

Events Funding Process

Introduction

The Far North District Council events funding contributes to:

- the achievement of our Vision - “He Whenua Rangatira – A District of sustainable prosperity and well-being”.
- Council's Mission - Creating great places, supporting our people
- the community outcomes adopted as part of the Long Term Plan 2018-28

Council has provided funding for events from 1 July 2018. The process focuses on the role of Council in events and in particular its role as an investor. Conferences are excluded from this Strategy.

Purpose

The events funding enables:

1. events that strongly support Far North District marketing, economic development and tourism campaigns and maximises the positive profile of the Far North for residents and domestic and international visitor markets.
2. A planned programme of events that allows residents, businesses, the wider community and visitors to participate and benefit throughout the year.
3. Events that are resourced wholly or in part resources by the Far North District Council to be fairly and objectively assessed and monitored using transparent funding criteria and using a triple bottom line approach.

Vision for Events

Far North District holds outstanding events and festivals. Our events are fun. They connect, contribute to and celebrate our communities, create pride and showcase our district.

Principles

- Events and festivals help us celebrate our culture and the place in which we live in.
- Events contribute to building stronger communities.
- Events showcase the best a community has to offer in terms of sports, arts, culture, natural environment and facilities.
- Events enhance the quality of facilities, promote the district and deliver economic benefit.
- Event timing is important for the local economy.
- Events play a role in attracting creative and talented people and businesses.

Events can be categorised in different ways - e.g. national, regional, district, local, community and corporate.

- Local and community events are primarily for the local community and event ownership and creative direction belongs with that local community. Council, through Community Boards, works with communities to empower them and support action on local aspirations and needs.
- Council investment in events is based on open and transparent evaluation and decision-making processes and accountability for decisions made.
- Council aims to work collaboratively and in partnership with Maori, the events sector and the community when implementing this strategy.

Sustainable events implement environmentally responsible practices, minimise negative impacts on neighbourhoods and natural areas, optimise use of resources and are financially sustainable.

Objectives

- To ensure a diverse, accessible and balanced portfolio of events across the district.
- To increase the well-being, both individually and collectively, of the Far North's communities.
- To make it easier to run events in the district.
- To use existing infrastructure effectively and efficiently.
- To achieve value for money from our investment in events.

Decision-making

The initial assessment of the applications will be made by Strategic Planning and Policy staff.

The assessments will then be referred to a meeting of the Chairs of the 3 Community Boards (who may designate other Community Board members to be part of the decision-making) for the final funding decision.

All successful applicants must acknowledge the support of the Far North District Council on any correspondence, advertising or other publicity material and co-brand events.

Council as funder

Events are evaluated on their individual merits and how they combine with other events to contribute to Council's objective of a balanced event portfolio. It is anticipated that potential District events will come from a number of external sources, e.g. public, private, community sectors etc. Therefore, Council will take a transparent investment approach to events that meet the goals of the strategy.

Investment may be either through financial or non-financial means or a mixture of both. Council will base its investment decision on the business case, outcomes and KPI presented by the event organiser(s).

As ratepayer money for investment is limited and is unlikely to increase significantly in the future, Council will invest in events that in its opinion, from the evidence presented, will give the best Return on District Investment (as opposed to spreading its limited funding over a large number of events, which would mean a lot of events get a relatively minor amount of Council investment).

Return on District Investment (RODI)

RODI will be the evaluation tool that Council uses to determine initial investment and continuing investment in District events. This is in alignment with good event investment practice.

The RODI is an economic tool to enable Council to ascertain indicative economic value to the Council investment received. For example for every \$ invested in Y event, X \$ of economic benefit was received.

Council will look at ways of incorporating social, cultural and environmental value metrics into the RODI to enhance the utility of the RODI for District events

Applications

- Council will call for applications once in each financial year.
- Applications must be made using the application form for Events Investment.
- Applications for up to three years of funding *may* be considered.
- In order to be transparent, Council will call for business cases to support applications. These business cases will be considered as part of the entire application.
- Applicants will be assessed against the criteria below, and weightings will be applied.
- Guidance for the completing the application form is available on the Events Investment Funding website.

General Criteria

Economic benefits, including:

- The anticipated Return on District Investment
- The number of visitors likely to attend from outside the district
- The number of visitors likely to overnight in the district
- The future potential of the event
- The capabilities of the organiser

Cultural benefits, including:

- An event that showcases the Far North District
- The uniqueness of the event to the Far North
- Whether the event highlights a particular cultural group (ethnic or special interest) positively and enhances and educates the wider community

Social benefits, including:

- An event outside of the main peak visitor season
- An event that enhances or complements existing events
- An event that involves a significant part of the Far North community as participants, volunteers or supporters

Environmental effects, including:

- Waste minimisation
- Recycling
- Zero waste and composting

For the 2019 calendar year, consideration will also be taken of how an event may be part of Te Au Mārie – 1769 Sestercentennial Celebrations, which will be assessed on the categories of:

- Moana
- Whenua
- Tāngata
- Our Stories

Event Identity - The festival or event celebrates the Far North in an exciting and vibrant way. Consideration will be given to its uniqueness to the Far North.

