



Te Ohu Whakawhanake o Te Tai Poutini

REGIONAL EVENTS FUND APPLICATION GUIDELINES

This guide outlines the regional events funding (REF) application process, eligibility requirements, the criteria applications will be assessed against and post-event requirements for successful applicants.

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Introduction

Development West Coast (DWC) recognises the positive contribution events make to the region and the districts.

Events provide a valuable platform to generate domestic tourism activity whilst also supporting local economic activity across the region. Events can also help to improve social cohesion, community spirit and pride, develop a stronger identity and sense of place, and generate national and global media profile.

The purpose of the Regional Events Fund (REF) is to stimulate inter and intra-regional visitation through funding events that will encourage expenditure missed by international visitor markets.

Regional events are important in providing a range of benefits to the region including:

- Building a sense of connection amongst the West Coast and the South Island's regionally dispersed communities and special interest groups.
- Developing pride in and enjoyment of regional districts.
- Stimulate regional and district interconnectivity.
- Regional economic multiplier effects i.e., audiences attracted to regional events will normally spend money on transport, food, and sometimes tickets and products associated with the event, adding to the vibrancy of life in the West Coast with the diverse range of opportunities in a region-wide annual event calendar.

Objectives of the fund

The key focus areas are:

- Capability building to ensure the events invested are set up to successfully attract visitors and deliver an increased contribution to the regional economies.
- Showcase the region and encourage collaboration on any shared event themes and regional strengths such as food and wine, agriculture, adventure, wildlife, culture, as well as business events and family friendly events.
- Identify synergies and intra-regional leverage opportunities with new or existing events that can complement touring routes.
- Collaborative programming of events across the region.

Driving principle.

The fund aims to increase out of district visitation and spend directly linked to the supported events.

The proposed spend must demonstrate a clear and irrefutable correlation between the funds spent and increased visitation and spend.

In the application and report, such a correlation must be demonstrated and quantified to indicate the expected return on investment.

Eligibility

To be eligible to apply for funding from the Regional Events Fund, the event and/or event organiser(s) must meet the following criteria:

- The event must take place in the West Coast region.
- The event must attract visitors from other regions and marketing plans should align with this.
- The organisation responsible for the event must be a legal entity such as a trust, company, or incorporated society, and must be able to provide evidence of this status if requested.
- The organisation must have no outstanding debt owing to regional councils, government organisations or any Council Controlled Organisations.
- The event/organiser must fully declare any additional government council, local board, or council-controlled organisation funding, grant or koha/ donation for the event.
- The event cannot have already taken place as at the date scheduled for allocation of funds.
- If the application is for a sporting event, the event must be officially recognised by the national body of that sport.
- The applicant must comply with all council regulatory and statutory requirements relating to the preparation and delivery of the event, including obtaining all necessary permits and consents.
- The event must be held within the planned timeframe.
- Please note: all events will require public liability insurance; however, the amount of cover will be assessed on an individual event basis.

The fund aims to support the growth and development of sustainable events, if an event cannot demonstrate viability without use of the fund, it will be deemed ineligible.

Events that apply for a second round will have to demonstrate how the second round of funding will add to the previous funds – showcasing increased benefits in addition to the ones obtained in the first round.

Ineligibility

Some types of events and event-related costs are not eligible for funding through this fund:

- Events already supported through the Major Events Fund or Domestic Event Fund.
- Events seeking funding to substitute funding already committed (such as council funds).
- Private functions, lunches, or dinners.
- Events which do not drive out of region visitation (for example, annual Santa parade).
- Political events.
- Events that promote religious, ministry or political purposes.
- Events that denigrate, exclude, or offend parts of the community.
- Events that present a hazard to the community or pose a significant risk to the public or council.
- Events that have already been held.
- Events that have breached previous funding agreements with councils, including post-event reporting criteria, and where no commitment has been made to rectify this.
- Events that cannot demonstrate financial, environmental, cultural and social sustainability.
- Previously funded events that have not submitted final reports in time or as per the required standards.

In addition, funding granted through the Regional Events Fund cannot be used for:

- Staff salaries and/or wages.
- Purchasing or leasing a motor vehicle.
- Purchase of assets such as software and intellectual property.
- Purchase of real-estate, rent or accommodation costs.
- Service and maintenance costs including utilities such as power and phone.
- Retrospective costs.
- Domestic and overseas travel.
- Debt repayments.
- Medical expenses.
- Prize money or entrance fees.
- Legal expenses.
- Purchase of alcohol.
- Infrastructure costs
- Any expenditure that cannot be directly linked to increased visitation and spend.

Applying for funding

Before you apply for DWC regional events funding, please make sure you:

- Read this guide carefully to ensure you fully understand the eligibility requirements, assessment criteria and any post-event requirements.
- Prepare required information such as budgets, business plan, and communications plans.
- Collate all supporting information including references and previous post-event reports.

Applications for funding will be assessed initially by an internal panel of experts. All decisions are made by the appropriate DWC body. Decisions on applications are expected within 6 to 8 weeks.

