



**ILT**  
**Kidzone**

**ILT KIDZONE FESTIVAL**  
**INFORMATION BOOKLET**



# ABOUT ILT KIDZONE

ILT Kidzone was Southland's flagship children's festival and had been a much-loved feature of the July school holidays since its establishment in 2005.

The festival was widely recognised as a large-scale, low-cost, family-friendly event that provided immersive, hands-on experiences for tamariki while also creating meaningful opportunities for whānau, volunteers, and community organisations.

Kidzone was initiated by Venture Southland (now Great South) with the objective of developing a destination event that attracted families from across Murihiku and the wider lower South Island, contributing to the regional economy while strengthening community participation.

## FESTIVAL PURPOSE AND VALUES

### ILT Kidzone existed to:

- Provide affordable and accessible holiday experiences for children and families.
- Deliver high-quality, safe, engaging and educational activities for children up to 12 years of age.
- Where applicable, foster community engagement by supporting community organisations to raise funds, build capability, and increase profile through participation
- Create memorable, joyful experiences that contribute to Southland's reputation as a great place to live and visit.

Historically, the festival emphasised inclusivity, creativity, curiosity, and fun, with a strong focus on child-safe environments and positive community impact.



# WHAT THE FESTIVAL LOOKED LIKE

ILT Kidzone was a large-scale, multi-day event traditionally delivered over the July school holidays and included pack-in and pack-out periods either side of the public event days.

## Key characteristics include:



Held over six public facing days



More than 100 hands-on activities spanning arts, crafts, science, technology, sport, food, and imaginative play



A full daily programme of live entertainment (e.g. performance, characters, interactive shows)



A themed event environment that transformed the host venue into an immersive and child-friendly space



Programmes were designed to appeal to a wide range of ages, abilities, and interests

While children were the core audience, the ILT Kidzone festival is intentionally designed as a whole-family experience that encouraged adults to participate alongside children.



# SCALE AND COMMUNITY INVOLVEMENT

ILT Kidzone was recognised as one of Southland's most complex community events to deliver. Historically, the festival has involved:

- Hundreds of individual activities and experiences
- A large volunteer workforce, including rangatahi and adults
- Significant participation from schools, clubs, charities, and community groups
- Strong ongoing support from sponsors and funders, including Invercargill Licensing Trust (ILT) and Community Trust South (CTS)

The event had also provided safe and structured volunteering opportunities for school-aged children and fundraising avenues for participating community organisations.

# HEALTH, SAFETY AND CHILD PROTECTION

Delivering ILT Kidzone requires a strong focus on health, safety, and wellbeing. The event had historically operated within a robust compliance framework, including:

- Comprehensive Health and Safety Management Planning
- Child Protection policies and procedures
- Emergency management and incident response planning
- Compliance with relevant legislation and council requirements

A safe, inclusive, and well-managed environment is a non-negotiable expectation of the event.



# WHY THE FESTIVAL NEEDS A NEW HOME

Great South made the decision to pause delivery of the ILT Kidzone Festival in 2025 while exploring a sustainable, long-term future model for the event. This decision reflected:

- Increasing operational complexity and cost pressures
- Ongoing financial losses under the existing delivery model
- Reduced internal capacity to deliver an event of this scale alongside Great South's core regional development role

## FINANCIALS

ILT Kidzone is well supported by the Invercargill community and achieves high satisfaction results.

It is a safe event for school children to gain volunteer experience and also raises funds and exposure for the many community organisations involved.

The festival failed to break even over the last few years it was run, with consecutive years recording a loss of income, resulting in the event not covering the cost of delivery.

For ease of reference, below is the five-year comparison of revenue vs expenditure to run the Kidzone Festival. Please note that the festival did not run in 2020 due to Covid-19 restrictions. In 2022, Great South was successful in obtaining additional funding from the Southland Regional Event Fund that was established by the government to aid recovery after Covid-19.

### Profit and Loss Kidzone Historic Result

For the 12 month period (October - September)

|                                      | 2024            | 2023            | 2022           | 2021            | 2019           |
|--------------------------------------|-----------------|-----------------|----------------|-----------------|----------------|
| <b>ILT Kidzone Revenue</b>           |                 |                 |                |                 |                |
| Funding                              | 136,750         | 145,875         | 195,269        | 100,750         | 213,291        |
| Vendors Fee                          | 4,387           | 4,252           | 3,586          | 3,740           | 0              |
| Ticket Sales                         | 146,789         | 90,840          | 138,451        | 138,451         | 0              |
|                                      | <b>287,926</b>  | <b>240,967</b>  | <b>358,934</b> | <b>242,941</b>  | <b>213,291</b> |
| <b>ILT Kidzone Expenditure</b>       |                 |                 |                |                 |                |
| Festival Activities                  | 63,669          | 97,308          | 72,801         | 67,122          | 195,558        |
| Advertising                          | 15,901          | 13,987          | 21,768         | 16,532          | 0              |
| Site Costs                           | 56,652          | 45,243          | 46,990         | 67,017          | 0              |
| Staffing                             | 149,008         | 120,544         | 140,598        | 97,185          |                |
| Security                             | 16,647          | 23,524          | 13,061         | 0               | 0              |
| Storage                              | 10,573          | 10,400          | 10,174         | 10,000          | 0              |
| <b>Total ILT Kidzone Expenditure</b> | <b>312,451</b>  | <b>312,007</b>  | <b>305,392</b> | <b>257,856</b>  | <b>195,558</b> |
| <b>Event Result</b>                  | <b>(24,525)</b> | <b>(71,040)</b> | <b>53,543</b>  | <b>(14,916)</b> | <b>17,733</b>  |
| <b>Overall Loss</b>                  | <b>(39,205)</b> |                 |                |                 |                |

# WHAT GREAT SOUTH IS SEEKING IN A FUTURE OPERATOR

## Great South is seeking a future operator who:

- Understands the cultural and community significance of ILT Kidzone
- Can deliver a high-quality, child-centred experience at scale
- Demonstrate strong operational, financial, and risk management capability
- Are committed to community engagement and collaboration
- Can ensure affordability and accessibility for Southland families

It is Great South's intention to support a smooth transition of delivery responsibility.

The current Request for Proposal (RFP) seeks to identify a capable external operator (or group of operators) who can take on the end-to-end delivery of ILT Kidzone, preserving its core values while bringing appropriate capability, capacity, and resilience.

## INTELLECTUAL PROPERTY AND LEGACY

**ILT Kidzone has built significant goodwill, brand recognition, and community loyalty over nearly two decades.**

Intellectual property and physical assets associated with the festival may be negotiated with the successful applicant, as outlined in the RFP documentation.

*This information booklet is intended to provide background context and does not replace or override the requirements and conditions set out in the Request for Proposal documentation.*





Southland Regional Development Agency