Event Variety - The festival or event will add variety to the annual events calendar.

Event Timing - The festival or event will assist with attaining a suitable spread of events activity throughout the year.

Cultural and Social Well-being - The festival or event assists in developing a culturally rich, connected district, enhancing sense of community.

Support - The festival or event will be able to demonstrate a high level of community, co-funder, partnership support and involvement.

Event Quality - The festival or event provides a professional, modern and relevant programme, which meets the standards of current-day audiences and participants.

For an existing event, Council will consider how effectively the event has been run in the past:

- delivering a quality experience to the participants, volunteers and funders
- meeting its stated objectives
- compliance with consents, permits and licenses
- financial performance.

For a new event, how well planned the event is relative to the scale and risks associated with the event.

Event Growth - the festival or event has shown growth and/or has clear potential for growth, with a strategic vision/plan for how to manage growth.

Economic Benefit - the festival or event will attract visitors and generate increased visitor nights and direct expenditure resulting in positive economic benefit for the district.

Media Coverage - the festival or event will generate positive external media exposure that promotes and enhances the Far North 'brand'.

Environmental Sustainability - the festival or event has a plan for achieving waste minimisation and the use of recycling.

Appendix 1 – Contribution of Council in Events

Council currently contributes to events in the District in a number of ways.

- Events calendar - <http://www.fndc.govt.nz/communication/events-calendar>
- Advice and support to event organisers on Council landowner and regulatory requirements, potential funding sources, and potential partners.

Provider of Events Facilities and Services

- Provider of a range of community centres, halls, parks, reserves and playgrounds that are available for public use.
- Provider of litter services, signage, shade tents and other equipment.
- Traffic Management Plans for events using public roads.
- Landowner consents for use of council land.

Events Promotion

- Social and traditional media, Mayoral columns, press releases, panui and newsletters, at district service centres, i-sites and libraries.

Investor / Funder

- Direct investment in events
- Community grant funding for events
- Rural travel
- Creative Communities
- Indirect funding e.g. through Council funding of Volunteering Northland

Regulatory

- Building consents
- Resource consents
- Liquor licensing
- Mobile Shop licence
- Hawker licence
- Food permit
- Road closure
- Permit to use Council Reserve or other Public Place

Appendix 2 – Principles Measured By

1. Economic contribution of district events and festivals to the Far North is optimised.

- Visitor expenditure
- Value of media coverage
- Far North marketing campaigns
- Number of participants/audience

2. Diverse, fun and exciting local events and festivals appeal to residents, connect people and places, and create pride and celebrate a culturally rich district.

- Number and range of events
- Resident satisfaction
- Participant/attendees satisfaction

3. Events and festivals that are of high quality are supported in a fair and transparent manner by the Council and encouraged to grow.

- Resident satisfaction
- Event organiser satisfaction
- Events funding measure

4. Number of land based events that occur outside the Bay of Islands increases.

- Number and range of events

5. Events and festivals achieve environmental sustainability.

- Completed waste minimisation plans

Appendix 3 – Definitions

- An **event** is defined as a celebration, activity, exhibition, or staged performance that is open to the general public for a limited time. An event may be free, or have an entry fee. An event may be run on a commercial basis. Participants/attendees/audience refers to all people taking part in an event, whether in active or passive roles.
- A **festival** is defined as a collection of events that celebrate a single or general theme and are promoted as one within this theme, and occur within a defined timeframe.
- **Community events** - are local events which focus on fun, community pride and connection (people and places) - and may be invested in by Community Boards. Often the positive social outcomes will outweigh the economic benefit to the community.
- **District events** - are emerging, anchor/cornerstone or one off events of sufficient size and scale to be of district significance - and may be invested in from the district wide, Council events budget.
- Events and festivals are divided into **five categories**:
 - **Anchor or Cornerstone Events** - An event or festival that attracts a substantial audience and participation and contributes to the positive district, regional and sometimes national profile of the district. An Anchor event or festival will attract an audience and/or participation of at least 500 people including a reasonable number of visitors, mostly from Whangarei and Auckland. Anchor events mostly occur on an annual or biennial basis and are classified as district events.
 - **Festivals** - A festival that is staged for both local and visitors as a celebration or for an occasion or for some reason that is significant to the wider community. Audience participation will vary and admission will usually be free, although where a festival is also a fund raiser, this may not be so. These festivals generate civic pride, add to the district's vibrancy, make residents feel included and make visitors inclined to stay longer in a culturally rich atmosphere. They are generally classified community events.
 - **Sporting** - An event that promotes fitness and wellness has some degree of competition and encourages local participation as well as bringing entrants and supporters from outside the district.
 - **Arts** - An event that promotes artistic endeavour. Artistic events can be quite diverse and include such things music, theatre, dance and concerts.
 - **Cultural/Heritage** - An event that celebrates or marks New Zealand's cultural and heritage past and brings it to life for current and future generations.

Please note that the term 'event' is often employed in a general sense to include both festivals and individual events.