Preparing your application

Please make sure that you are as detailed as possible, as once the decision has been made and approved by the panel, these details cannot be changed. If you also receive funding from other sources to cover the items that funding has already been approved for, you will be ineligible to uplift this portion of the funding.

Key application requirements:

- Complete all sections of the application form. Incomplete forms will not be considered.
- You must identify how your event aligns to the criteria of the fund.

Assessment criteria

Eligible applications will be prioritised for events funding from the Regional Events Fund based on the following criteria:

- Visitation - attract visitors to the region by the events.
- Profile - enhance the regional profile through events.
- Legacy - generate legacy benefits for the region from the events.

Regional event key priorities

Extent to which the event:

- Builds regional identity.
- Showcases the West Coast's assets and what is special about the region.
- Has a region-wide impact.
- Supports other strategic outcomes such as for sport and recreation, arts and culture, community development.

Funding criteria

The degree to which the event delivers the desired impacts for events:

- Bring people together to share memorable experiences.
- Celebrate the West Coast, the region, and its people.
- Commemorate and respect important occasions.
- Profile the West Coast and its diverse localities.
- Stimulate economic activity.

Strengthening Existing Events

- Focus on events that have identified opportunities for increasing out of region visitor attraction that could be achieved through additional funding.
- Enhance existing events that focus on the strengths of the region and help to build the regional proposition.
- Increase the total number of events able to be supported in the region, providing surety to the events calendar and for any visitors planning travel around events.
- Utilise the profile of the event to enhance the profile, narrative and brand story of the region.
- Measure the value of existing events to support future event investment and development opportunities.

Seeding New Events

- Address seasonality during the shoulder and low seasons for the region.
- Create new annual events as a legacy to drive repeat visitation to the region.
- Ensure a balance of events throughout the year.
- Attract events that are fit for key infrastructure.
- Develop anchor events around key regional themes.
- Attract events that promote and leverage off the natural environment.
- Expand the current event offering to drive increased visitation.
- Target events for specific audiences and times of the year e.g. young families during school holidays and visitors flying in during summer holidays.
- Collaborate on event opportunities for pan-region events that can deliver to more than one region.

Business Events

- Focus on attracting business events aligned to strategic strength sectors for the region.
- Enhance the hub and spoke approach for the attraction of business events and pre- and post-business event visitors to neighbouring regions.
- Promote the unique aspects of the region to attract specific business sectors and industry.
- Support attraction of business events to utilise new infrastructure throughout the region.
- Target business event opportunities during off-peak visitor periods from May to November.

In addition to the above criteria, the following will be considered:

- The anticipated level of attendance including volunteer support, performers and/or competitors.
- Potential of the event to grow, possibly into a major event for the region.
- How accessible the event is proposed to be:
 - universal accessibility with specific considerations for disabled persons and where appropriate for older adults and children
 - transport accessibility
 - cost, affordability relative to target market
 - open to anyone who wishes to attend and not restricted to sectors of the community
 - access to knowledge and information through appropriate channels.
- Whether the event is one-off or multi-year with a sound strategic plan for its development.
- Extent to which iwi are to be engaged early in the planning and consulted on the impacts.
- The degree to which the event is financially sustainable:
 - overall cost of the event relative to the scale and benefits of the event
 - proportion of funding contributed by organisation
 - the ability to attract/leverage other funders and sponsors
 - the length of time the event has been run and its dependence on public funds
 - volunteer contribution, capacity, and capability
 - how any profits generated by the event are distributed
 - working towards a strategy for events to become more financially sustainable including retaining profits from previous events to underwrite the next event.
- The degree to which the event uses sustainable practices:
 - transport planning
 - sound environmental operations and works to promote green initiatives
 - respects the environment and promotes protection of key assets.
- Whether the event is in the appropriate venue for its scale and type, and/or makes the best use of the district's event infrastructure.
- Extent to which the event adds to any cumulative impacts on local neighbourhoods and businesses, balanced against benefits to the region (relates to its timing and location relative to other events in the calendar).

Supporting information

Events Business Plan (essential for new or developing events). An events business plan lists the key steps you will take to stage a successful event and serves to guide your event towards achieving its objectives and vision.

Your events business plan should set out and justify your event in a logical framework. The plan should act as a blueprint for the event and is a vital resource for potential investors and funders.

The plan may include, but not be limited to, a background and history of the event, its aims and objectives, the event's resourcing requirements, and possible risk factors. A detailed risk assessment is required.

Communications plan (essential for all events)

A communications plan should outline your communications and marketing objectives, and all intended promotional and marketing activity, your media strategy, internal and external stakeholder communications activity, as well as a crisis management plan.

This plan should include dates and details about its implementation. Your plan will help DWC to assess whether your event will be able to attract your target audience.

Event budget (essential for all events)

A detailed budget outlining all event expenses and income is an essential part of the application for funding. Budget information should be based on quotes from suppliers you intend to use.

Ensure you include all the relevant regulatory costs involved in your event, such as resource consent fees, costs for the preparation of traffic management plans by an approved contractor, building consents etc.

Please note that the Regional Events Fund will not fund some event-related costs – refer to Ineligibility Criteria.

