

Events Investment Funding Application Form

The items below should all be expanded on in your business plan, but we ask that you provide summary details on this form and include it in your application. *Please complete this in full – partially completed questionnaires will not be progressed.*

CONTACT DETAILS

Primary contact/ Event organiser	Scott Rice		
Address	Level 1, 294 Hibiscus Coast Highway Orewa, 0946	Phone number(s)	09 486 0240
		Mobile number	027 477 5796
Email address	scott@quantumevents.co.nz		

EVENT DETAILS

Name of event	Bay of Islands Classic	Event date(s)	2019, 2020, 2021
Location of event	Paihia and Russell		
Webpage URL	www.oceanswim.co.nz		
Is this the first time the event has been held?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	
If no, how many times has this event been held and where?	It has been held 9 times. Paihia for 8 of those and Russell las		
Financial objective (tick one)	<input checked="" type="checkbox"/> Fundraising/profit	<input type="checkbox"/> None (cover costs)	
Event description	The Bay of Islands Classic is an recreational ocean swimming event consisting of five swim distances. 3.3k from the main beach in Paihia across to Russell offers a challenge to experienced swimmers. The 750m is a good distance for swimmers who just starting out. 100m, 200m & 300m OceanKids distances for 7-12 year olds.		

EVENT INFORMATION

How many attendees do you expect will attend from:

Please provide as close an estimate of the numbers as possible for each of the following categories (it is better to underestimate attendance than to over estimate)

Numbers Expected	Northland (not incl. Far North)	Rest of N.Z.	Overseas	Far North
Participants	90	600	15	70
Spectators	175	1300	30	170
Trade / Event staff	5	10	0	15

Anticipated accomodation needs:

	Number of beds	Number of nights
Paid accommodation	885	1515
Friends & family	295	505

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How long do you expect visitors from each of these areas to attend your event (in days)

Within the Far North district?	1 day
From the wider Northland region (not including Far North)?	2 days
From outside of the Northland region?	3 days
From overseas?	4 days

BUSINESS PLAN

We ask all applicants to provide a business plan for their event. This business plan must include the following information such as:

Event background

- How did your event start?
- Why is it being held?
- What other funding has been secured to enable the event to proceed?

How will your event meet the following principles?:

- Events and festivals help us celebrate our culture and the place in which we live in.
- Events contribute to building stronger communities.
- Events showcase the best a community has to offer in terms of sports, arts, culture, natural environment and facilities.
- Events enhance the quality of facilities, promote the district and deliver economic benefit.
- Sustainable events implement environmentally responsible practices, minimize negative impacts on neighbourhoods and natural areas, optimize use of resources and are financially sustainable.
- Event identity – the festival or event celebrates the Far North in an exciting and vibrant way. Consideration will be given to its uniqueness in the Far North.

FINANCIAL INFORMATION

Is your organisation registered for GST? ☒ Yes ☐ No GST number

Provide a detailed costs estimate for the project or event (GST excl.)

Total cost: the total amount of the estimated quoted cost against the appropriate item

Amount requested: (item) the amount the Board is being requested to contribute.

Please Note:

- If your organisation is GST registered, all requested amounts must be GST exclusive.
- Do not enter cents – round the values up or down to the nearest dollar
- Do not use the dollar sign (\$) – just enter the dollar value
- If you are applying for operating costs of a programme, please attach a programme outline

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	Expenditure	Total cost	Amount requested
Rent/venue hire	See separately supplied forecasted budget		
Advertising/promotion			
Facilitator/professional fees ²			
Administration (incl. stationery/copying)			
Equipment hire			
Equipment purchase (describe)			
Utilities			
Hardware (e.g. cement, timber, nails, paint)			
Consumable materials (craft supplies, books)			
Refreshments			
Travel/milage			
Volunteer expenses reimbursement			
Wages/salary			Not applicable
Volunteer value			Not applicable
Other (describe)			
Totals		\$	\$

² If the application is for professional or facilitator fees, a job description or scope of work must be attached.

A full budget breakdown has been included in our business plan instead of being completed above

Events Investment Funding Application Form

PRIVACY INFORMATION

The information you have provided on this form is required so that your application for funding can be processed. Once this application is lodged with Council it becomes public information and may be made available on Council's website. If there is sensitive information in the proposal or personal details you wish to be withheld, please advise. These details are collected to inform the general public and community groups about all funding applications which have been submitted to Far North District Council.

APPLICANT DECLARATION

This declaration must be signed by two people from your organisation who are 18 years of age or older with the authority to sign on behalf of the organisation. Signatories cannot be an undischarged bankrupt, cannot be immediately related, cannot be partners and cannot live at the same address. They must have a day time contact phone number and be contactable during normal business hours.

On behalf of: (Full name of organisation)

We, the undersigned, declare the following:


1. We have the authority to commit our organisation to this application and we have been duly authorised by our governing body.
2. We acknowledge and agree that the Far North District Council may disclose or obtain information related to the funding of the organisation from any other government department or agenda, private person, or organisation.
3. We have attached our organisation's most recent statement of income and expenditure, annual accounts, or other financial documents that demonstrate its ability to manage a grant.
4. Individuals associated with our organisation will not receive a salary or any other pecuniary gain from the proceeds of any grant money arising from this application.
5. The details given in all sections of this application are true and correct to the best of our knowledge, and reasonable evidence has been provided to support our application.
6. We have the following set of internal controls in place:
 - Two signatories to all bank accounts (if applicable)
 - A regularly maintained and current cashbook or electronic equivalent
 - A person responsible for keeping the financial records of the organisation
 - A regularly maintained tax record (if applicable)
 - A regularly maintained PAYE record (if applicable)
 - The funding and its expenditure shown as separate entries in the cash book or as a note to the accounts
 - Tracking of different funding, e.g. through a spreadsheet or journal entry

Events Investment Funding Application Form

We agree to the following conditions if we are funded by Events Investment Grant Funding:

1. To spend the funding within 12 months of the date of grant approval unless written approval for an extension is obtained from Council before that 12 month period ends.
2. To spend the funding only for the purpose(s) approved by Far North District Council.
3. To return to the Far North District Council any portion of the funding that we do not spend. If our payment includes GST we will return the GST component of the amount to be returned.
4. To acknowledge the receipt of Event Investment funds as a separate entry in our accounts or in a note to our accounts in our organisation's annual report.
5. To acknowledge any financial contribution from Far North District Council on signage and in any publicity relating to the project and to provide copies or photographic evidence of same.
6. To make available any files or records that relate to the expenditure of this funding for inspection if requested by the Far North District Council or its auditors.
7. To complete and return a Project Report within two months of the event. Applicants who fail to provide a project report within this timeframe will not be considered for funding for stand-down period of five years.
8. To inform the Far North District Council of significant changes in our organisation before this application has been considered or the funding has been fully used and accounted for (such as change in contact details, office holders, financial situation, intention to wind up or cease operations, or any other significant event).
9. To lay a complaint with the Police and notify the Far North District Council immediately if any of the funding is stolen or misappropriated.
10. To notify the Far North District Council immediately if our GST status changes.

