 2013 was used as a base and reinvested into the 2015 show. One thing to note is their desire to keep ticket prices as low as possible. Adult one day passes are currently $50 compared with Warbird's over Wanaka's adult day pass being $95.

One of the biggest costs is paying for aircraft for the show, this amounts to $365k for 2015. To mitigate this the policy is that if the planes don't fly to the event they are paid nothing. If they arrive and don't fly due to bad weather then they are paid costs. If they arrive and fly then they are paid in full. It is noted that some pilots charge nothing and others expect considerable sums of money.

Weather Policy

The Trust mitigates inclement weather in two ways. Firstly they take out Rain Insurance cover, this is expensive and only covers some of the possible losses. Secondly they have a cancellation policy which transfers entry from one day to the next this is outlined below in their words:

"The policy is as follows: If Friday is cancelled we refund the tickets. This is because Friday is such a different day to Saturday in show content and price. If Saturday is cancelled tickets are transferred to the Sunday. If Sunday is cancelled we refund the tickets. We are currently confirming the timelines for cancellation i.e. when we can stop the show so that we incur as little cost as possible but as you can imagine much of these costs are committed regardless of when we cancel the show."

Community Benefit

There are commercial benefits to the Wairarapa district with accommodation, Restaurants and main street businesses benefiting from the influx of visitors. The attached 2013 survey, and Credit Card Spend Data shows;

- 6,270 people stayed in the district for between 1-3 nights.
- 85% of attendees were from out of the district.
- 3% of visitors came from overseas.
- Increased spending in accommodation, food retailing and hospitality of 8.2% compared with the same period the year before.

Further to this the community benefit can also be quantified. A large volunteer workforce comprised mainly of Rotary, Scouts and Schools are involved in providing services to ensure

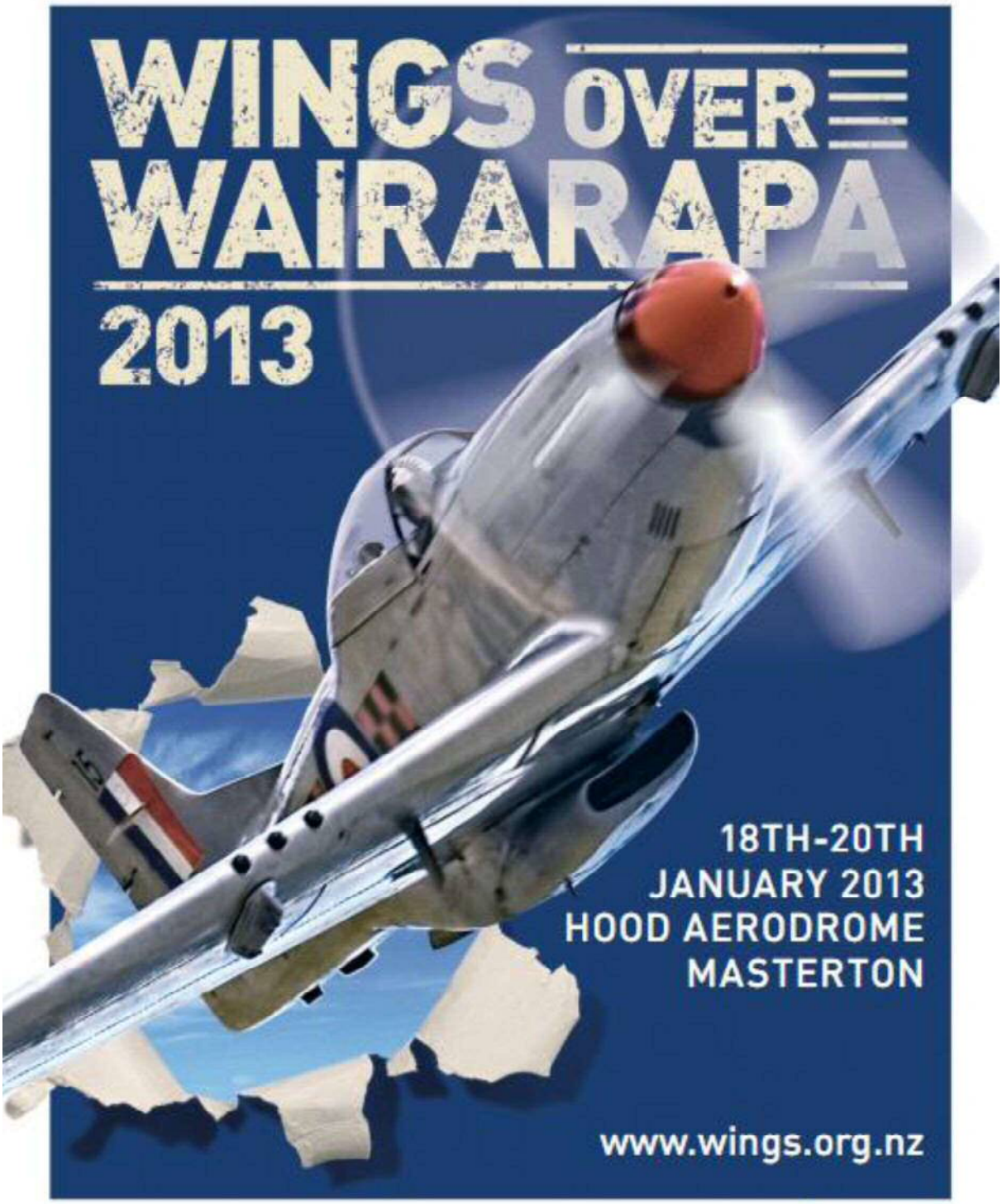
the smooth running of the show. They are rewarded with donations for their respective organisations.
In 2015 WOWAS is encouraging other community groups to become involved in the event. Menzshed, Cancer Society, Parents Centre and REAP being involved in a number of ways.

