



caring about you & your environment

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Question Time

Sponsorship by CentrePort Ltd

During question time at the Council meeting on 7 December 2000 Councillor Gibson asked:

“Can the General Manager let us know what monies are paid to community-type projects by CentrePort Ltd.

If so, can he let us know how much has been paid to the CentrePoint Theatre in the last five years (say)?

How much has been paid by CentrePort Ltd to community-type projects or organisations in the Wellington Region in the last couple of years (say)?

To whom, exactly?”

In a letter to the Council Secretary the Chief Executive of CentrePort Ltd has provided the following information.

“Thank you for your letter of 8 December 2000 concerning the above. You will appreciate that we receive a great many applications for sponsorship support. We evaluate each of these carefully as budget constraints limit the amount of support we can give each year.

Our support is concentrated in areas where the maximum community benefit is likely and the company will benefit from the exposure. For example, our

single biggest area of support is to economic development agencies where we give not just financial support, but also our time.

Other types of payments are part of our promotion and advertising budget but often are targeted to have a community benefit. A good example of this might be our support for the Museum of Wellington City and Sea. This support gives profile and brand recognition to our target shipping companies who have a strong affinity to this community asset.

In answer to your specific questions we advise that CentrePoint Theatre has not received any funding in the last five years. It could be that you are thinking of our support for the Regent Theatre. Further we advise that excluding EDA's in the year to 30 June 2000, the largest single amount of funding provided to any community project was \$25,000 for the Museum of Wellington City and Sea.

In passing, it may also be of interest to learn that we have agreed to sponsor the Fringe Festival to a modest level to help keep the city interesting and to keep our brand known.

I hope this satisfactorily answers your questions."

At the request of Councillor Gibson further information has been sought from CentrePort on the amount of support for the Regent Theatre.