

Subject: FW: WCC Grant application - Carter Observatory

From: Peter Williams [mailto:PeterWilliams@sirdargroup.com]

Sent: Tuesday, 11 September 2007 5:00 p.m.

To: Katharine Macann

Subject: WCC Grant application - Carter Observatory

Hi Katherine,

I am replying to you on behalf of Richard Bentley regarding Carter Observatories application to the Wellington City Council for a grant towards their opening celebrations.

Sorry it has taken a while to come back to you but there have been some changes to the opening dates that will effect our original application. The opening date is now going to be late January instead of December. This will mean that the Aotearoa One Waka Hourua visit will not be in Wellington in late January. Below I will answer you questions that best I can as the event is still being finalised.

Event

The week before the actual opening day Carter Observatory will be holding briefing sessions with tourism intermediaries and the press. These briefings will cover all aspects of the "new" Carter Observatory as well as the opening celebrations. As the major priority for Carter going forward will be to increase the numbers of visitors to the facility the tourism sector will be briefed on the following:

- Present new Carter visitor packages to local and international tour operators
- Ensure all local information outlets are informed.
- Distribution of new promotional brochures to standard outlets throughout the country

Evening before: (Wednesday)

A cocktail function and preview will be held in the Exhibition and Functions room at Carter Observatory. This will be an invite only function headed by Ministers of the Crown and the Mayor of Wellington. Approximately 100 guests will be invited to the preview where they will receive a presentation from Richard Bentley the Chairman of Carter Observatory.

Opening Ceremony (Thursday 2pm)

The opening ceremony will take place at Carter Observatory at 2pm. The actual format of the day is still being finalised as there is a possibility that local Maori may be involved in a dawn type ceremony. The opening ceremony will include:

- All Maori protocols – this will include a Maori welcome and Kapa Haka performances – it is estimated that the total group will be approximately 20 to 30.
- Guest speakers – Minister of the Crown, Mayor of Wellington. Eminent person and Richard Bentley
- The official guest list will be approximately 100
- Guided tour for invited guests through the new Visitor Experience.
- At this stage it is difficult to gauge the number of members of the public who will attend. The

opening will be well publicised via the media as well as through the Carter mailing list which is currently distributed to over 500 people.

- Afternoon tea will be served to invited guests at the conclusion of the opening ceremony.

Saturday

AM

There is a “kids” morning at Carter being developed where families can come and experience the new Carter. The promotion of this function will be made through the channels above as well as through schools.

Estimate of the number of members of the public who will attend

As mentioned above this is a difficult one to judge. There is going to be good publicity of the overall celebrations as well as Clemenger BBDO have indicated that their team are willing to give their time to help drive the promotion of visitors to the Observatory.

Budget for Aotearoa One Waka Hourua

As mentioned above the Waka Hourua visit by Aotearoa One and Te Aurere will be in November and not January so the \$11,000.00 cost will need to be removed from the application amount.

Clemenger BBDO

Clemenger BBDO have agreed to pro bono all strategy, planning, account service and creative work. There will be costs for any photography and media placements. We have a meeting scheduled with Clemenger in two weeks to discuss the various options they are going to put to us. At this point we are unable to give an accurate figure for the cost of the media side of the promotional work. In the revised budget that follows I have added an allowance of 10k for media costs. I will be able to confirm more accurate figures within the next few weeks.

If the WCC doesn't approve the full amount of the requests?

If the full amount of the grant is not available Carter Observatory would scale back the opening celebration to fit within the figure that is received.

Revised budget

Maori content – Protocols, guest speakers,	
Kapa Haka performance group	\$ 2,000.00
Catering x 100 Opening ceremony	\$ 1,600.00
P.A. System & lights	\$ 1,000.00
Cost of media coverage (estimated)	<u>\$10,000.00</u>

Sub total	\$14,600.00
Less ineligible costs	<u>\$ 1,600.00</u>
Total	\$13,000.00

If you have any questions please don't hesitate to contact me.

Regards

Peter

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Doing my wealth dynamics profile ([click here](#)) and reading the book "Your Life Your Legacy" ([click here](#)) has fundamentally changed the way I do business!!

You MUST watch the movie THE SECRET – email me and we will get you a copy!

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