Recommendation
It is acknowledged that the Trust does not have a formal Underwriting Proposal for which the Trustees are able to make a decision based on a sound policy, however, I believe this event is worthy of consideration for a number of reasons;

1. It showcases the Wairarapa and all that it has to offer.
2. Provides opportunities for businesses within the region.
3. More importantly it provides community benefit through volunteers gaining funding for their organisations, and it provides community based organisations the opportunity to promote themselves and what they do to the wider community.

I would like to recommend that the Trust approve $20k for the underwriting of the Wings Over Wairarapa Air Show.

Jonathan Bell
General Manager
20th November 2014


WINGS OVER
WAIRARAPA
2013
18TH-20TH
JANUARY 2013
HOOD AERODROME
MASTERTON
www.wings.org.nz

WINGS OVER WAIRARAPA 2013 SURVEY RESULTS

24,000 visitors over 3 days, in glorious weather saw Wings Over Wairarapa 2013 being the most successful event yet.

The Wings Over Wairarapa Charitable Trust (WOWCT) acknowledges the support of your organisation in making the event happen. The following information is being used in the development of our 2015 Air Show Business and Marketing Plan and we have decided to share this with you recognising your significant support for Wings Over Wairarapa and your interest in the economic future of our Region. Some of the information is surprising, some we knew. We hope that this provides an insight which is useful for your organisation.

The WOWCT is getting smarter at measuring visitor attendance and feedback and in conjunction with Destination Wairarapa has been able to provide specific figures. This document includes:

1. An analysis of credit card data prepared by Destination Wairarapa on our behalf
2. An analysis of feedback from 2704 respondents

The WOWCT are interested in your feedback as to whether these figures are relevant and if there is further information you would like to be gathered in 2015. Please contact us on info@wings.org.nz if you have some thoughts.

Thanks again for your support as we look forward to 2015.

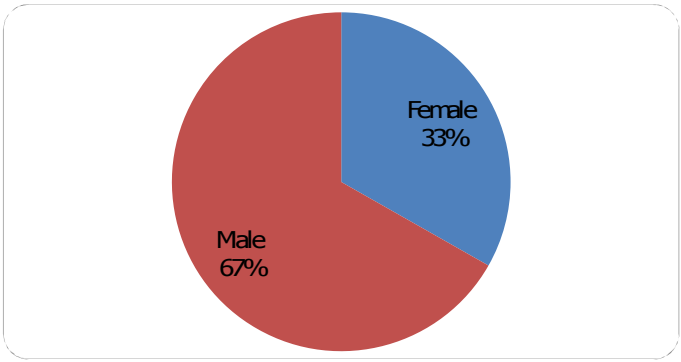
Regards,
The Wings Over Wairarapa Community Trust Board