SIGNATORY ONE

Name	Scott Rice	Position	Managing Director
Postal address	P O Box 605 Orewa	Town	Auckland
		Post code	0946
Phone number	0274 775 796	Mobile number	0274 775 796
Signature		Date	26/09/18

SIGNATORY TWO (IF APPLICABLE)

Name		Position	
Postal address		Town	
		Post code	
Phone number		Mobile number	
Signature		Date	

Events Investment Funding Application Form

CHECKLIST

- ☒ Completed application form
- ☒ Business plan
- ☒ Financial information
- ☒ Details of all other funding secured or pending approval for this project
- ☒ Signed applicant declaration

BUSINESS PLAN

Bay of Islands Classic 2019-2021

Event Background:

The Bay of Islands Classic set to take place in December 2018 will mark the events' 10-year anniversary. The event is part of the New Zealand Ocean Swim Series consisting of seven events throughout New Zealand, each summer the series has either started or more recently finished in New Zealand's first capital Russell.

Why is it being held?

- To improve the water confidence, health and wellbeing and swimming ability of Far North residents
- Bring vibrancy, visitors and a positive economic impact to the Far North area
- Positive contributor to our Series line-up offering swimmers and their supporters a beautiful destination to swim and enjoy each year.

What other funding has been secured to enable the event to proceed?

We have event sponsors but only one is committed via agreement through to the 2019, 2020 and 2021 events. The rest will need to be renewed next year. Secured funding has been stated in the forecasted event budget which has been supplied with this application. Entries for the 2019 event will open mid-August 2019.

How will the event meet the following principles?

Events and festivals help us celebrate our culture and the place in which we live?

The Bay of Islands Classic showcases the beautiful towns of Paihia and Russell, the water spaces and the surrounding islands that make up the Bay of Islands.

The Waitangi Treaty Grounds allow visitors to learn about the history and culture of the region and we encourage swimmers and spectators to visit while they are staying in the area.

We invite Council to provide us specific cultural content to include in event communication channels.

We would welcome the opportunity to work together with Council to create a culturally significant welcome prior to our main swim starting from Paihia. This could include Kapa Haka, speech from the Major and/or the presence of a Maori Waka in the ocean.

Events contribute to building stronger communities.

With the shared goal of preparing for the event, many swimmers join local swim squads/clubs during the summer which helps to build these community organisations.

The event encourages residents to stay fit and active, by giving them an event to work towards and a goal to strive for. The event grows awareness & education for swimming, water safety and sun safety all of which strengthens the community.

The Bay of Islands Classic event will develop vibrancy in the region, contribute to resident pride and strengthen and develop social connections by bringing communities together on event weekend to watch or participate.

Events showcase the best a community has to offer in terms of sports, arts, culture, natural environment and facilities.

The event showcases the natural environment in the towns of Russell and Paihia, the water spaces and the surrounding islands that make up the beautiful bay of islands.

The event utilises many local facilities throughout the duration of the event. Locations such as the Paihia community hall, Russell town hall, Russell and Paihia wharves and the Russell and Paihia village green.

Other facilities will benefit from community involvement in the event such as swimming facilities the local community may use to train for the event.

The event also showcases the sport of swimming, bringing awareness and recognition to top swimmers and local swimmers who challenge themselves to take part in the event.

Events enhance the quality of facilities, promote the district and deliver economic benefit.

The event promotes the Far North District nationally through our channels and a national marketing campaign and delivers economic benefits to the region. Over the last 9 years the Bay of Islands Classic has brought in \$6.3mil of direct economic investment for the region. We expect the 2019, 2020 and 2021 events to deliver an estimated \$2million for the region.

The event has delivered well over \$1mil in commercial awareness and profile value for the Far North District since 2009 through event PR and marketing campaigns.

Each summer the event uses local contractors for event services such as waste and traffic management and toilets. Event participants and supporters contribute to the local economy through spending money on food in local cafes and restaurants, accommodation, retail stores, public transport and tourist activities.

Sustainable events implement environmentally responsible practices, minimise negative impacts on neighbourhoods and natural areas, optimise use of resources and are financially sustainable.

We partner with the charity Sustainable Coastlines, encouraging participants to donate to the charity and setting up local beach and waterway clean ups in the event region.

As a business we strive to be as sustainable and environmentally responsible as we can. We ensure that on event day we have adequate numbers of waste and recycling bins on site.

We encourage food vendors to use environmentally friendly packaging and other contractors to be environmentally sustainable as much as practicable.

Event crew ensure that all spaces we use are thoroughly cleaned at the end of the event and endeavour to ensure minimal impact on the environment when packing down the event site.

Event identity - the festival or event celebrates the Far North in an exciting and vibrant way. Consideration will be given to its uniqueness in the Far North.

Each of the swims in our national series offer something unique. In the case of the Bay of Islands Classic it is the main swim and the event location itself. The 3.3km event gives swimmers the opportunity to traverse across the harbour between Paihia & Russell, normally a trip taken by ferry. The beautiful natural scenery & chilled out holiday environment makes the event destination extremely appealing to our out of town event visitors.

NB: Please also refer to the SUPPORTING INFORMATION document supplied for more information.

BAY OF ISLANDS CLASSIC

SUPPORTING INFORMATION



NEW ZEALAND
**OCEAN
SWIM**
SERIES



Far North
District Council

PROPOSAL SUMMARY

Dear Sheryl and Kathryn,

The Bay of Islands Classic is a unique event for the Far North that delivers significant value for the region. This document includes an;

- Event Overview
- Economic Impact Statistics
- Deliverables to the Council's Key Event Outcomes
- Council's Partner Benefits
- Contribution Request



Kind regards

Scott Rice
Managing Director
Quantum Events



EVENT VISION



“To provide a professionally managed annual event that promotes swimming and water safety to people of the Far North, encourages participation, builds strong communities, drives the economy, and showcases the region to New Zealand and the World.”

BAY OF ISLANDS CLASSIC - FAST FACTS



LOCATION

- Russell and Paihia
- Harbour Areas



PROMOTION

- Significant National Marketing and PR Campaign
- www.oceanswim.co.nz



PART OF SERIES

- One of seven events of the New Zealand Ocean Swim Series
- Annually held in the shoulder season
- Established 2009



SWIM DISTANCES

- 200m OceanKids
- 500m
- 1000m
- Long Swim (3.3km)



