
EVENT STRATEGY AND FUNDING DECISION PROCESS

1. Purpose of Report

The purposes of this report are:

- i) To submit a draft Event Strategy for consideration
- ii) To submit a draft Event Funding Decision Process for consideration

2. Executive Summary

In February 2003, an Events Development Report was submitted to Council. The purposes of the report were:

- i) To outline a proposed city event framework including a transfer of roles between Positively Wellington Tourism (PWT) and Council
- ii) To propose a new funding initiative to develop events in the city

In addition to approving the proposed event framework and placing a sum of \$1.15m for Events Development in the Draft Annual Plan, Council agreed:

That City Marketing and Development prepare, in consultation with PWT and other key stakeholders, for report back to the Economy and Arts Committee:

- (a) a draft City Event Strategy;*
- (b) a draft Event Funding Decision Process including assessment and risk mitigation processes.*

The Event Strategy (see Appendix 1) is aimed at positioning Wellington as the Events Capital of New Zealand.

A number of key goals are set including:

- Maximising the economic contribution of events
- Developing events that attract visitation
- Developing a diverse and vibrant year round calendar of events
- Developing events support infrastructure
- Co-ordinating and targeting events funding
- Optimising venues
- Developing sporting and participation events
- Enhancing the events profile of Wellington
- Linking events with key strategic directions

- Developing event partnerships
- Developing event organisation and supply capacity
- Ensuring effective market research and development capacity

The Event Funding Decision Process is aimed at supporting the Event Strategy through the provision of funding for event initiatives that deliver a range of benefits ranging from economic growth through to city promotion, vibrancy and social cohesion and support for venues infrastructure.

A funding decision process is proposed (see Appendix 2) which incorporates clear principles and guidelines (Appendix 3).

The key principles are that the decision process:

- i) is linked to achieving the outcomes of the Events Strategy
- ii) sets clear guidelines for funding applicants
- iii) uses the highest quality information available
- iv) is responsive and provides timely decisions
- v) is fair and understandable by applicants
- vi) provides confidentiality when required and maintains appropriate levels of accountability and probity.
- vii) is transparent
- viii) provides appropriate levels of risk management

A formal and structured application framework is proposed.

This involves a three tier decision process involving decisions above and below thresholds of \$10,000 and \$100,000.

3. Recommendations

It is recommended that the Committee:

1. Receive the information

And recommend to Council the approval of

2. The Event Strategy (Appendix 1)

3. The Decision Funding Process (Appendix 2)

4. The Funding Guidelines (Appendix 3)

4. Background

The Event Strategy has been developed to address a number of issues that were identified in the March 2003 Events Development Report.

These issues included:

- Lack of City-wide Events Strategy
- Fragmentation/Duplication of Events Funding
- Lack of co-ordination of Events within the city
- The separation of economic and community events
- The need to bid for more high profile events
- Effective management of risks associated with event management.
- The need for Co-ordination of Sponsorship.
- The need to Review Effectiveness and Accountability of Revolving Credit/Underwrite Fund.
- Positively Wellington Tourism's Strategy & Role of Events

Details of the Event Development fund

Project Number	Project Name	Total '000	Events '000	LOTR '000
C581	Events Fund	1,650	1,150	500
C130E	Community Events	621	621	
C423	Festival of the Arts	600	600	
C130A	Community Grants	60	60	
C105	Totally Wellington	150	150	
Total		3,081	2,581	500
Less	Sponsorship Income	-250	-250	
	Net Funding	2,831	2,331	500

4.1 Proposed Events Framework

The establishment of a single co-ordinating unit for all events within the City will help resolve many of the key event issues that have been identified and better enable the city to take a leadership position in events.

It was recommended that such a unit be located within the Council, because of:

- the public good objectives that would be delivered by the unit
- the need to have "impartial" co-ordination of events
- easier co-ordination between Council business units.

It was noted that the proposal to locate a unit in Council had been discussed with PWT and they were in agreement with this.

4.1.1 “One Stop Shop” for events and cutting through red tape

Other Council’s namely Auckland and Christchurch are developing a “one stop shop” service to facilitate and co-ordinate their city’s events. It is essential that Councils are receptive and responsive to events organisers. While the Council is heavily involved in road closures and other facilitation, there is significant scope to extend their role to act as the leading co-ordinator of events throughout the city.

5. Discussion

5.1 Event Strategy (Appendix I)

The aim of the Events Strategy is to establish a more effective means for providing overall direction and create a pro-active rather than reactive approach to events in general.

Vision

“Wellington is the Events Capital of New Zealand”

Comments

Although Wellington has in the past laid claim to be the nation’s Events Capital, its current status in this regard is open to debate. In order to be recognised as the Events Capital, the city will have to take a pre-eminent role in the delivery of an outstanding events calendar.

