

Community Development - Grants GRA210750650



1 Dunorling Street
PO Box 122, Alexandra 9340
New Zealand

03 440 0056

Info@codc.govt.nz
www.codc.govt.nz



Application For
Which Grant
Grant Application

Maniototo Community Board
Promotions
GRA210750650

The Applicant:

Organisaton Name
Contact
Phone
Email
Address
Organisaton Type

Central Otago District Arts Trust
Janess Bean
+64274773458
jan.bean@xtra.co.nz
18 Lookout Drive, Little Valley, Alexandra 9320
Charitable Trust

The Project:

Project Name
Description

Cover to Cover - Authors Talks
"We need writers and artists to show us the worlds we may not be able to see" We wish to establish this literary project over the next three years; we intend bringing renowned New Zealand and international writers to Central Otago to share their stories and the magic of their words with book lovers, writers and readers. The first Cover to Cover event will feature Fiona Sussman, born and raised in South Africa, now based in Auckland for over 30 years, and proud to also be a resident of Central Otago. Her novels and short stories have been published internationally and most recently Fiona was awarded the NZ Booklovers Award for Best Adult Fiction 2021 for her novel Addressed to Greta. We expect the 2021 event to be the 'pilot' of a series, with two events in year 2, building up to three events in year 3. By this time, reputation, success and popularity will hopefully have grown sufficiently to allow us to find an ongoing sponsor with naming rights for the event. Council funding will allow CODAT to present these events in a professional manner. Funding will allow us to - provide a comfortable and attractive environment and venue for the event; create a professional permanent Cover to Cover banner; advertise the event widely; provide transport and accommodation for visiting writers; hire audio equipment and staging blocks. We will conform to the Central Otago

World of Difference principles and palette.

Start Date

01/07/2021

End Date

30/06/2024

The 4 well beings

Social

Central Otago has a strong literary tradition and magnetism and CODAT has assessed that there is a strong appetite for literary events in the region. Central Otago is home to many well-known and emerging writers who present their work in many different formats - contemporary fiction, young adult and children's writing; poetry, memoir, historical writing, essays and short stories. Books provide provocative, thought-producing, diverse comment; they deal with social issues facing the world; they can help to make positive change. Some small rural communities (eg Otarehua) have become hubs for writers and writers' retreats; Henderson House resident writers share new writing and innovative ideas with the community. As the first event falls on Blossom Festival Weekend 2021 and sits alongside the Otarehua Writers Retreat, it provides another significant event for people to enjoy, to learn and to share ideas. Across the Bridge in Bannockburn follows on.

Economic

Each event will be ticketed. Ticket income, plus Promotions Grant funding, will cover the cost of the events. It has been established that most writers have excellent social media profiles with significant following. Keen readers will travel from outside the region to hear a favourite writer - visitors will be encouraged to stay longer in the area, to sample the tourism offerings within, or perhaps be part of a writers' workshop. Our invited writers will be offered accommodation and hosting during the term of their stay in Central Otago.

Environmental

This event will 'start small' - along with the others to follow in subsequent years, it will have a minimum negative impact on the environment. It is also planned that future Cover to Cover events will present writers who will share their conservation ideas and sustainable thoughts through their work.

Cultural

Supporting, developing and promoting the arts contributes to shaping personal and community identity and helps strengthen a sense of place. Cover to Cover will introduce writers to our community who represent diverse cultural identities - our own tangata whenua, alongside Pasifika, Asian and other internationally recognised writers for whom English may not be their primary language eg. Jindra Tichy, whose first language is Czech but who has been a resident in Otago for many years. Her memoir was published recently and launched in Dunedin.

Measures

Our financial success will be measured by ticket sales and attendance figures. Attendance will be monitored and follow up measures will take place to assess customer satisfaction and recommendations for further events. We will consider this project a success if we introduce our local communities to new and exciting experiences which

will leave them waiting eagerly for the next Cover to Cover event which will leave them with more questions than answers; which will open their eyes to new and exciting literary talent of all genres, alongside our well-loved established New Zealand writers and laureates.

Meet at least three of the strategic priorities:

Promotions was selected

Event been on before?

No

Frequency

Other - please fill out the Different Frequency box

Different Frequency

One-off event in 2021. Bi-annually in 2022 - one event in June and the other in September each year. Thereafter 3 events in 2023 and 2024.