ENTRY FEES

\$25.00 - \$79.00



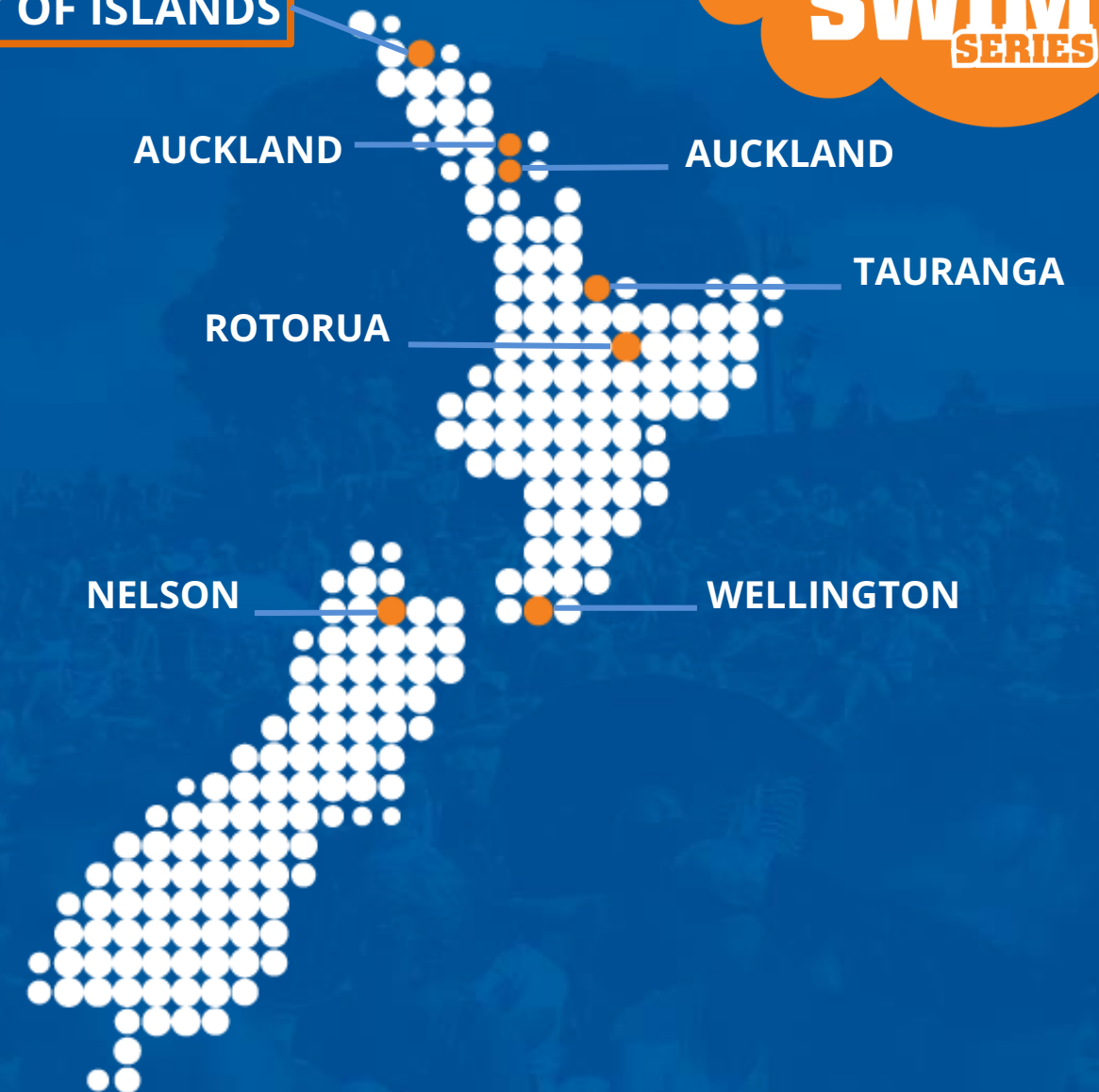
AUDIENCE

- 2000 Swimmers/Spectators
- 120,000 Online Audience
- Peripheral Reach 750,000
- Local and Domestic Audience
- Ages 6 - 85 years
- Visitors with a higher than average discretionary spend

MANAGEMENT

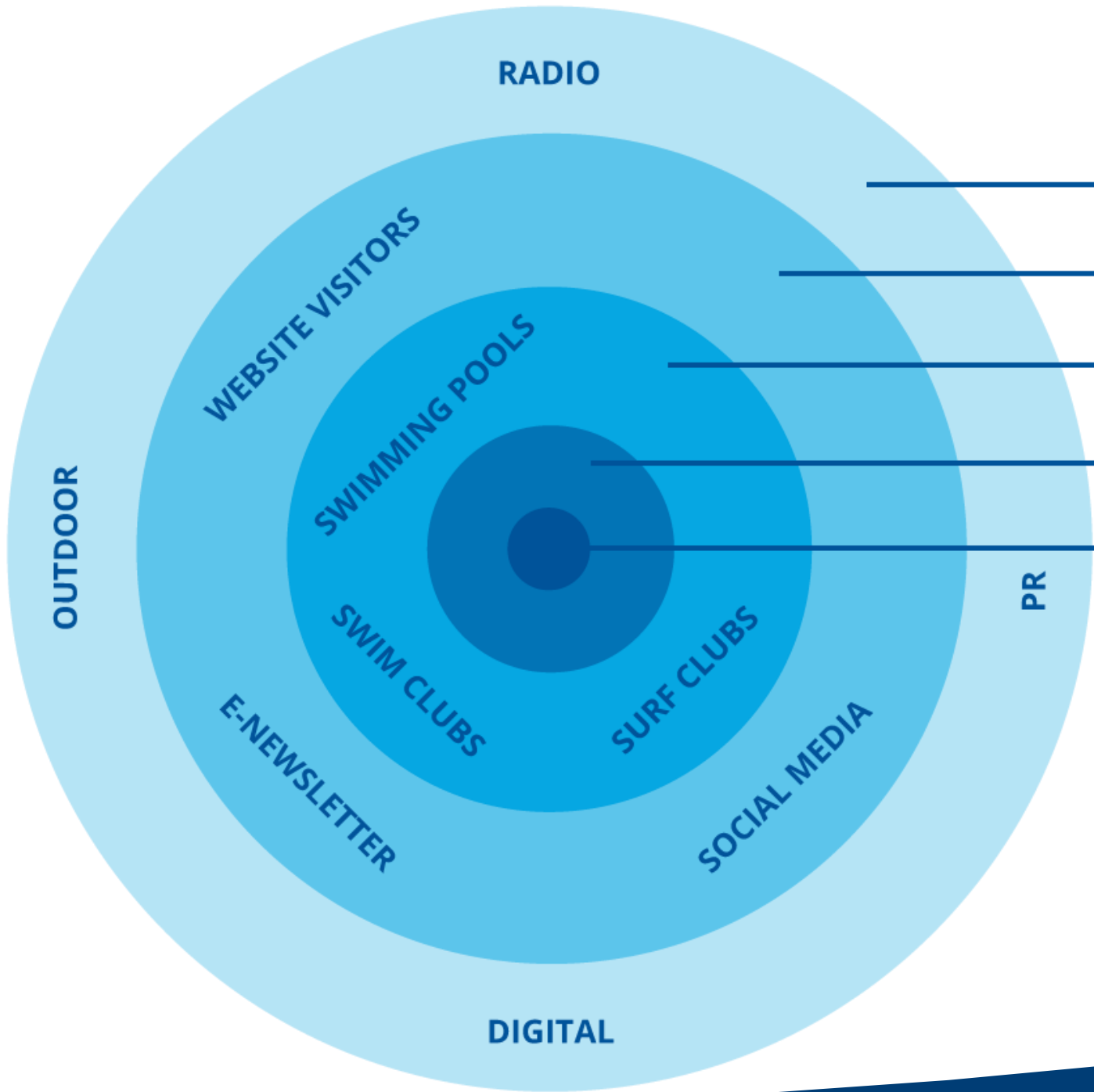
- Event Owner Quantum Events
- Established 2003

BAY OF ISLANDS



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PART OF A SERIES WITH EXTENSIVE NATIONAL REACH



WIDER COMMUNITY	2,500,000
ENGAGED FANS	1,600,000
SWIMMING COMMUNITY	500,000
SPECTATORS	20,000
PARTICIPANTS	7,500

TOTAL REACH	4,627,500
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SUSTAINABLE COASTLINES



- The Series officially partners with charity Sustainable Coastlines
- Doing our part to keep rivers, ocean and beaches clean
- Supporting with an annual donation of NZ\$7,500

