



Workshop Notes

Hokitika Wildfoods Festival

WORKSHOP HELD IN THE COUNCIL CHAMBERS, 36 WELD STREET, HOKITIKA AND VIA ZOOM ON MONDAY, JULY 8, 2024 COMMENCING AT 3.00 PM.

The purpose of this workshop is for further discussion on the Hokitika Wildfoods Festival.

The purpose of the workshop is primarily for the provision of information and discussion and will not make any decisions or pass any resolutions. The workshop is public excluded.

Details within the workshop may be withheld due to its sensitivity or commercial nature.

1. MEMBERS PRESENT AND APOLOGIES

Facilitator:	Her Worship the Mayor	
Members	Deputy Mayor Cassin	Cr Phelps
	Cr Baird <i>via zoom</i>	Cr Burden
	Cr Davidson	Cr Gillett
	Cr Manera	Cr Neale
	Kw Tumahai	
Council Staff	S. Baxendale, Acting Chief Executive	T Cook, Group Manager, Regulatory, Planning & Community Services <i>via zoom</i>
	L. Crichton, Group Manager Corporate Services, Risk & Assurance	D. Maitland, Executive Assistant
	E. Rae, Strategy and Communications Advisor <i>via zoom</i>	P. Coleman, Governance Administrator
	E. Bencich, Acting Group Manager District Assets	J. Visser, Properties and Facilities Manager

NGĀ WHAKAPAAHA

APOLOGIES

Kw Madgwick.

Also in attendance –

Chris Gourley, Chair of Destination Westland Limited.

Melanie Anderson, Chief Executive of Destination Westland Limited.

Members of the Public in Attendance:

- Jacquie Grant
- Mike Keenan
- Nigel Ogilvie
- Mr Guenole

2. WORKSHOP ITEMS:

○ **Hokitika Wildfoods Festival Discussion –**

Jacquie Grant spoke on the following topics:

- The benefit to Hokitika in Tourism.
- Iconic event that is recognised throughout the world.
- Thought that the event needs a revamp, tighter management, and to be brought in house and run by Council.
- A Working Group for the event should be created which could come up with a broad direction.
- In the past there have been great events, including markets in the central business district, bands all through town, an event that included the entire business district that took place over the entire weekend.
- There should be no Free tickets.
- Council must keep ownership of this event and branding or risk losing it forever.
- Council are part of the community, this is a very important part of Council.

Mike Keenan spoke on the following topics:

- Between 2004 and 2009 this event made \$750k profit.
- Wildfoods was a community event for 3 years then moved to Council as the Chief Executive at the time saw it as a great opportunity to promote Hokitika and get tourists into the town.
- Before going to Destination Westland Ltd the Wildfoods Festival stood on its own feet, as an in house event.
- If this is given to a community organisation without council ownership it could be sold and removed from Hokitika all together.

Nigel Ogilvie spoke on the following topics:

- Children's Day can't happen without the Wildfoods Festival as costs are shared including fencing of the Square and fees.
- Council approached the Hokitika Community Trust requesting a children's day event.
- Wildfoods is the brand, there are lots of food festivals around New Zealand, it is important to keep it wild as we are in the wilderness.

Chris Gourley and Melanie Anderson from Destination Westland Ltd spoke to the following:

○ **Full Financial Reporting –**

- This item has been moved into the CONFIDENTIAL section of the workshop

○ **Full Disclosures of Ticket Sales vs Giveaways vs Unused Tickets**

- Complimentary tickets –
 - 2018 and 2019, there were 2 paid tickets to every 1 complimentary ticket.
 - Since 2022 there have been 8 paid tickets to every 1 complimentary ticket, this includes stallholder tickets and sponsorship etc.
 - 800 complimentary tickets were allocated in 2024 –
 - 100 tickets to the Hokitika Community Trust which provides the venue preparation.
 - 130 tickets were provided to Children's Day.
- 5700 paid tickets in 2024.
- DWL manage the event on behalf of Council. This currently has a very simple management contract.

- **Cost of Underwriting Event**
 - Statutory and public liability insurance.
 - Marquee hire has more than doubled in the last 10 years.
- **Value to Community Groups, Wider Community and Region**
 - Children's Day share costs and could not exist without the Wildfoods Festival.
- **Options Going Forward**
 - Possible change of direction for the festival including a music festival.
 - Social responsibility to abide by the rules (Police, Community and Public Health) balancing this is important.
 - Nationally the Wildfoods Festival is its own brand.
 - Rules and regulations have vastly increased since the days of 20,000 people attending.

3. PUBLIC EXCLUDED SECTION: (4.03 pm)

The remainder of the workshop was held with the Public Excluded to

Protect information where the making available of the information:

- (ii) would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information

(S. 7(2)(b))

The workshop closed at 5.02 pm