

Hurunui Tourism

Regional Event Fund application guidelines

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

Introduction

Hurunui Tourism recognises the positive contribution events make to our region.

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.

Objectives of the fund

To support event organisers to deliver legacy events that drive sustainable growth in domestic and international visitation and promote Hurunui's unique identity. 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.

Hurunui Tourism's investment will be targeted with a specific focus on events that:

- Promote domestic and international tourism- increasing visitor nights and promoting longer stays, encouraging increased tourism spend & stimulating economic activity.
- Ideally generating visitation in the shoulder or low seasons (outside of Dec- February inclusive)
- Support Hurunui's & Tourism New Zealand's Tiaki Promise & values
 - Hosting and looking after our visitors
 - Guardianship of natural resources
 - Strength is not that of an individual but that of the collective working together
 - Focus on Increasing value
- Generate positive exposure for the region & opportunities to leverage Hurunui's profile
- Create long-term legacy for Hurunui
- Sustainability –
 - Long term event sustainability, the ability to generate support beyond this funding
 - Environmental sustainability, showcase strategies in place to mitigate the impact to our environment and reduce waste
 - Events which bring significant benefits from outside of Hurunui

Applying for funding

Before you apply for Hurunui Tourism regional event 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

Applications for funding will be assessed by Hurunui Tourism Board. Decisions on applications are expected within 6 to 8 weeks. Peer review will be offered by the Regional Events Fund panel made up of Christchurch & Canterbury & West Coast event representation.

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.

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 Event 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 positive regional identity & has a region wide impact.
- Showcases the Hurunui's assets and what is special about the region.

Funding criteria

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

- Bring people together & attracts visitors to the region to share memorable experiences.
- Expresses the spirit of Hurunui and its people and leaves a positive legacy for the community.
- Profile Hurunui and its diverse offering.
- Stimulate economic activity.

A wide range of events can be considered for funding.

Strengthening Existing Events

- Focus on events that have identified opportunities for increasing out of region visitor attraction that could be achieved through additional funding. Focus on strength of the region and build the regional proposition.
- Utilise the profile of the event to enhance the profile, narrative and brand story of the region.

Seeding New Events

- Create new annual events as a legacy, which expand on our current offering to drive repeat visitation to the region. Events need to be fit for infrastructure & promote and leverage off the natural environment.
- Address seasonality during the shoulder and low seasons for the region. Consideration will be given to events that happen outside of peak periods (December – February inclusive).

Business Events

- Enhance the hub and spoke approach for the attraction of business events and pre- and post-business event visitors to neighbouring regions.
- Support attraction of business events to utilise new infrastructure throughout the region.

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

- Economic benefits- the ability of an event to drive and stimulate benefits & or future investment into the region;
 - The anticipated level of attendance including volunteer support, performers and/or competitors.
 - Average length of stay and or visitor nights.
 - Expenditure daily per visitor.
- Potential of the event to grow, possibly into a major event for the region.
- Organisers need to demonstrate how the timing of their event meets key visitation and economic drivers. Consideration will be given to events that happen outside of peak event and tourism periods (December – February inclusive) – helping to ensure a good spread of events during the year.
- Identity and genre – so that we support a portfolio of events which includes a proportional blend & best complement our existing venues and facilities.
- 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.
- Assessment of the events ability to strategically align & drive brand & marketing outcomes that increase promotion of the region align with Hurunui values.
 - Allows visitors opportunity to explore Hurunui & opportunity to showcase our regions beauty.
 - Generates marketing opportunities for the region.
- Engagement;

- assesses the events capacity to create positive engagement and generate community buy-in and pride.
- The degree to which the event uses sustainable practices:
 - Financial (e.g. overall cost of the event relative to the scale and benefits of the event, working towards a strategy for events to become more financially sustainable including retaining profits from previous events).
 - transport planning.
 - sound environmental operations and works to promote green initiatives.
 - respects the environment and promotes protection of key assets.
 - Supporting local.
- 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.
- Provides opportunities to leverage economic partnerships or leaves a legacy which enhances social, cultural or environmental benefits.
- 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).

Eligibility

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

- The event must take place in Hurunui region.
- A wide range of events can be considered for funding.
 - This includes new events.
 - Existing anchor events (if identified opportunities for increased visitor attraction that could be achieved through funding)
 - Across a broad range of sport, arts, cultural and business events.
- 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. Nor any other third-party debts.
- The event/organiser must fully declare any additional government council, local board, or council-controlled organisation funding, grant or koha/ donation for the event.
- Applications must apply a minimum of 3 months prior to allow time to leverage the event.
- 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.
- The event must demonstrate how they will meet the event sector voluntary code.
- Funding will not be used to competitively bid with other regions for the same event.

- Hurunui Tourism does not deliver the event, the applicant must have an event management plan in place.
- Please note: All events will require public liability insurance; however, the amount of cover will be assessed on an individual event basis.

Ineligibility

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

- Applications that are incomplete or fail to meet the fund requirements.
- Event 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.
- If you have approved funding or grants from Hurunui District Council that duplicates your request to the Regional Events Fund. Additional funding must clearly outline how the event would be strengthened to be considered.
- 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,
- Hurunui Tourism Events that have breached previous funding agreements with councils, including post-event reporting criteria, and where no commitment has been made to rectify this.

Supporting information

Hurunui Tourism will undertake due diligence on prospective events in order to ascertain the applicant's ability to deliver the event. Supporting documentation will be required as part of your application and as part of the funding contract process.

These will include:

1. Event Business Plan.
2. Event Marketing Plan.
3. Event Budget reflective of all income including but not limited to Government, Trust and commercial money.
4. Indication as to how and when the H&S and Risk Management Plan will be completed with consideration and reflection of the Event Sector Voluntary Code.

The outbreak of COVID-19 has, and will have, significant economic impacts on our country and city with many events and event organisers already being affected. Under the COVID-19 Alert Level system, the risk of exposure to COVID-19 and transmission in the community remains. Please identify what your plans are in relation to delivering your event within the current COVID-19 Alert Level system and how this could be affected if Alert Levels were to change. Please clearly identify any significant timelines that would impact the planning or delivery of your event and how risks will be mitigated.

Should your application for funding be successful, further documents may be required to facilitate your event through Hurunui District council, Iwi or other parties. For example, permits, consents,

risk management plans and waste management plans. As an event organiser this is an essential requirement and will be requested prior to any final confirmation of support given by Hurunui Tourism.

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 Hurunui Tourism is granting. The funding agreement will also outline the post-event reporting requirements for event organisers.

Event reporting

All successful applicants will be required to formally report to Hurunui Tourism on the use of monies granted. These details will be stipulated in the contract if application is successful.

An Event Report will be required within the stipulated time frame of the event or any single running of the event to formally report to Hurunui Tourism.

Important privacy information

The personal information that you provide in this form will be held and protected by Hurunui Tourism in accordance with our privacy policy (available from Hurunui Tourism) 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 Hurunui Tourism, and how you can access and correct that information. We recommend you familiarise yourself with this policy.