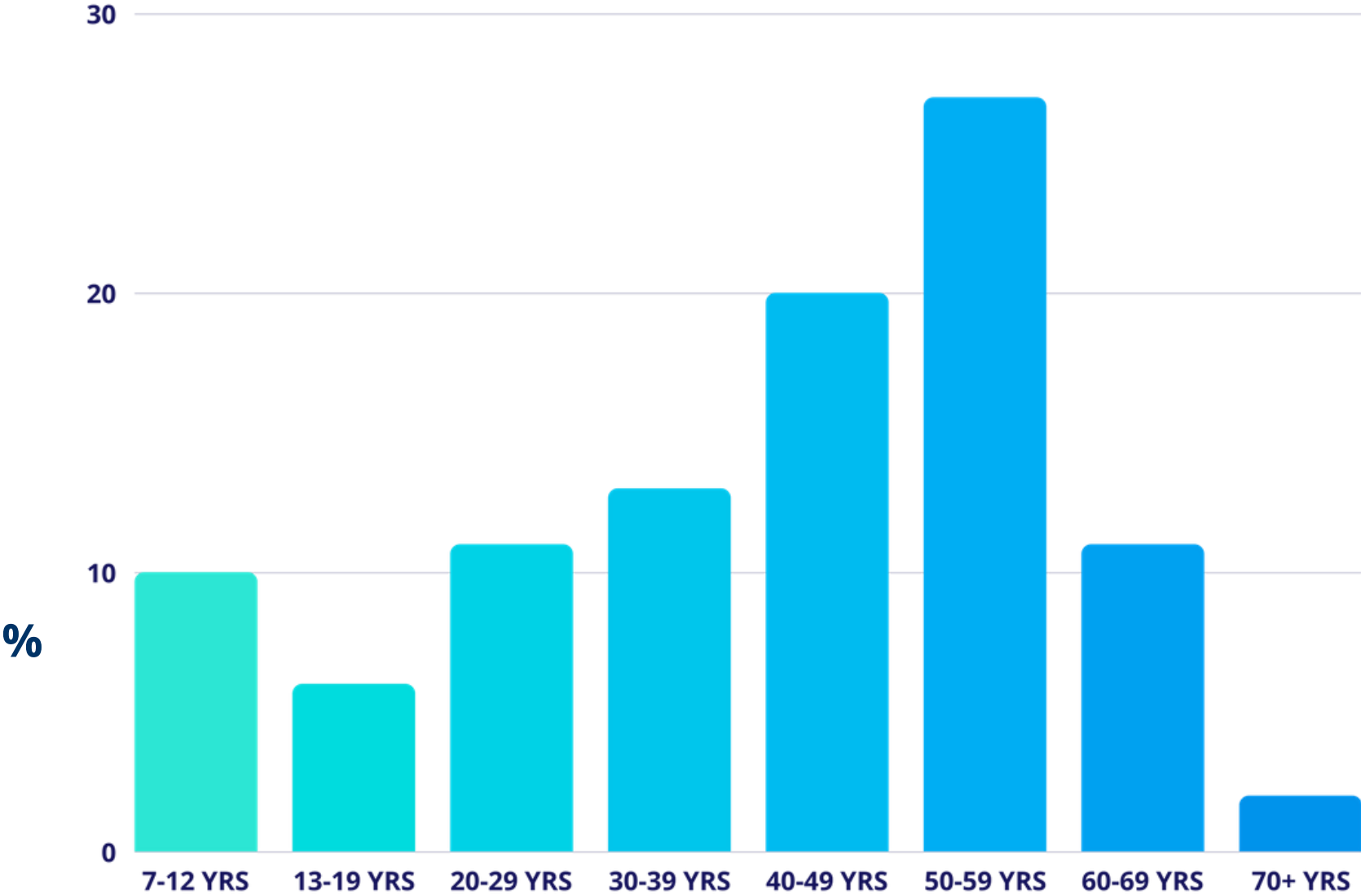


THE AUDIENCE



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BAY OF ISLANDS CLASSIC DEMOGRAPHIC



