



Report 07.474
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Committee Landcare
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Regional Outdoors Programme - event pricing

1. Purpose

To review the approach to pricing events in the Regional Outdoors Programme (ROP).

2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

Participant feedback through surveys and other means indicates that people very much appreciate the free or low cost events in the ROP. This is mainly achieved through GW meeting the cost of staff time (including a temporary Booking Officer), sundry supplies and the very able assistance of volunteers and other agencies.

While most events in GW Parks' Regional Outdoors Programme (ROP) are and will remain free to participants, some involve direct costs such as transport and portaloos.

To date the approach to pricing these events has been one of basing charges on the total of quotes received for direct costs and dividing the figure by the maximum number of target attendees, allowing for GST and rounding up to the nearest dollar. For example 30 attendees when a 30 seater bus is booked. In some cases where demand is high we ask for payment in advance e.g. Rimutaka Rail Trail, 4WD trips. This gives encourages people to advise us that they cannot turn up and does not leave us out of pocket.

However this approach does leave GW a little exposed if people do not turn up to a particular event even if they have reserved a place. This can happen if the weather turns inclement and conditions appear uninviting.

4. **Comment**

We will ask all participants booking for events in the Regional Outdoors Programme 2008 to pay any related charges in advance. This may entail extra administration if events are cancelled but clarifies the arrangements and eases organisation of transport and supplies.

There is a choice of approaches to charging for events in the Regional Outdoors Programme:

1. Adding a set percentage to the cost of direct services for the events eg 10%. Total participant revenue for last summer's Regional Outdoors Programme was \$8027, so this would amount to around \$800. However some events are charged on a per head basis so this would raise charges over and above GW's financial exposure.
2. Instituting price "bands" whereupon particular types of events would be charged at a multiple of \$5. For example:
 - 4WD trips or single drop-off or pick-up events: \$10 per person or \$30 for a family (2 adults, 2 children under 14 years).
 - Extra transport and/or portaloos: \$15
 - Events involving multiple stops: \$25
 - Children's rates (for those under 14): 60% of adult rate

This would result in some price increases at the lower end of the scale eg \$8 to \$10 and price setting would be less transparent than Option 3 (see below). However, event pricing would become more straightforward for participants. Particularly for advance payments.

3. Continue with setting charges on the basis of costs related to individual events. We will retain the options of charging children's and/or family rates if the event is suited to such an offer eg 4WD trips.

Where the supplier levies a per head charge that will be passed on, allowing for other direct costs eg colour brochures but no other increments.

To minimise Council exposure to extra costs we would adjust the target attendance to 90% of the maximum capacity.

5. **Communication**

Event pricing will be published along with the details of individual events in the liftout planned for the December issue of *Elements*, and on our website.

6. **Recommendations**

That the Committee:

1. ***Receives the report.***

2. ***Approves the adoption of Option 3 in relation to the event pricing for the Regional Outdoors Programme.***

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