WINGS OVER WAIRARAPA

SURVEY HIGHLIGHTS

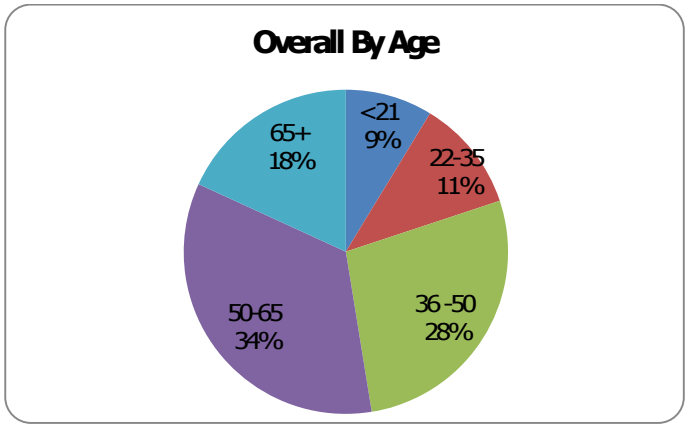
Results by Gender

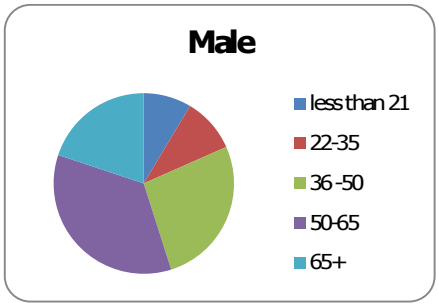
Typically Wings attracts a larger male audience than female. This year the gender split was 67% male to 33% female.

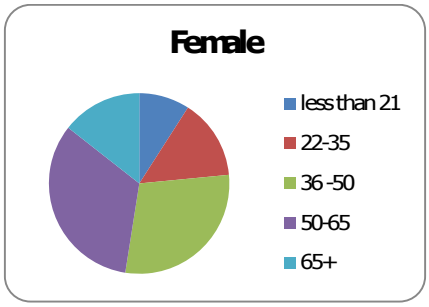


Results by Age

As suspected the breakdown by age indicates that the largest age group is the over 50's. We were further able to split this information by gender.