PARTICIPANT AGE

MALE
53%

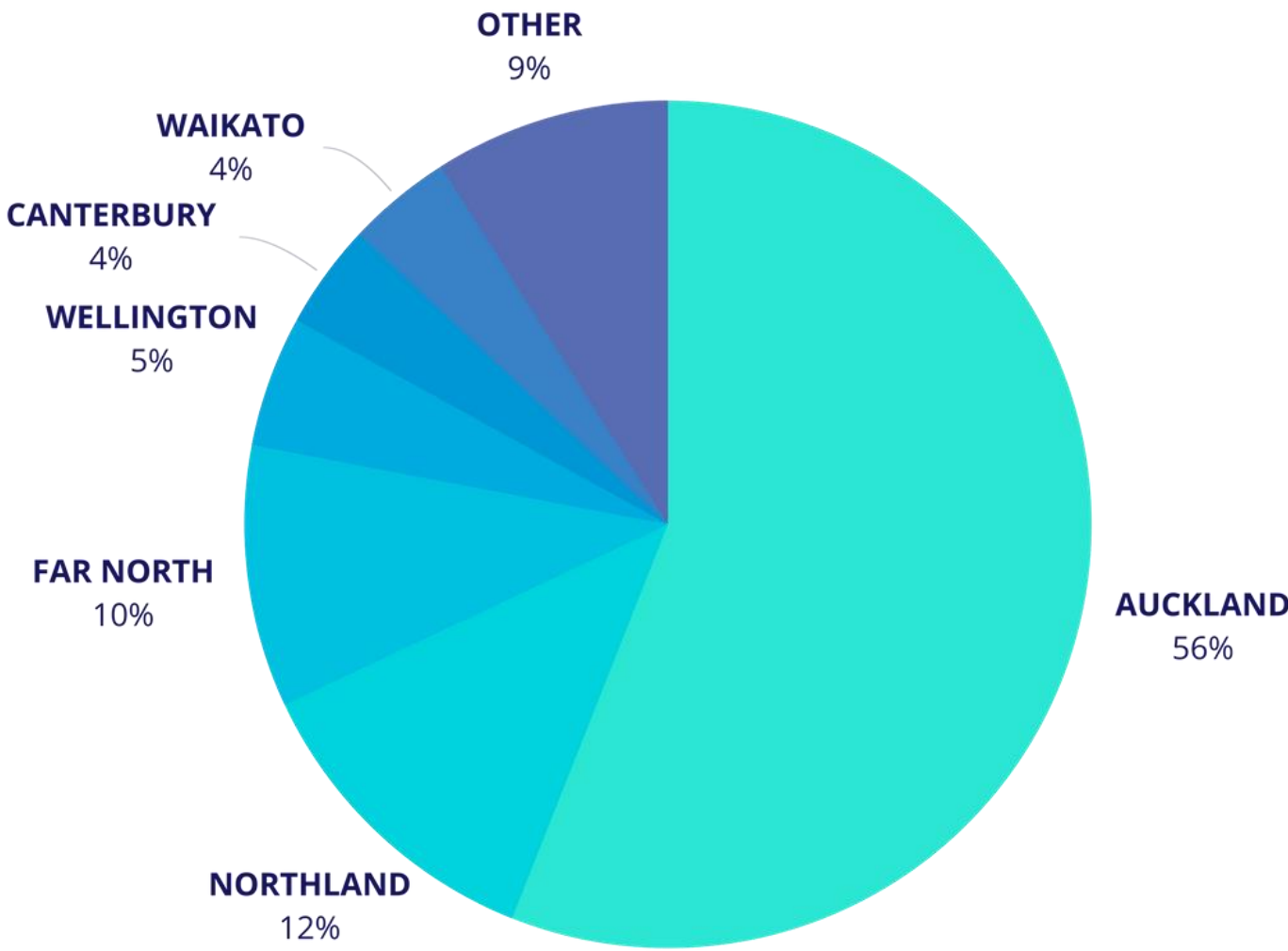


FEMALE
47%

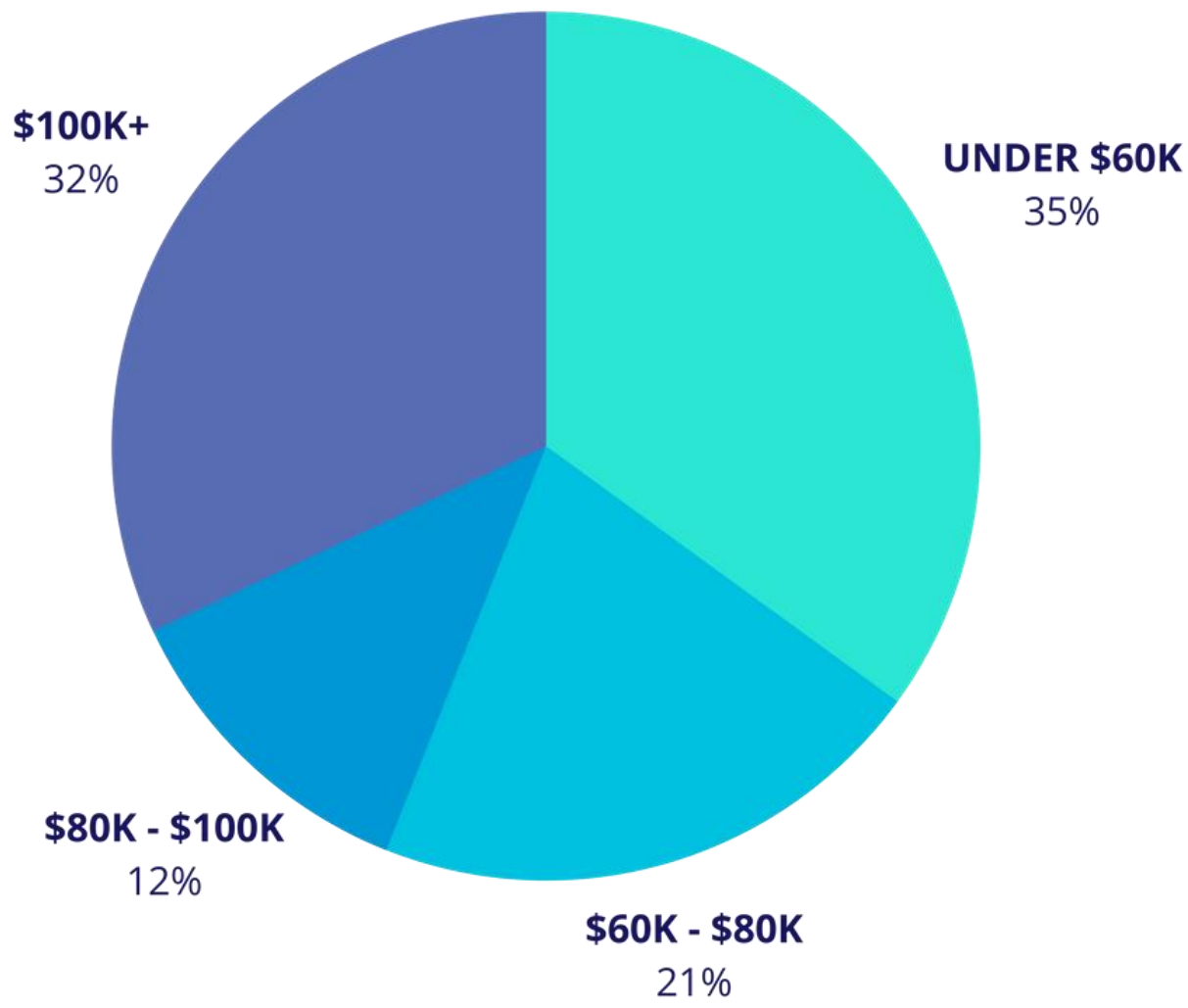
BAY OF ISLANDS CLASSIC DEMOGRAPHIC



PARTICIPANT ORIGIN



ANNUAL INDIVIDUAL SALARY



WHY DO PEOPLE DO IT?

- Personal challenge
- To stay fit and healthy
- Community connection and social interaction
- Mental challenge to overcome a fear
- Lofty goal following illness or injury



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ECONOMIC IMPACT EVENTS 2009 - 2017



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ECONOMIC IMPACT

VISITORS TO FAR NORTH REGION BETWEEN 2009 - 2017



Group	Economic Impact
Participants	\$2,863,978
Supporters, Friends and Family	\$3,500,418
Total Economic Investment Between 2009 – 2017 (9 events)	\$6,364,396

Figures calculated based on the recommended Tourism NZ visitor day trip and nightly spend levels along with participant and supporter numbers and their travel habits from the Bay of Islands Classic 2009-2017 events

ECONOMIC IMPACT DECEMBER 2017 EVENT



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ECONOMIC IMPACT – SUMMARY TABLE

VISITORS TO FAR NORTH REGION - DECEMBER 2017 EVENT



Group	Number	Economic Impact
Participants*	625	\$288,364
Supporters, Friends and Family	770	\$336,543
Total Economic Investment in to the Far North region from the 2017 event		\$624,907

***Note:** Only includes participants entered in the event that reside outside of the Far North Area.

Figures calculated based on the recommended Tourism NZ visitor day trip and nightly spend levels along with participant and supporter numbers and their travel habits from the Bay of Islands Classic, December 2017

ECONOMIC IMPACT – PARTICIPANTS

VISITORS TO FAR NORTH REGION - DECEMBER 2017 EVENT



Duration	Unit Cost	Number	Percentage	Value
1 Night - paid accommodation	\$341	179	38%	\$61,039
1 Night - staying with friends and/or family	\$191	59		\$11,269
2 Nights – paid accommodation	\$682	169	36%	\$115,258
2 Nights – staying with friends and/or family	\$332	56		\$18,592
More than 2 nights – paid accommodation	\$1023	61	13%	\$62,403
More than 2 nights - staying with friends and/or family	\$573	20		\$11,460
Daytrip	\$103	81	13%	\$8,343
		625	100%	\$288,364

Figures calculated based on the recommended Tourism NZ visitor day trip and nightly spend levels along with participant and supporter numbers and their travel habits from the Bay of Islands Classic, December 2017

ECONOMIC IMPACT – SUPPORTERS

VISITORS TO FAR NORTH REGION - DECEMBER 2017 EVENT



Duration	Unit Cost	Number	Percentage	Value
1 Night - paid accommodation	\$341	208	38%	\$70,928
1 Night - staying with friends and/or family	\$191	69		\$13,179
2 Nights – paid accommodation	\$682	197	36%	\$134,354
2 Nights – staying with friends and/or family	\$332	66		\$21,912
More than 2 nights – paid accommodation	\$1023	71	13%	\$72,633
More than 2 nights - staying with friends and/or family	\$573	24		\$13,752
Daytrip	\$103	95	13%	\$9,785
		730	100%	\$336,543

Figures calculated based on the recommended Tourism NZ visitor day trip and nightly spend levels along with participant and supporter numbers and their travel habits from the Bay of Islands Classic, December 2017

COMMUNITY BENEFITS



How the event helps to celebrate our culture and the place in which we live:



- Each summer the event has either started or more recently finished in New Zealand's first capital, Russell.
- The Waitangi Treaty Grounds is encouraged as a place for swimmers to visit when they are staying in the area for the event.
- Opportunities in future for Kapahaka Group performing at event.
- Opportunities in future for a Maori Welcome – educating participants on historic history of the area and a send off for the start of the swim distance.
- The event showcases the towns of Russell and Paihia, and the water spaces and surrounding islands that make up the beautiful Bay of Islands.



