

GREATER HASTINGS INCORPORATED

BLOSSOM FESTIVAL PROCESSION SUBCOMMITTEE REPORT

TERMS OF REFERENCE:

To consider and report on ways and means of securing a permanent nucleus of high quality floats in Greater Hastings Annual Blossom Festival Procession.

PRELIMINARY CONSIDERATIONS:

(1) Roster System

- (a) A Roster System whether voluntary or binding presents itself as a sound basis for longrange planning and organisation of the procession. Annual organisation by Greater Hastings would be minimised, a basis for enlargement and improvement of procession established, co-operative economies in construction made feasible and the goodwill of participants fostered.
- (b) The responsibility, cost and time involved in preparing a good quality float are such that it appears undesirable to attempt to commit a regular participant at less than 4 or 5 yearly intervals.

(2) Cost of Floats

For the purposes of this Report the following costs of building a complete float (paying for labour and materials) are assumed to be a reasonable assessment.

Major size	£200
Medium	£150
Mini	£100

(3) Cost of Booklets (Commercially Printed)

250 16 page promotion booklets (say) £48. 0. 0 or 3/- each.

1000 100 page Float Construction booklets (say) £225 or 4/6 each.

(4) Assistance to Participants

The main resistance to participation seems to result from inconvenience and loss of time to commercial enterprises, lack of profitability, cost and difficulty in conception construction etc.

For those reasons it is considered essential that Greater Hastings provide the following assistance to participants:-

- (a) A procession theme accompanied by sketch designs (say 30-40) some years in advance.
- (b) A comprehensive booklet on designing and constructing of floats, making and application of blossom, etc.
- (c) Prepared artificial blossom (as participants expense)
- (d) Labour to apply blossom
- (e) Organisation of co-operative use of basic float frames (and if possible, evolve a "standard" basic frame).

SUGGESTED SCHEME:

Our consideration has been restricted only to schemes whereby participation is "guaranteed" in advance. Of the other alternatives the voluntary roster in particular is thought worth pursuing.

CONTRACT PARTICIPATION SCHEME:

Greater Hastings enters into written agreement with participants to grant advertising rights over a five year period in return for an undertaking to enter a float of a stated value, when rostered, once

in a five year period or alternatively for payment, when rostered, of the stated sum for construction of a float by Greater Hastings in participants name.

- Notes:
1. Participants in scheme limited to fairly large commercial enterprises.
 2. Advertising rights could include:
 - (a) Full page in each of the five years in either Christmas, Highland Games or Blossom Festival Programme.
 - (b) Erection of suitable advertising signs at gates to park.
 - (c) Spot advertisements over loudspeaker at park.
 - (d) Site for promotion of products at park.
 - (e) Display of promotion material at Greater Hastings Office.
 - (f) Some better "right" yet to be conceived.
 3. A written agreement binding at law in terms of this scheme is definitely possible. Such agreement would include an arbitration clause for use in the event that a float was blatantly not of the stated value.
 4. Floats - Participants restricted to either, one of the designs offered or a design of their own approved by Greater Hastings.

Cash Prize

As an incentive to entry into scheme and production of floats of a high standard, a cash prize equivalent to the stated value is suggested. i.e. participants in scheme would have a one in 10-15 chance of having a free float and free advertising rights.

Advantages to Participants

1. Permits forward budgeting and organisation.
2. Avoids annual approach from Greater Hastings and all obligation to participants in Blossom Festival between fixed years of participation.
3. Eases burden of building float and provides an alternative where participant is unable to build float.
4. Clear definite and agreed procedure.
5. Advertising rights plus float plus possibility of cash prize in return for stated sum.
6. Possible benefit from T.V. coverage.
7. "Invisible" benefits arising from continued success and improvement of Blossom Festival.

Implementation

The success of this scheme obviously depends heavily on the method of presentation to prospective participants. Preliminary organisation possibly as set out below could achieve the desired results.

1. Prepare suitable agreement.
2. Prepare booklet incorporating -
 - (a) Advantages and benefits from supporting Greater Hastings.
 - (b) Advantages and Benefits from supporting this scheme.
 - (c) Outline of scheme.
 - (d) Agreement.
3. Decide themes and obtain 5 year design sketches.
4. Prepare booklet on construction, etc.
5. Approach Firms on group basis as in attached lists with (2) above and if possible (3) & (4).