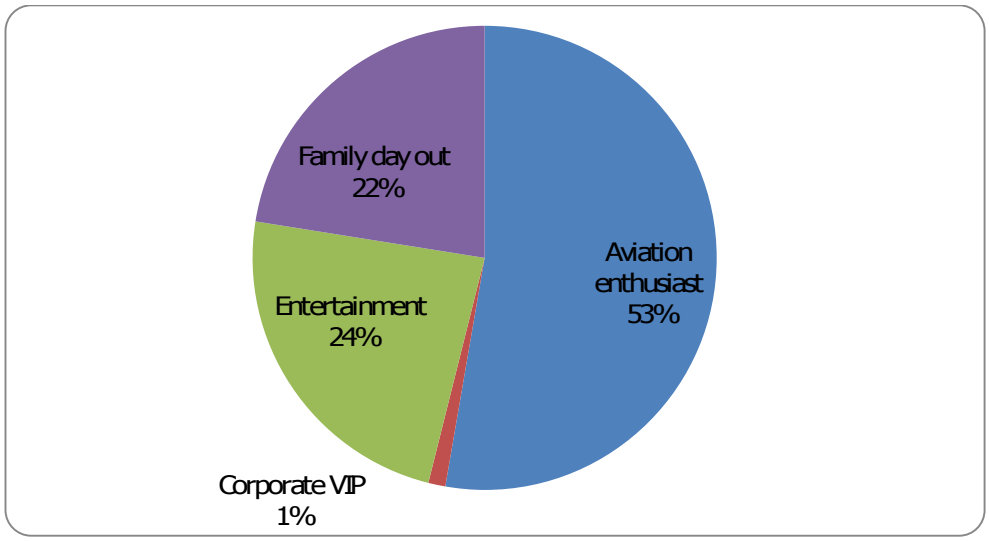




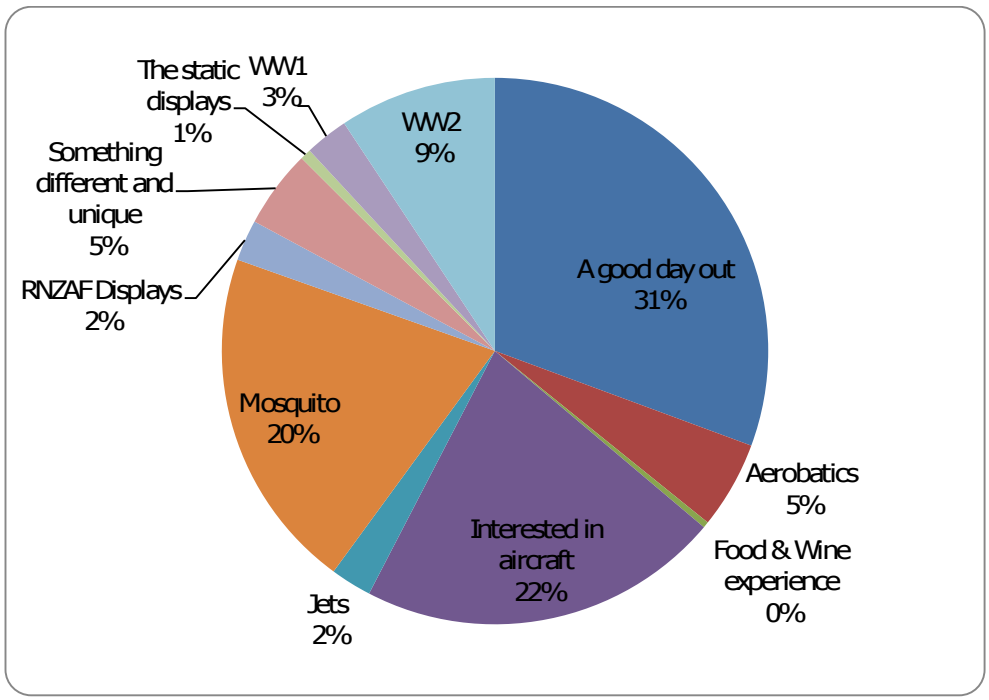
Reason for Attending

- **50% of visitors had attended Wings Over Wairarapa before! Fantastic!**
- Unsurprisingly, the majority of the visitors described themselves as "Aviation Enthusiasts"
- The number one reason for attending is "A Good Day Out" rather than to see specific planes
- Interestingly the Corporate / VIP guests only made up 1% of the visitors. This is a group which the WOWCT is targeting for growth

Visitor Self-Description



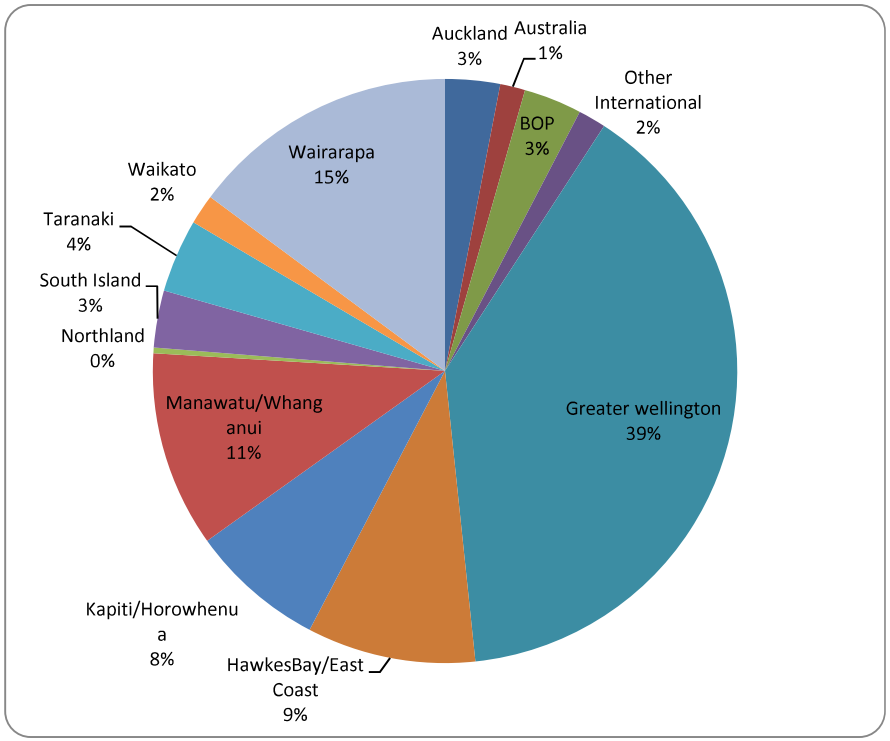
Visitor Description of Their Reason for Attending