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SERIES



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NEW ZEAL
OCEAN
SWIM

Salt Photographers

How the event contributes to building stronger communities:



- With the shared goal of preparing for the event, many swimmers join local swim squads/clubs during the summer which helps to build these community organisations.
- Community organisations are often approached with the opportunity to be involved with the event on the day, with volunteering and fundraising. For example in past year the Paihia Sea Scouts have run a fundraising BBQ on the event site.
- The event helps to encourage Far North residents to stay fit and active – by giving them an event to work towards and a goal to strive for. Swimmers registered for the event are more motivated to attend swim squads and local swimming pools more regularly to train for the event.
- By encouraging younger swimmers (7-12yrs) to take part in the OceanKids 200m, the event helps to educate and motivate children to participate in physical recreation and sporting events in the future.
- The event grows awareness and education for swimming, water safety and sun safety.



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How the event showcases the best a community has to offer in terms of sports, arts, culture, natural environment and facilities:



- **Sports:** awareness and recognition to top swimmers and also other local swimmers taking part and challenging themselves in newspapers, online media and television news.
- **Natural Environment:** the event showcases the towns of Russell and Paihia, and the water spaces and surrounding islands that make up the beautiful Bay of Islands.
- **Facilities:** the event utilises community facilities and spaces such as the Paihia Community Hall, Russell Town Hall, Russell and Paihia Wharves, Russell Village Green, Paihia Village Green.



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The event enhances the quality of facilities, promotes the district and delivers economic benefits:

- The event promotes the district nationally through our channels and national marketing campaign
- Each summer the event brings economic benefits to the Far North Region with local contractors used for event services such as toilets, waste and traffic management.
- Over the past nine years swimmers and supporters visiting the area for the event have injected approximately \$6,364,396 into the local economy through spending money on food (local cafes, restaurants), accommodation, retail (local stores), public transport (ferries) and tourist activities.





Ways in which the event implements environmentally responsible practices to minimize the negative impacts on neighborhoods and natural areas, while optimising the use of resources and being financially sustainable:



- We ensure that we have an adequate number of rubbish and recycle bins across our event site.
- During event pack downs we ensure that all rubbish is removed.
- Compostable cups are used at our drink station at the finish line.
- Our event team ensures open spaces in which we operate are looked after during and after the event – eg. pegs from marquees are removed carefully as to not pull up large quantities of soil/grass.



Coast LOVE
THE MUSIC



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The event is unique and celebrates the Far North in an exciting and vibrant way:

- The event is unique as it gives swimmers the opportunity to swim across the harbour, between two towns – Paihia and Russell.
- The event celebrates the Far North has swimmers get the chance to enjoy the beautiful scenery and environment that the Bay of Islands has to offer by swimming in its water and past its many islands in the bay.





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PARTNER BENEFITS



BENEFITS – EVENT DAY



FINISH ARCHWAY

Councils logo featured in four positions on the event finish line archway



EVENT SIGNS

Opportunity to provide us doubled sided branded event signs to place on site

BENEFITS – EVENT DAY



FLAGS

Opportunity to provide us branded flags to place on site

SCRIPTED MESSAGES

Your key message broadcast multiple times by the event MC on event day

BENEFITS – EVENT DAY



PUBLIC ADDRESS

Opportunity for the Mayor or a representative of Council to address the crowd at prize giving



MEDAL PRESENTATION

Opportunity for the Mayor or representative of Council to award medals to open and age group place getters

BENEFITS – EVENT DAY



EVENT SITE

Opportunity to set up a branded marquee or run an activation on event day



SWIM PACK INSERT

Opportunity to provide a flyer to place in all event swim packs

BENEFITS – DIGITAL PROMOTION



E-NEWSLETTER

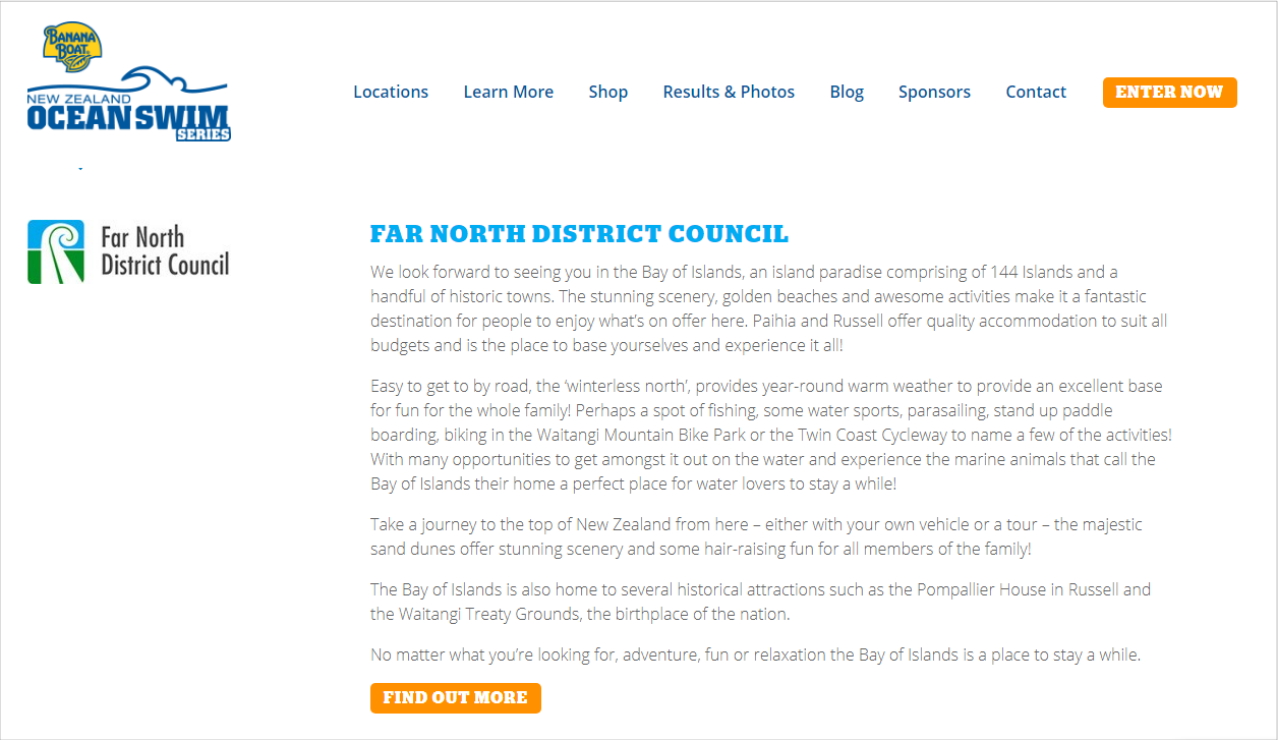
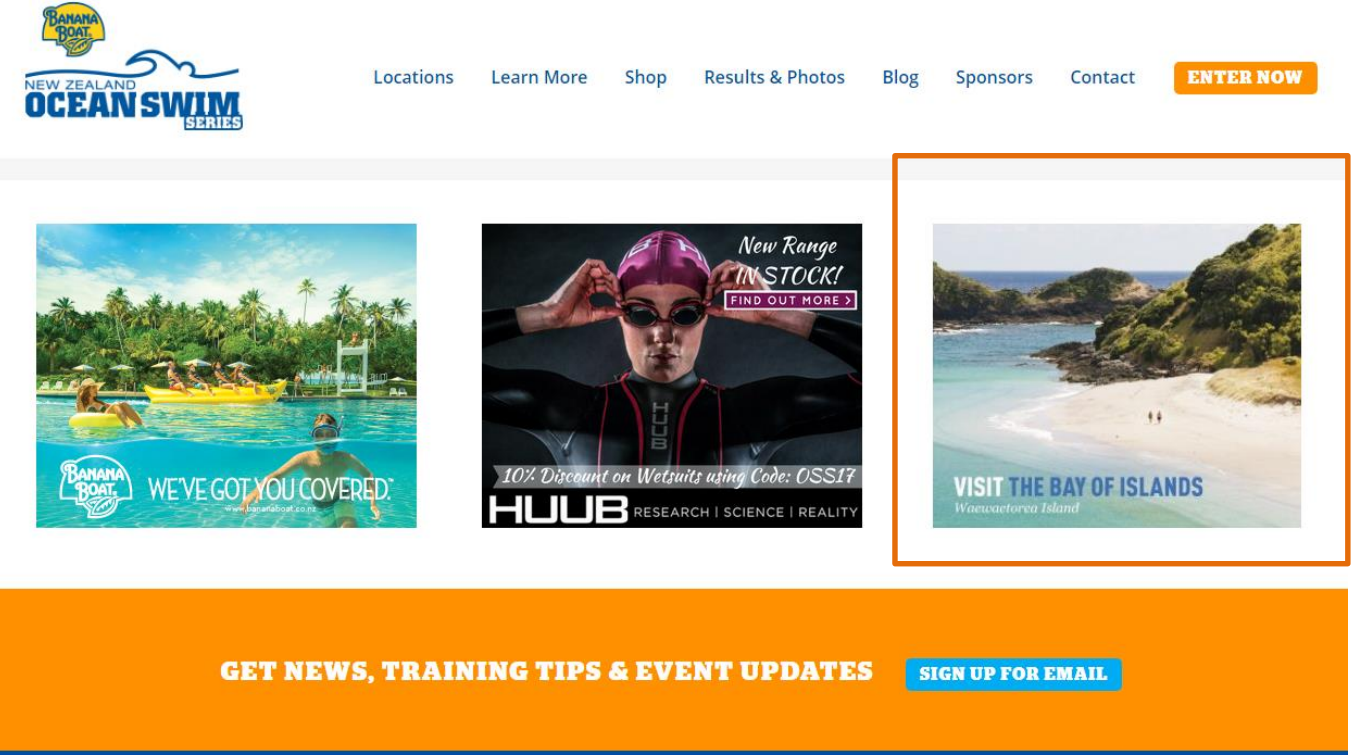
Banner ad insertions and editorial promotional features within emails sent to 17,000+ strong database of swimmers leading into the Bay of Islands Classic event



