

From: s 9(2)(a)
To: Kathryn King
Cc: s 9(2)(a)
Subject: RE: Harbour Bridge
Date: Thursday, 2 December 2021 10:21:26 AM
Attachments: [image001.png](#)
[image002.jpg](#)
[image003.jpg](#)
[image004.jpg](#)
[image005.png](#)
[image006.jpg](#)
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[image011.jpg](#)
[image012.jpg](#)
[image013.png](#)
[image014.jpg](#)
[image015.jpg](#)
[image016.gif](#)
[NEW WORKPLAN TEMPLATE revised.xlsx](#)

Hi Kathryn,

Nice to meet with you this week. Here are some starting points for you and please feel free to reach out to me if you need anything further.

Marketing

Marketing costs are hard to put a figure on as they are so dependent on what you would like to do if you need website platform etc. For example the Tamaki Herenga Waka festival would spend about 150K on media and 50K marketing, but we also have inhouse comm and marketing teams. With At as your partners we suggest you use their huge comms and marketing teams to do this work for you as part of the partnership deal, or sponsorship, with the focus of driving people to public transport services / walking etc to get to the CBD from the shore it makes sense they pick up this work. They also have free media on transport, and all transport assets including bus backs etc. s 9(2)(a) from AT is the manager of these assets.

Sponsorship

Both Panuku and AT have sponsorship teams that will be able to work on this area, best to talk with these teams

Comms – similar to above

AT, Auckland Council and Panuku have good comms teams and regularly work together to co-ordinate projects.

Delivery

Contacts below for potential contractors who we have used as preferred Festival Operations Managers for our events – but to be clear **these people would not be considered Event**

Producers

Note s 9(2)(b)(ii) were operations manager for the Waterview Tunnel open days, but they did not programme it.

s 9(2)(b)(ii) have a team of Placemakers, who would seem to fit the Job Description better, so would suggest if they would look at producing the event or you can outsource an Producer.

s 9(2)(a)



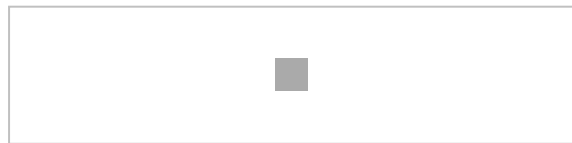
Role	\$
Event Company Contract fee	Negotiable, depending on the project
Site Manager	s 9(2)(b)(ii) per hour
Event Manager	per hour
Event Assistant	per hour

Operations

Refer to the workplan attached that includes all steps for an Event permit, so would be amended depending on the type of event. It does show you the things to consider though.

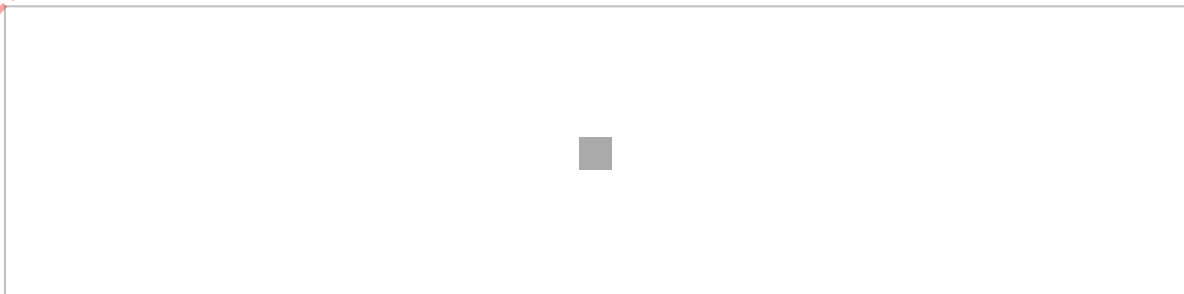
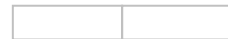
Ngā mihi

s 9(2)(a)



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From: Kathryn King <xxxxxxx.xxxx@xxxx.xxxx.xx>
Sent: Monday, 29 November 2021 2:08 pm
To: s 9(2)(a) @aucklandnz.com>
Cc: s 9(2)(a) @aucklandnz.com>; s 9(2)(a) @aucklandnz.com>
Subject: RE: Harbour Bridge

Wonderful, thank you s 9(2)(a) I appreciate the prompt response.

I'll reach out to s 9(2)(a) .

From: s 9(2)(a) @aucklandnz.com>
Sent: Monday, 29 November 2021 2:07 PM
To: Kathryn King <xxxxxxx.xxxx@xxxx.xxxx.xx >
Cc: s 9(2)(a) @aucklandnz.com>; s 9(2)(a) @aucklandnz.com>
Subject: RE: Harbour Bridge

Thanks Kathryn – I have copied in s 9(2)(a) and s 9(2)(a) s 9(2)(a) who will be able to provide better perspective on your below scope, or will be able to connect one of their team who have specific knowledge in this area.

s 9(2)(a)

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From: Kathryn King <xxxxxxx.xxxx@xxxx.xxxx.xx >
Sent: Monday, 29 November 2021 2:02 PM
To: s 9(2)(a) @aucklandnz.com>
Subject: RE: Harbour Bridge

Thanks s 9(2)(a)

I need to present a picture of the potential costs of hosting a large scale event and your team's knowledge of other events would be really helpful. I'd also like to get a sense of partnering opportunities.

From: s 9(2)(a) <[redacted]@aucklandnz.com>
Sent: Monday, 29 November 2021 2:00 PM
To: Kathryn King <[redacted]@xxxx.xxxx.xx >
Subject: RE: Harbour Bridge

Hi Kathryn – what do you need to include in the scope? It may be more relevant to have some of the Major Events team on the call depending on what outcome you are looking at.

s 9(2)(a)

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PO Box 5561, Victoria St West, Auckland 1142, New Zealand

From: Kathryn King <[redacted]@xxxx.xxxx.xx >
Sent: Monday, 29 November 2021 1:37 PM
To: s 9(2)(a) <[redacted]@aucklandnz.com>
Subject: Harbour Bridge
Importance: High

Kia ora s 9(2)(a)

I am working to a very tight deadline to brief our Board on a scope for events using the Harbour Bridge and would really appreciate your advice. Would you possibly have 30 mins for a chat early this week?

Ngā mihi

Kathryn King (she/her)

Urban Mobility Manager, Multimodal & Innovation

Email: [\[redacted\]@xxxx.xxxx.xx](mailto:[redacted]@xxxx.xxxx.xx)

Phone: s 9(2)(a)

Mobile [redacted]

Waka Kotahi NZ Transport Agency

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Out of Scope

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