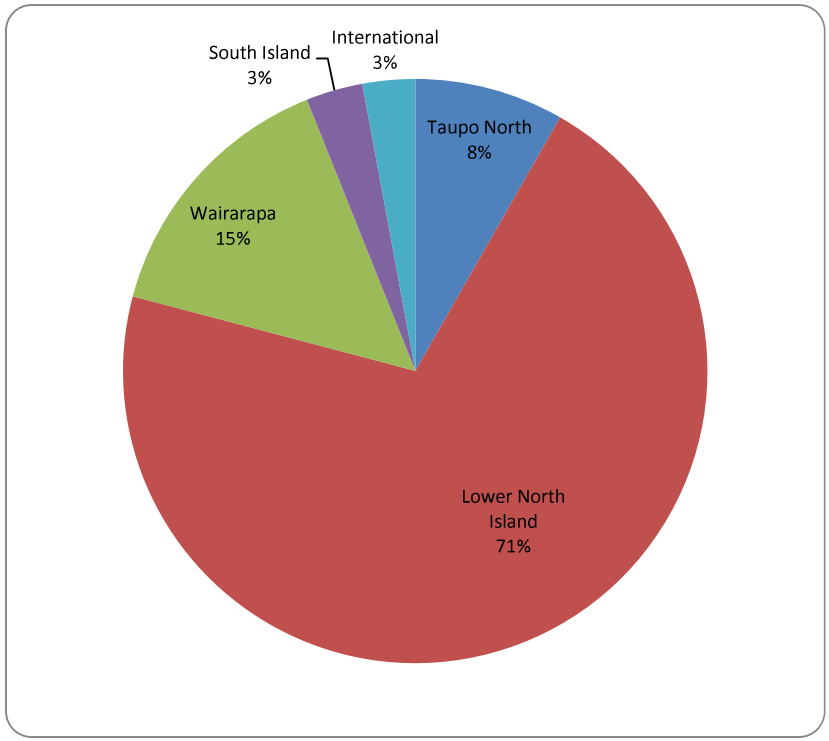
Visitor Origins

- Wings Over Wairarapa aims to attract people to the area. The WOWCT were able to analyse the visitor origins as follows:

Full Breakdown By Area of Origin



Broader Regional Breakdown



- Over 75% came from less than 2 hours drive away
- 15% or approximately 3600 were locals

What this meant for accommodation providers:

Number of Nights Stayed in the Wairarapa	%	Approximated Numbers Based on 24,000 Visitors
1 night	11%	2,640
2 nights	7%	1,680
3 nights	10%	2,400
Returned Home	72%	17,280

- 72% (approximately 17,000) returned home
- 28% or 6720 stayed 1 or more night in the region. If you estimate that there were 3600 locals (15%) then 3120 visitors stayed

Visitor Summary

Taking into account both qualitative and quantitative information. WOWCT has identified four main target audiences for future WOW events:

Traditional
- 50+ males from Wellington
- Open to traditional advertising
- Enjoy a good day out, with something that is of general interest to them (planes) – but different
- More likely to purchase before the event

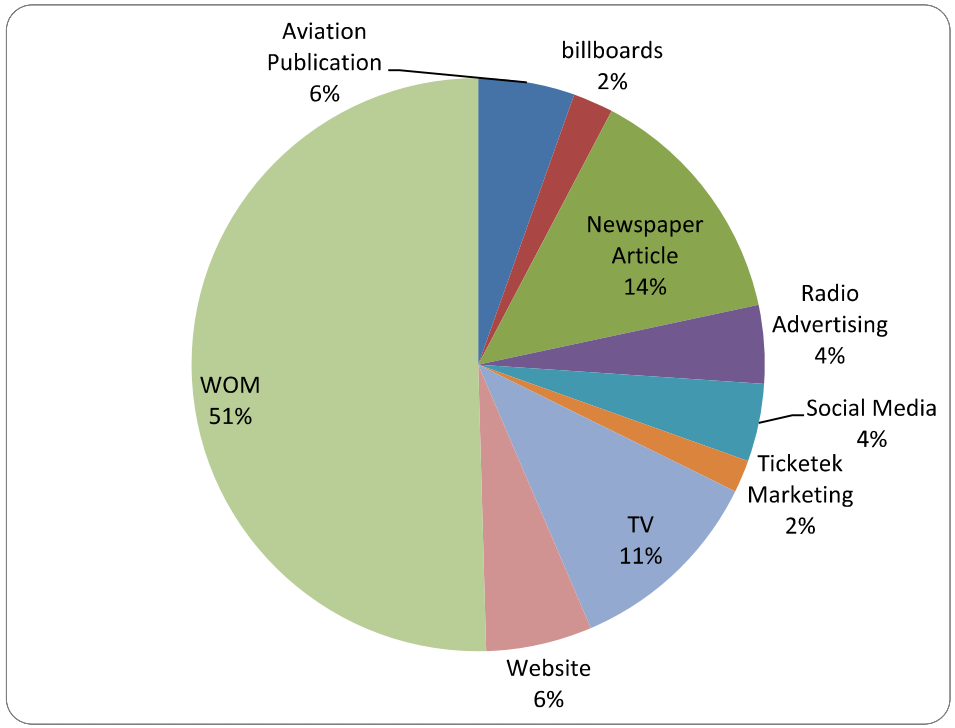
Families
- Families or Empty Nesters - 36-50+, from the central region
- Open to online marketing
- Looking for a different and complete experience, - planes are the excuse, but looking for periphery experiences as well
- Late decision makers, often looking for gate sales

Entertainment Seekers
- Families or Empty Nesters - 36-50+, from the central region
- Open to all forms of marketing – online and traditional
- Looking for a different and complete experience, - planes are the excuse, but looking for periphery experiences as well
- Likely to purchase before the event

Corporate / VIPs
- Business people from Wellington, Manawatu and Wairarapa
- Open to targeted sales
- Corporate tables for entertainment purposes, keen on food and wine
- Book in advance
- A small audience for 2013 but one which WOWCT seeks to grow