FACEBOOK

Boosted posts to our fans, friends of fans and the wider swimming community leading into and after the Bay of Islands Classic event

BENEFITS – DIGITAL PROMOTION



WEB ADVERTISEMENT

Web advertisements on the Series website, linking to a chosen webpage.
Visible to the 400,000 visitors and 80,000+ unique users annually.

SPONSOR FEATURE

Webpage hosted on Series website with copy showcasing the Far North Region.

BENEFITS – INSIGHTS & CONTENT



RESEARCH

Opportunity to measure event satisfaction, visitation and economic impact through the post event participant survey.

EVENT CONTENT

Professional photos, event wrap and video sent to you following the Bay of Islands Classic event.

BENEFITS – STAFF & SOCIAL MEDIA COMPETITIONS





FREE EVENT ENTRY

This voucher entitles the bearer to ONE FREE INDIVIDUAL ENTRY into the New Zealand Ocean Swim Series - Bay of Islands Classic event.

For more information on the Series visit www.oceanswim.co.nz

To redeem please email info@oceanswim.co.nz with the voucher code below along with the event which you wish to enter, and you'll be given instructions on how to enter online.

Voucher Code:



FREE ENTRIES

FREE entries which can be given away to staff or used for social media competitions.

FREE GIFTS

Branded gift packs (eg. Towel, tote bag and sunscreen) which can be given away to staff or used for social media competitions.

BENEFITS – PROMOTION

Sponsor Messages

Register your 7-12yr olds for the 200m OceanKids for their chance to be part of the Jetstar Super Swim Squad and attend a camp in May with NZ's best open water swimmers! Find out more at oceankids.co.nz.

Look out for the Banana Boat 'Spray Squad' and have fun in the sun! Family games, free SunComfort sunscreen memorable moments and prizes up for grabs.

Win \$500 worth of Abeeco Products with #abeecosmile. Abeeco are all about natural health and beauty and we'd love to see your natural smile - [find out more here](#).

Methven is supplying the Series with their showering requirements this summer, so make sure to enjoy the amazing [Aurajet](#) experience at the event! Get 10% off Methven Aurajet products at your local Plumbing World store by mentioning "Ocean Swim Race". Offer available until 30 April 2017.

If you are interested in swimwear that boasts performance, quality and durability, then check out the great range of HUUB wetsuits, swimwear, accessories and clothing [online](#) or onsite at the event!

Congratulations on entering the New Zealand Ocean Swim Series which is fueled by [Loaded](#), with its new 50% less sugar formulation

See you in the [Bay of Islands](#), an island paradise comprising of 144 islands and a handful of historic towns. With stunning scenery, golden beaches and awesome activities.



PARTICIPANT COMMS

Far North Region feature on Swimmer Info Sheets and Event Confirmation Emails sent to all registered Bay of Islands Classic event swimmers.

PRIZE GIVINGS

Opportunity to provide spot prizes to be given away at the Event Prize Giving with additional verbal promotion. Opportunity to present medals.

BENEFITS – PROMOTION



Veteran first home at Paihia

A strong field of local swimmers competed at the Bay of Islands Classic, the penultimate event of the 2016/17 New Zealand Ocean Swim Series, in Paihia on Saturday.

The first to swim the 3.3km route from Russell to the fore-shore at Paihia in the I'm Going Long event was 49-year-old Brent Foster. As the 1986 and 1990 Commonwealth Games New Zealand representative and also a national surf life saving champion, Foster took out the male title in 41:04 minutes, while Stephanie Gillespie claimed her second win of the series, securing the female division title with a time of 44:04s.

Event director Scott Rice said the Far North really turned it on for the sixth leg of the series. "We had the nicest weather conditions we've had in the series so far today, great for both swimmers and spectators. The swimmers were slightly challenged in the water with strong currents pushing them off course, so our times were a bit slower than previous years," he said.

Other distances in the Bay of Islands Classic event included the 300m Give it a Go (30 finishers) and the 200m Banana Boat OceanKids event (55) which marked the announcement of the six newest members in the Jetstar Super Swim Squad. Far North swimmers were, however, conspicuous by their absence from the list with five coming from Auckland and one from Whangarei. The national swim squad will be made up of 42 talented youngsters aged from seven to 12, e.g. six chosen from each of the seven legs in the series, who will be invited to take part at an end-of-season training camp in Auckland run by top name elite swimmers and coaches.

Organisers said the penultimate round of the NZOS series attracted a record field of 820 registered participants of which roughly 660 finished, 30 in the Give it a Go, and the OceanKids.