Risk Assessment Plan (essential for all events)

A detailed risk assessment plan, outlining existing risk factors, mitigating circumstances, responsibility and action plans is an essential part of the application for funding. The plan should identify risks, map out impact versus likelihood, plan a risk response, assign an owner to the risk, understand possible triggers, establish a backup plan, and measure the risk threshold.

Successful applicants

Once funding has been approved, all successful applicants will receive a funding agreement. This is a formal contract which outlines what is expected of event organisers, the amount of funding DWC is granting, and any in-kind support that DWC will provide. The funding agreement will also outline the post-event reporting requirements for event organisers.

Ticketing/attendance reports

An official count of the number of tickets issued, segmented by ticket category. The Organiser must propose an appropriate level of segmentation no less than four weeks prior to the Event. Complimentary (zero price) tickets must be stated separately from sold tickets; and

An official count of the number of tickets scanned into the event, segmented by the same ticket categories as above; and

An official geo report showing the number of tickets sold to people in each New Zealand region, or smaller geographic area if required. Ticket sales to overseas purchasers should be stated separately in the report.

Any other reports that assist in establishing the event population (the number of people who attend the event as spectators or participants, counting each person only once).

Please note that the balance of the funding may not be released until the Event Report is received.

Terms and conditions of funding

- The Regional Events Fund is capped. DWC is not obliged to grant all its fund in any year, nor to carry over unallocated amounts to future years.
- DWC has the right to share application details with local government, regional councils, council-controlled organisations (CCOs), and to consult with them on applications.
- The Regional Events Fund is limited to events and will not be applicable to conventions, conferences, trade shows and exhibitions.
- The applicant should detail in their application any actual or potential conflict of interest (including anything which might have the appearance of a conflict of interest) which could compromise the decision on the application or bring the process into disrepute.
- All applicants must disclose to DWC any other central government or local government funding sources for the event (either confirmed or in process), as well as any corporate or commercial sponsorship arrangements.
- Applicants must not directly or indirectly seek to influence funding decisions in any improper or unethical manner (or in any way which might have the appearance of being so), nor attempt to solicit or garner non-public information which might give an unfair advantage in the application process.
- Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, always, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to DWC's consideration of its application or which might have a bearing on the outcomes DWC expects to be delivered from the funding.
- If circumstances or information changes after making an application, or after the awarding of funding, the applicant must immediately notify DWC.
- Each applicant consents to DWC carrying out due diligence on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to DWC making enquiries from third parties in this regard and shall provide access to referees upon request.
- All applicants must disclose any affiliation, personal or professional relation with council staff, elected officials, local board members or DWC trustees or employees, or if their immediate family, has any interest or involvement in the event in any way.

Post-event requirements

After the event, all successful applicants will be required to formally report to DWC on the use of monies granted.

An Event Report will be required within eight (8) weeks of the Event or any single running of the Event to formally report to DWC, inclusive of the following:

- How the conditions and Event KPIs outlined in the Agreement have been met?

An Event Evaluation in accordance with the below:

- The Organiser will provide DWC's selected independent event evaluation agency with the information required to analyse the social and economic costs and benefits of the event.

This includes, but is not limited to:

- Any phone and email correspondence required to properly plan and implement the post-event evaluation process.
- Provision of contact details (phone and email) for sponsors and other key Event stakeholders, as required.
- A copy of the final profit and loss statement delivered no more than six (6) weeks after the Event (or single running of the Event) has ended.
- Distribution of surveys to spectators, participants, event staff and any other relevant groups through databases and/or relationships held by The Organiser or its agents, as required.
 - Only one post-event survey should be sent to each attendee group. The Organiser must provide questions it would like included in the post-event survey(s) to DWC's independent evaluation agency at least two weeks prior to the Event.
 - The Organiser must have its questions included in the post-event survey administered by DWC's independent evaluation agency, rather than including the independent evaluation agency's questions in the Organiser's post-event survey.
 - Post-event surveys distributed by email must be distributed through a standalone email, rather than as part of a post-event electronic direct mail.
 - The Organiser or its agents must agree to send one or more survey reminders if requested to do so by the independent evaluation agency.
 - The independent evaluation agency may, at its discretion, charge The Organiser for the inclusion of questions in the post-event survey(s) if it requires a large amount of additional work to do so.

DWC discretion

DWC reserves the right to:

- Accept or reject any application at its sole discretion.
- Change the criteria, parameters, date, timeline or any other aspect of the funding application or decision-making process, and to waive any application requirements at its discretion.
- Require applicants to provide additional information if required.
- Suspend or cancel the funding process in whole or in part.
- Impose conditions on the approval or payment of funding, such as a requirement to successfully obtain a level of private funding or generate a certain number of entries for an event.
- Do any other act that it sees fit in relation to the funding process.

Important privacy information

The personal information that you provide in this form will be held and protected by DWC in accordance with our privacy policy (available from DWC) and with the Privacy Act 2020. Our privacy policy explains how we may use and share your personal information in relation to any interaction you have with DWC, and how you can access and correct that information. We recommend you familiarise yourself with this policy.