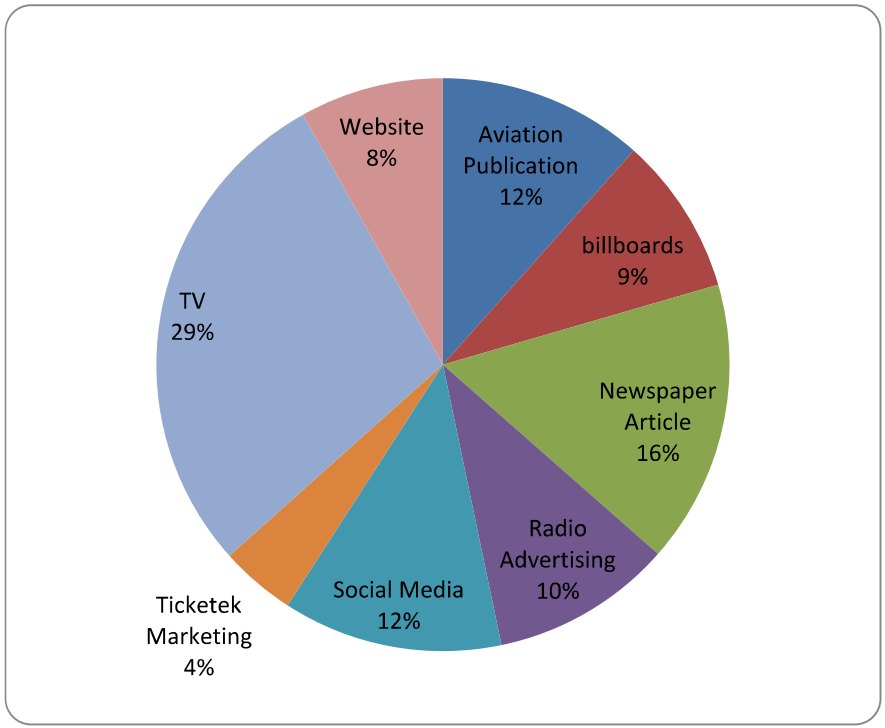
Analysis of Marketing Success

How People Heard About WOW 2013



- Word of Mouth is the strongest form of endorsement

How People Heard About WOW 2013 (Word of Mouth Removed)



- Traditional Marketing channels still key i.e. newspaper/ TV and Radio
- Highlights the importance of new age – website and social media
- Suprisingly, Ticketek marketing was low index

Community Benefit from Wings Over Wairarapa

Wings Over Wairarapa benefits the community in a number of ways:

Volunteers

We have a large volunteer force which is primarily composed of Rotary, Scouts, Schools and other community groups. For example:

- 25 – 35 members each from South Masterton Rotary, Carterton Rotary, Masterton Rotary and South Wairarapa Rotary man the car parking and ticket booths.
- Rotary Groups from Carterton and Masterton also sell programmes and make a % per programme that they sell.
- Scouts groups from both Masterton and Carterton are engaged to support with rubbish collection and keeping the airfield tidy.
- Wainuioru School run the buses which transport pilots around the show.
- Catering for the volunteers will be provided by a school group.

All of the above groups receive a donation for their hard work and contribution. We couldn't run such a good show without them but we also know they have a great experience. All groups also receive complimentary tickets to the show.

Free or Discounted Trade Sites

In addition we like to support our community groups in other ways. For example, the Men's Shed is very strong in the Wairarapa and they are going to be fundraising by selling beautiful toy planes at the show from a trade site. WOWCT have given them this site for free. We've also used and paid for their services to create some wonderful signage.

Other community groups / charitable groups which receive a free or heavily discounted trade site include (but are not limited to): Life Flight, Warbirds Over Wanaka, Pukaha Mt Bruce, Wellington Aero Club.

Helping Groups to Raise Their Profiles

We like to work with groups like the Cancer Society and Parents Centre who provide a great service by bringing along baby change areas and sunscreen tents. We also help them raise their profile through promotion of their services

Great Experience

We like to think that Wings inspires and excites people about the Wairarapa and about aviation and our aim is to encourage a new generation of aviation enthusiasts. This isn't helping a community group exactly but if we have pride in our region and what we can achieve then we believe Wings is an extremely worthwhile event. This shows in the amount of business and community support we are lucky enough to receive.

Wairarapa REAP

WOWCT has a great partnership with Wairarapa REAP which we have leveraged to encourage families to come to the show and try and inspire this younger generation. This year we've run a programme whereby for every adult ticket brought through the school they get a free ticket and the school itself gets $5 per ticket as a fundraising initiative.

