

# NZ Bike Expo

2019 and beyond...

## **Introduction**

The NZ Bike Expo is a Cycling Action Network (CAN) initiative that came about when Spokes Canterbury secured the hosting rights for the Asia Pacific Cycle Congress in 2017. The Expo (and partner festival Biketober) has been successfully delivered in Christchurch for two years. This document outlines our proposal for the 2019 NZ Bike Expo and details how to take it up a notch to attract bigger audiences and help build a sustainable model for future years.

## **Background**

For the first two years the Expo has been delivered from the Air Force Museum of New Zealand, in Christchurch. This venue has some very positive attributes such as the high quality exhibition hall, outdoor paddock, retired runway, numerous parking and public transport options and close(ish) proximity to the city. However, in 2019 the exhibition hall is going to reduce in size and in 2020 the exhibition hall will be converted into museum gallery space and will therefore no longer be available to us.

Prior to this year's Expo, Nick Dwan from Christchurch Adventure Park contacted me (Krissy) and asked if we would be interested in holding the event in future years in the Park. This instantly excited me, and as soon as the event was over this year four of us (my partner Mike, Kate who was working with me in the lead up to this year, Geoff from CAN and myself) met with Nick to discuss the possibilities.

Christchurch Adventure Park (CAP) have big plans over the next few years to broaden the appeal of the Park to wider audiences and they're looking to align themselves with activities and events that help them achieve this. They want to shine a positive light on cycling and activities that get people out and about in general.

We talked through some options for how the event could be laid out, took a look around the base of the Park and heard about the developments that are likely to be concluded over the next 12 months – including the sealed road to enter the park.

## **Questions that arose during the preliminary discussions and brief answers?**

*Cost – all of the Expo spaces need to be covered and this will require either many medium or a couple of large-scale marquees. What will this cost, and how will it compare with the cost of hiring the Air Force Museum (or alternative venues).*

The Air Force Museum Expo Hall was approximately 35 x 35 metres in size. We can hire 10 x 30 metres marquee for approximately \$4,000 each. So to cover an equivalent space will cost us approximately \$14,000 – which is about the same cost as the hire fee for the current venue.

*What will the additional infrastructure items such as power and toilets cost?*

We estimate that they will cost another \$5,000

*This year the event cost around \$110,000 to run, what do we think it will cost in 2019 if we go ahead with this proposal?*

Approximately \$135,000

*How will we meet this additional cost?*

We have a couple of options.

- A) Bring in additional sponsorship/funding. This is time consuming and not guaranteed, but if successful is the easiest way to increase our income
- B) Increase the stand cost for exhibitors from around \$111 per/square metre to \$144
- C) Increase the entry fee from \$10 to \$20 for adults
- D) A combination of the options above

*How do we meet the need for the trial/demo space that was so popular at the Air Force Museum?*

There are several spaces at the Park where people can trial off-road bikes, including the Adventure Park trails themselves. Road, urban, E and cargo style bikes will require a space that's sealed and safe from incoming and outgoing traffic, which requires some additional thought but the Park were confident that once the road in was sealed that there would be options available.

*How do we deal with ticketing?*

This still needs to be resolved.

### **How it could work**

CAP would need to agree to:

- Assign a someone on their team to be our venue partner and work with us on the event as the primary point of contact
- Not to charge CAN a fee, not now nor in the future to host the event on their land
- To make the café and toilets available to visitors
- To bring on additional staff over the two days (and the pack-in/pack-out days) to help manage the parking, people flow, additional demands on own their activities etc
- To help co-promote the event, using all the tools available to them, including presales
- Develop spaces in advance of the 2019 event to ensure that agreed activities, races, demonstrations and mini-events can take place as needed
- Provide lift access to bike retailers for their demo fleets over the duration of the weekend
- Meet CAN's health and safety requirements
- Host an exhibitor function

- Provide 1 lift pass per-person as part of the ticket entry cost



NZ Bike Expo/CAN would need to agree to:

- Manage all components of the event
- Manage the budget and pay for goods and services committed to
- Seek funding under CAN
- Sell the Expo spaces
- Work closely with the venue partner contact
- Promote the event
- Meet CAP's health and safety requirements

### **The first steps**

1. Create an artists impression of the Park base to use for promotional purposes
2. Update the website with a new look that reflects the new direction
3. Make a collective announcement with CAP before Christmas
4. Create a sales pack for exhibitors that includes upsell options
5. Book meetings with potential companies (such as Giant, Specialized...) and meet with them in person to sell the idea and potential
6. Try to lock-in all the big brands and their demo fleets for the event by April 2019
7. Book the marquees, toilets and some fencing and secure a very good price
8. Book the exhibition fit-out team
9. Sell, sell, sell
10. Create the funding pack and identify possible sponsor and funding partners
11. Go after funding in a focused and committed way

### **Rationale for going forward:**

The event has merit, this has been proven by the fact that 50+ businesses have participated each year and over 6,000 people have attended the event over the two years. The Council have supported the event financially to the value of \$17,000 to date and other funders have gotten behind it. We have broken even in our first two years, which is a great achievement on such a limited promotional budget. However, for the event to continue to have life and be supported by the industry and consumers alike it needs to evolve. The potential to do this at the same venue is limited, not only because the venue is changing, but because exhibitors are fundamentally lazy in their approach to these events and do not put a great deal of thought into making their stand original. Whatever they did in year one, they will continue to roll out in year's 2,3,4 if they are not challenged to rethink it.

We also had a major issue in this year's event, where the stock exhibitors brought to the Expo was very heavily skewed towards e-bikes. We thought that we had a good spread of businesses that would reflect the wide range of bike products available to us, however this was not the case. We have to find ways to mitigate this happening in the future. One way to do this is for the event to be partially curated. We don't want this to reduce commercial aspect of the Expo, but we do want to be able to influence the stock that is brought along and to proactively cluster people to better reflect different codes within cycling, as well as to create a family friendly/entry level cycling component.

### **The benefits for CAP:**

CAP want to be seen and experienced as the 'home for all things cycling' in Christchurch. They also want to be thought of as more than a downhillers' paradise, and rather as a place where adventures can begin or be ignited. The NZ bike Expo has a broad reach and may bring people to the Park that otherwise wouldn't think to go. It will provide CAP with an opportunity to capitalise on those first-timers to the Park and show them that the Park has a lot to offer them, their families and their visitors.

The event also taps into CAP's goal to be viewed as an attraction to people beyond Christchurch.

### The benefits for CAN:

The Park has prestige and is well regarded on-the-whole by the cycling community. It naturally aligns with the 'try before you buy' aspect of the event, in allowing people to ride trails and compare bikes before settling on a purchase (if they chose to). It also helps open up MTB'ing to other codes. The potential for mini-events at this venue is fantastic, and the atmosphere it generates is natural and exciting. The benefits of co-promotion will be very helpful, especially once we agree to a presales approach. It will also be great to be at a venue where the hosts are part of the project, rather than viewing it solely as a commercial arrangement where they get as much revenue from us as possible, with little in the way of flexibility.

Looking ahead, a second bike park is planned for Porirua in Wellington Region. If we can bed this style of Expo in Christchurch, it may give us a model that can be duplicated in Wellington in the coming years.

### Budget components:

Item	Description	Costs (excl GST)
Marquees, infrastructure and fit-out	Large marquees, toilets, power generator, partitions etc	\$45,000
Travel	The travel costs will be higher than this year, as more site visits will be required in the first year on the new venue	\$4,000
Human resources	Creative, production, sales, funding, event management	\$60,000

Promotion	This will be CAN's share with an expectation that CAP will match it	\$14,000
Ticketing	Entry bands, lift passes, eftpos machines	\$2,000
Other	Includes approximately \$6,000 contingency	\$10,000
Total estimated costs	Excluding GST	\$135,000