CONCLUSION:

The scheme suggested offers a business like approach to a recurring problem. Even if only partially successful it establishes a nucleus to build on in future years. It appears the only practicable method of securing floats with any degree of certainty.

SUB-COMMITTEE

A.K. CARRAN

J. SYKES

GREATER HASTINGS INCORPORATED

LIST OF POSSIBLE GROUPS FOR CONTRACT PARTICIPATION IN
BLOSSOM PROCESSION

1. FOOD PROCESSING AND ALLIED

Unilever Limited
Watties
Wyoana Canneries
Nelsons Meat
Whakatu H.B. Farmers' Meat
Tip Top
Bluemoon
Peter Pan
United Empire Box Co.
Higrade Packaging Co. Ltd
Slaters Limited
Turners & Growers Limited

2. STOCK FIRMS

H.B. Farmers' Co-op.
Williams & Kettle Ltd
Wright, Stephenson Ltd
de Pelichet, McLeod Ltd
Dalgety & N.Z. Loan Co.
Murray Roberts Ltd

3. BUILDERS, TIMBER MERCHANTS AND ALLIED

Robert Holt & Sons Ltd
Furniture & Woodware Ltd
Treachers Furniture Ltd
Beazley Homes
T.G. Wrightson
Hulena Bros.
J.C. Mackersey Ltd
Bridgman
M.S.D. Speirs
Odlins
Firth Concrete
Nolan Concrete
Winstone Cranby
Cyclone Auto Ltd
H.H. Campbells

4. LOCAL BODIES, BOARDS, ETC.

H.B. Electric Power Board
Post & Telegraph
N.Z. Apple & Pear Marketing Board
Health Department
Tourist Department
Egg Marketing Authority
N.Z.B.C.

5. INSURANCE COMPANIES

A.M.P. Society	Government Life Office
National Mutual	Prudential
T. & G. Society	Norwich Union
Noble Lowndes	South British

6. GROWERS, ORCHARDISTS & FLORISTS, ETC.

Fruitgrowers Federation	Vidals Wines
T.M.V. Wines	A.A. Wake
Redgraves	Downers Nurseries
Richmond Coolstores Ltd	

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7. PETROL COMPANIES & GARAGES

Shell	Europa
Stewart Greer Motors	Atlantic
Magnus Motors	B.P.
Monarch Motors	Mobil Oil
Tourist Motors	Caltex
Thompson Motors	Motorways
Ross Dysart & McLean	Hastings Tyre Service
M.J. Kelt & Co. Ltd	

8. BANKS, FINANCE & PROFESSIONAL

Bank of New Zealand	Australia & New Zealand Bank
Bank of New South Wales	Commercial Bank of Aust.
National Bank of N.Z.	H.B. & Gisborne Savings Bank
Post Office Savings Bank	

9. CHAIN STORES

Self Help	Woolworths
McKenzies	Four Square
Hannahs	Smith & Brown
Farmers Trading Co.	G.H.B.

10. TRAVEL

Union Steamship Co.	Air New Zealand
N.A.C.	N.Z. Shipping Co.
Shaw Saville	Port Line
Newmans Buses	Tourist Department

11. CARRIERS & TRANSPORT

Pettigrews	Nimons
Sherwoods	Williams & Creagh
C.J. Wilkie	H.B. Motor Company
Refrigerated Freightlines	

12. HOTELS, MOTELS

Mayfair	Stortford Lodge
Havelock North	Leopard Breweries
N.Z. Breweries	Dominion Breweries
Travelodge	Guinness (N.Z. Breweries)

13. MERCHANTS

Agnew Refrigeration	McEwans Machinery
Walmsley Bros.	F.L. Bone
Dishmaster N.Z. Ltd	Andrews & Beaven Ltd

14. MANUFACTURERS

Morrison Industries	Innes Industries
Long & Barden	Findlays Bakery
Sunkist Bakery	McLeods Bakery
Plix Products	Zip Industries Ltd

15. OTHERS

N.Z. Aerial Mapping	H.B. Herald Tribune
Dominion Truth	Daily Telegraph

16. RETAILERS

Roachs	Bon March
Westermans	Blackmores
L.J. Harvey	McAra's
Lamphouse	