Wings Over Wairarapa Community Trust Board (WOWCT)

Wings Over Wairarapa Community Trust Board is a charity itself which was set up to run the air show. The purpose of the WOWCT is to:

- raise capital to further develop the Hood Aerodrome as a tourism destination of significance
- maintain and grow Wings Over Wairarapa as a premier special event for the Wairarapa / Wellington region
- contribute, in a significant manner, to the Wairarapa economy
- profile the Wairarapa region both nationally and internationally

MEDIA RELEASE - Monday, 25 February 2013

CREDIT CARD DATA CONFIRMS SUCCESS OF WINGS OVER WAIRARAPA 2013

Newly available data showing credit card usage is allowing Destination Wairarapa, the regional tourism organisation, to measure the impact of large scale events hosted in the region.

Destination Wairarapa general manager David Hancock says the organisation now has access to credit card data which helps show spend in the area, details what people are spending their money on and can make comparisons between years.

The organisation was recently engaged by organisers of January's successful Wings Over Wairarapa airshow at Masterton's Hood Aerodrome to measure the impact of the event which attracted 24,000 people over three days.

"We have always known Wings Over Wairarapa is a big event and attracts people from all around the country. But what we haven't been able to show until now is where their money is being spent," says Mr Hancock.

Mr Hancock says the analysis shows almost $4.6 million from more than 105,000 credit card transactions was spent in the region over Wellington Anniversary weekend (Jan 18-21). This is 8.2% up on spend compared to the same weekend in 2012 and 16.1% up on 2011. These figures were measured across spending on accommodation, bars/cafes/pubs/restaurants; clothing/apparel; department stores; food retailing; fuel and other retail spending.

The biggest growth in spending was seen in the accommodation (excluding pre-purchased accommodation) sector, which was up 26% on the same weekend in 2012. Bars/cafes/pubs/restaurants were up 17.6% while food retailing enjoyed a 10.4% increase.

Not surprisingly, Mr Hancock says, most of the visitor spend comes from Wellingtonians.

"For Wings Over Wairarapa 2013, Wellingtonians contributed 60% of all domestic visitor spend, while other big domestic contributors came from the Manawatu (14%), Auckland (8%), Waikato (5%) and Hawkes Bay (4%)."

The biggest growth was Aucklanders spending double what they spent on the same weekend last year while visitors from Taranaki and Bay Of Plenty almost doubled growth in their credit card spend.

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Wairarapa residents also pulled out their credit cards with spending up 7.0% on the same weekend last year with local bars, cafes, pubs and restaurants the big benefactors of that.

International visitor spend was up 16.1%. They spent 94.1% more on accommodation for the same weekend last year and 67% more in bars, cafes, pubs and restaurants. Visitors also came from Australia and England especially for the airshow.

Anna Campbell, team leader for the Masterton i-SITE isn't surprised by the figures saying the i-SITE was extremely busy in the build up to the airshow.

"There was a steady flow of accommodation enquiries coming in from as early as last year – and a few late comers the week leading into the event."

Her comments are echoed by Pixie Tipoki, team leader for the Martinborough i-SITE.

"Over Wings over Wairarapa we saw a definite increase in the number of enquiries leading up to the show for both activities and accommodation not only in Masterton but the wider Wairarapa region as well," says Mrs Tipoki.

"These included visiting the local wineries for either tastings or lunch but also for walks, family activities and of course visiting Cape Palliser to view the lighthouse and seal colony. Greytown's boutiques also proved popular."

Wings Over Wairarapa Community Trust Chairman Bob Francis says the credit card data confirms what a successful airshow it had been and couldn't have come at a better time.

"This can clearly demonstrate that an event like Wings Over Wairarapa 2013 has tremendous pulling power and does give the local economy a financial boost," he says.

"This was a great start to the year for Wairarapa. We've been extremely well supported by locals and the greater Wellington community.

ENDS

Note to editors: Of the 4.6million spent in the region on the Friday-Monday over the Wellington Anniversary weekend, please note this does not include pre-purchased accommodation or cash or transactions at the Wings Over Wairarapa 2013 venue.

- $1.9 million (39.7%) of this spend was on food retailing
- $1.1 million (22.7%) on other retail spending
- $800,000 (16.5%) on fuel
- $366,000 (7.6%) on Bars/Cafes/Pubs/Restaurants