Other events happening?

Blossom Festival; Oturehua Writers Retreat - both of these events significantly enhance and complement Cover to Cover. Cover to Cover will round off the Blossom Festival Weekend on Sunday afternoon and the organisers and attendees of the Oturehua event will be invited to attend. Our event will precede Across the Bridge in Bannockburn.

The Budget:

| | |
|---------------------------|--------|
| Year 1 - 2021/22: | 485.30 |
| Year 2 - 2022/23: | |
| Year 3 - 2023/24: | |
| Total Requested \$ | |
| | 485.30 |

Cost Breakdown

To provide a substantial, permanent banner to advertise Cover to Cover events. Any graphic design will conform to the Central Otago World of Difference colour palette and will respect the environment.

Previously received funding?

Yes

Amount Received

35000.00

Backup Plan

If we do not get funding for this banner we will have to delay the purchase until the next financial year. This would be a shame, as being able to display it for our first event, would make an immediate, professional statement and put the Cover the Cover brand and logo front and foremost in people's minds.

The End:

Attachments Ticked

- Information about other funding you have applied for
- Financial statement (for applications under \$10,000)
- Supporting documentation such as letters of support, quotes and estimates (if applicable)

All information provided is complete and correct True

Have read and acknowledge the standard Central Otago Terms and Conditions of Grant Funding Yes

Acknowledge that your application will be assessed in accordance with the principles and objective contained in the Grants Policy and that Council's representative funding committee is the final decision-making authority Yes

Information about your application (including the applicant's name, project title, and a summary of the proposal) and any approved funding may be made publicly available by Council Yes

If successful, the grantee will be required to report on the success or otherwise of the event following completion of the project or at a time to be agreed Yes

Name: Janess Bean

Date 28/07/2021

Signature (8 kb)



Cover to Cover Project

Other funding applied for -

The Central Otago District Arts Trust has applied to the Vincent Community Board for Promotional Grant funding for this new series of literary events, branded Cover to Cover.

The Central Otago District Arts Trust has applied to Cromwell Community Board for Promotional Grant funding for coordinators fees over the next 3 years.

The Central Otago District Arts Trust intends to apply to Teviot Community Board for assistance with the graphic design elements necessary to promote the Cover to Cover events.

See attached budget for entire project over the next 3 years.

Cover to Cover Literary Events

CENTRAL OTAGO DISTRICT ARTS TRUST

October 2021 - June 2024

EXPENDITURE

July 2021-June 2022 July 2022 - June 2023 July 2023 - June 2024

| | | | |
|--|-------------------|-------------------|-------------------|
| Accommodation | \$ 370.00 | 500.00 | 500.00 |
| Advertising and publicity | | | |
| Coordination fee | \$ 1,600.00 | 3200.00 | 4000.00 |
| Food and Beverage | \$ 1,250.00 | 2500.00 | 3750.00 |
| General | | | |
| Gifts | \$ 100.00 | | |
| Graphic design - logo/branding package | \$ 700.00 | | |
| Hireage dais | \$ 40.00 | | |
| Hireage microphones | \$ 25.00 | 272 | 414 |
| Office Expenses | \$ 50.00 | 100.00 | 150.00 |
| Printing, stationery | \$ 126.05 | 161.00 | 241.50 |
| Vinyl banner | | 485.30 | |
| | | | |
| | | | |
| TOTAL EXPENDITURE | \$4,261.05 | \$7,218.30 | \$9,055.50 |

INCOME

| | | | |
|----------------------------------|---------|---------|---------|
| Ticket sales | \$1,500 | \$3,000 | \$4,500 |
| Accommodation | 185 | | |
| Venue and staff | 280 | | |
| Food and beverage | 200 | | |
| Advertising design and publicity | | | |

In Kind contributions

Cover to Cover - for event Sunday 26th September 2021

Flowers by Wild and Bliss, Arrowtown - no charge

Bateman's Publishers - design of poster and publicity material - no charge

Accommodation at Olivers, Clyde - 50% discount valued at \$185

Food and beverage at Olivers, Clyde - \$200 - \$4 discount on each ticket (50 tickets)

Venue and wait staff at Olivers, Clyde