The remaining final event of the 11th season of the New Zealand Ocean Series is the King of the Bay April 8 in Auckland on April 8 in Auckland on April 8.



MOB RULES: The start of the I'm Going Long field at a previous Bay of Islands Classic ocean swim from Russell to Paihia. This year's event gets under way on Saturday with more than 800 swimmers registered to take part.

PICTURE / SIMON WATTS/ BW PHOTOGRAPHY

The Northern Advocate

Local News Opinion Sport Business Rural Life & Leisure Photos

Nock swimming for the children

By Andrew Johnsen
7:55 AM Thursday Mar 16, 2017

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is preparing to raise money for ChildFund New Zealand by competing in the Bay of Islands. Photo/Andrew Johnsen

g to make a big splash in the name of ChildFund New Zealand. be among more than 800 other swimmers in the Bay of Islands. ace. to help fight child poverty in Zambia, where he spent a good d. ight years as a kid. Having grown up there and having really growing up made a huge impression on me. It wasn't an e said. and seeing huge poverty and the children suffering. It's not the worst, it's the children. nes that are malnourished or not looked after. I've got a e identified with giving every child an equal chance in life.

PUBLIC RELATIONS

PR opportunities both pre and post event.

BENEFITS – BRANDING



POOL BANNERS

Brand featured on pull banners placed into swimming pools in Northland and the Far North.



ROADSIDE SIGNS

Brand featured on signage placed in high traffic areas in Northland and the Far North.

BENEFITS – BRANDING



VEHICLE

Brand featured on event promotional vehicle which is driven the country.



TRAILER

Brand featured on event promotional trailer which is driven the country.

BENEFITS – DIGITAL BRANDING



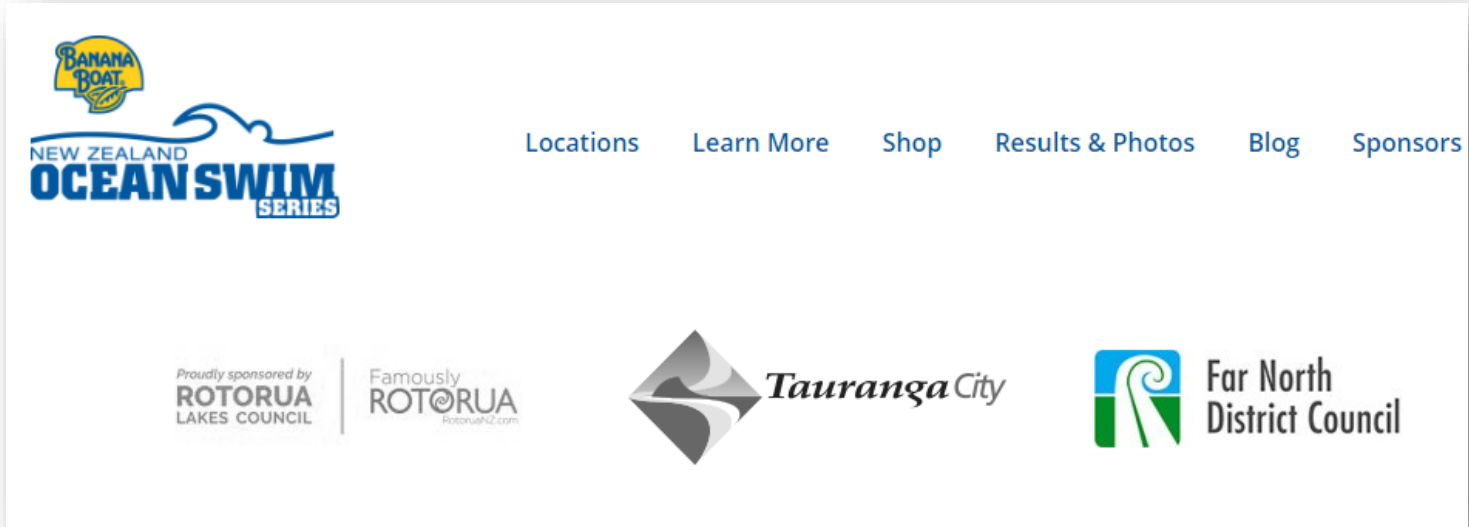
CERTIFICATES

Brand featured on all finish certificates distributed post event.

RADIO

Council acknowledged in all advertisements promoting the event.

BENEFITS – DIGITAL BRANDING



WEBSITE

Brand featured on website footer. Highlights our brand in colour selected.
Total annual web visits 400,000.

E-NEWS

Brand featured on e-news footer of every e-newsletter sent across season to 17,500 subscribers

BENEFITS - BRANDING



POSTERS

Brand featured on posters distributed to swim clubs, surf life saving clubs and pools.

CONTRIBUTION REQUEST



In return for the significant value the Bay of Islands Classic will deliver the Far North we request event funding of \$25,000 per annum for the 2019, 2020 and 2021 events and the following assistance;

- Assistance with costs in relation to event consents/applications, Council owned venue hire, notifications, Harbour authorities, public space booking
- Provision of power and water for the event day
- Permission to place up to community promotional roadside signage in high traffic areas and banners in swimming pools within the FNDC region for a period of eight weeks prior to the event
- Assistance with costs for traffic management, portable toilets and waste management
- 5 suitable product/gifts for the event prize giving



APPENDIX

PARTICIPANT PROFILES



Far North
District Council

WHO ARE THEY?

01 THE CHALLENGER NUT: FEMALE / MALE 25-55

Middle to upper class, aged 25 - 55, married,
white collar professionals

Motive:

Always looking to beat their personal best and push the boundaries of their fitness. Regularly participate in events (especially Iron Man NZ), triathlete. Health conscious and focused on food and nutrition. Like-minded group of friends.

Hobbies / Interests:

Travel, Triathlons, & Ironman.



WHO ARE THEY?

02 THE AVID SWIMMER: FEMALE / MALE 35–65+

Middle to upper class, married / parents,
European & kiwi

Motive:

Swimming is their go-to sport of choice (they belong in the water). Staying active and leading a healthy lifestyle have always played a big role in their lives. Also enjoy being part of group organised activities

Hobbies / Interests:

Travel, Swimming events, Hiking



Far North
District Council

WHO ARE THEY?

03 THE CORPORATE ATHLETE: FEMALE / MALE 33-60

Middle to Upper Class, married couple,
European & Kiwis

Motive:

A goal setter who likes to set themselves lofty goals both inside and outside of work. Fitness is important to them but not an obsession. They work out 3 times a week and often choose one goal a year to train towards.

Hobbies / Interests:

My Food Bag, NZ Herald, Stuff.co.nz



WHO ARE THEY?

04 THE TRY ANYTHING ONCE: FEMALES / MALES 28-55

Middle to Upper Class, aged 25 -55

Motive:

This group sets themselves new challenges for the fun and the experience. They will likely do it with friends, are more likely to be female and will probably also choose to support a charity as an added incentive. They don't really know how to train for it, what to do when and are relaxed about their approach but also committed. Health & Fitness are ongoing battles for this group.

Hobbies / Interests:

The Colour Run NZ, The Oatmeal



MEET THE SWIMMERS

05 CHILDREN 7-12 YEARS

Primary and Intermediate School Children taking part in the Banana Boat OceanKids

Motive: Water confidence, Skill Advancement, Ocean Experience, Reward.

Hobbies / Interests:

Weetbix Kids Tryathlon, Recreational and Competitive Swimming



Far North
District Council