2015 BUDGET

		Code	2013 Actual	2015 Budget
Income	Grants	200	$ 230,000	$ 205,000 *
	Interest Income	270	$ 929	$ 1,500
	Other Revenue	260	$ 6,582	$ -
	Sponsorship - Cash	205	$ 20,000	$ 40,000 *
	Sponsorship - Contra	235		
	Total		**$ 257,511**	**$ 246,500**
Commercial Activity Income	Program / Refreshments / Merchandise		$ 29,074	$ -
	Program	282		$ 35,000
	Merchandise	256		$ 49,400
	Frucor Rebate	280		$ 1,500
	Trade Sites	240	$ 29,158	$ 25,000
	Baxters			$ 20,000
	Commercial Activity Other			
	Total Commercial Activity Income		**$ 58,232**	**$ 130,900**
Hospitality Income				
	George Hood Lounge - Corp Table	237	$ 25,336	$ 69,565 *
	George Hood Lounge - Gold Pass	215	$ 86,719	$ 75,000
	Gold Pass Eftpos	452	$ 374	
	Corporate Box	230	$ 9,000	$ -
	Refreshment Income		-	$ 5,000
	Total Hospitality Income		**$ 121,428**	**$ 149,565**
Ticket Sales				
Pre- Sales				
	Ticket Sales - Pre Sold	210	$ 274,379	
	Pre-Sales - Gate (Fri)			$ 26,600 *
	Pre-Sales - Gate (Sat)	220		$ 168,500 *
	Pre-Sales -Gate (Sun)	223		$ 104,250 *
Gate Sales				
	Ticket Sales - Gate (Fri)			$ 14,390
	Ticket Sales - Gate (Sat)	220	$ 268,998	$ 154,130
	Ticket Sales - Gate (Sun)	223	$ 72,765	$ 76,874
	Total Ticket Sales		**$ 616,142**	**$ 544,744**
	Total Income		**$ 1,053,313**	**$ 1,071,709**
Operating Expenses	**Administration**			
	Administration	420	$ 6,964	$ 6,600
	Administration - Bank Fees	426	$ 1,364	$ 5,300
	Administration - Disbursements	423	$ 3,685	$ 1,900
	Administration - All Event Management Wage	421	$ 146,667	$ 84,742
	Administration - Travel/Accommodation	424	$ 9,837	$ 10,100
	Administration - Wages	422	$ 9,143	$ 38,311
	Administration - Ticket Costs		$ -	$ 10,000
	Legal Expenses	431	$ 1,363	$ 1,500
	Insurance	INS	$ 17,100	$ 18,000
	Professional Fees	440	$ 5,912	$ 16,460
	Subscriptions	570	$ 800	$ 2,270
	Total Administration		**$ 202,834**	**$ 195,183**
	Airside			
	Airside - Air Control	465	$ 4,931	$ 5,000
	Airside - Display Aircraft	461	$ 385,204	$ 365,000
	Airside - Fuel (Net)	464	$ 10,023	$ 12,000
	Airside - Ground Theatre Pyrotechnics	463	$ 13,329	$ 15,000
	NZ SVAS	580	$ 33,229	$ 40,000
	Total Airside		**$ 446,716**	**$ 437,000**
	Ground Side			
	Ground Side - Displays	590	$ 15,929	$ 24,000
	Ground Side - Site	592	$ 74,858	$ 72,000
	Ground Side - Staff	593	$ 24,941	$ 23,000

back to agenda

Ground Side - TMP		594	$ 18,017		$	24,968
Total Ground Side			**$ 133,745**		**$**	**143,968**
Trade Site Expenses						
New Rags Market					$	1,664
Gold Pass Marquees					$	6,640
Food and Wine Area					$	4,461
Baxters (Power Supply paid by them)					$	1,000
Total Trade Site Expenses					**$**	**13,765**
Hospitality Expenses						
George Hood Lounge - VIP		454	$ 669		$	9,300
George Hood Lounge - Corp Table		0	$ -		$	50,511
George Hood Lounge - Gold Pass		452	$ 79,376		$	42,511
Sponsors Tents		456	$ 6,613		$	20,650
Corporate - Corp Box		0	$ -		-	
Total Hospitality Expenses			**$ 86,658**		**$**	**122,972**
Marketing						
Marketing - Advertising/Print (Advertising)		570	$ 31,285		$	-
Marketing - Advertising/Print (Print)		570	$ 35,743		$	-
Marketing - Print (Includes Collateral, Billboar		574	$ -		$	25,495
Marketing - Advertising		575	$ -		$	42,310
Marketing - Public Relations		572	$ 10,945		$	9,325
Marketing - Trade Shows		571	$ 10,181		$	8,085
Marketing - Social media and partnerships			$ -		$	500
Marketing - Sponsors Launch	573		$ 230		$	4,096
Marketing - Other					$	926
Website Management / Hosting	427 / 425		$ 2,059		$	6,000
Total Marketing			**$ 90,443**		**$**	**96,738**
Total Operating Expenses			**$ 960,396**		**$**	**1,009,626**
NET PROFIT			**$ 92,917**	**$ -**	**$**	**62,083**
Contingency of 5% of expenses					**$**	**50,481.28**
Profit After Contingency					**$**	**11,602**