The successful implementation of the Events Strategy will be a major contributor to delivering the vision.

Goal 1

“Maximise the economic contribution that events make to the city”

Comments

The delivery of economic benefit is a fundamental component of the Event Strategy. Key to the success of this will be the ability to target events that are able to fill gaps in the market (e.g. at long weekends, low and shoulder seasons and school holiday periods.)

Events that are able to deliver investment/return ratios of at least 20:1 will be targeted. Currently Wellington has two recognised icon events International Rugby Sevens and International Festival of Arts. The development of one or two new icon events over the next three years will help to achieve this goal of a 20:1 return. In addition it is envisaged that a number of existing events will be taken to the next level.

Goal 2

“Develop a diverse and vibrant year round calendar of Arts and Cultural Events

Comments

Wellington is recognised as the leading centre of arts and culture in New Zealand. Arts and Culture are key contributors to a diverse and vibrant events calendar. Therefore it is important that the Events Strategy recognises and supports this.

New events / festivals comprising of a number of “weekly cornerstone events.” will need to be developed to be incorporated into a year round calendar

Goal 3

“Develop a strong events support infrastructure”

Comments

The establishment of a single co-ordinating unit for events development in the city is aimed at encouraging easier production of events in the city. Several key issues identified in the Events Development report are

- Co-ordination of events,
- Leadership of event management
- “One stop shop for Events Management.”

Features of a strong events support infrastructure will be promoting a more collaborative approach with Positively Wellington Tourism and the assignment of portfolio managers for key major events.

Goal 4

“Co-ordinate and target events development funding”

Comments

The establishment of a targeted, transparent and “benefits driven” events development fund including clear guidelines and assessment processes will allow for the delivery of significant new event initiatives.

Goal 5

“Optimise use of city venues and assets”

Comments

Greater venue use will provide more effective return on Council’s significant investment in a range of major event venues.

Goal 6

“Extend the range and scale of sporting events, particularly participation events held in the city and regional Wellington”

Comments

Considerable event opportunities have been identified in the sporting area and in particular participation events. Developing event support systems, relationships with sporting codes and event promoters and collaboration with venue managers will be key to achieving targets that have been set in the Events Strategy.

Currently Wellington hosts a number of international and national sporting events but scope exists for expansion in this area.

Goal 7

“Enhance the profile of Wellington as the leading events destination in New Zealand”

Comments

Positively Wellington Tourism will be responsible for a national events marketing campaign aimed at increasing awareness of events in the city, encouraging visitation and enhancing the city’s profile.

This campaign will involve a range of activities aimed at increasing public awareness of Council’s investment in events.

Goal 8

“Encourage the development of events that support the key strategic directions of the city”

Comments

Close linkages between the Events Strategy and key Council strategic directions are essential.

Goal 9

“Encourage greater support and involvement in city events through partnerships with a diverse range of groups and business interests in the community”

Comments

In order to utilise the talents, resources and ideas that exist in the city, it is critical that strong partnerships are developed with a wide range of groups within the community.

In addition to developing networks and relationships, specific sponsorship/funding support targets will be set.

Goal 10

“Develop event organisation and supply capacity in the city”

Comments

Growing the range and scope of events in the city will also require that there is sufficient local event organisation and supply capacity. Encouraging event organisers to utilise local creative talent and services will contribute to the development of supply capacity and increase employment in this area.

Goal 11

“Maintain strong awareness of event trends and understanding the events market to ensure effective investment and funding”

Comments

Effective decision making will be dependant on high levels of market awareness. Investment in market research, event performance measurement and economic impact assessment will all be important tools in enhancing quality decision making.

5.2 Event Funding Decision Process

A structured funding decision process has been developed (see diagram- Appendix 2) based on a number of key principles along with funding guidelines (Appendix 3).

5.2.1 Key Principles

The key principles are that the decision process:

- i) *is linked to achieving the outcomes of the Events Strategy*

Comments

All funding proposals should demonstrate that the event contributes to the achievement of the goals and objectives of the Events Strategy and that decisions to fund an event clearly articulate the outcomes of the strategy that are expected to be achieved.

ii) sets clear guidelines for funding applicants

Comments

Event applicants must be given clear direction on type of event likely to be funded and the guidelines upon which decisions are based.

iii) uses high quality information

Comments

Effective assessment of proposals is dependant on obtaining high quality information, both from the applicant and from the market. Included in the background information used in assessment would be previous economic impact studies, surveys, venue usage accommodation and visitor arrival data, customer satisfaction ratings, reviews of similar events and market trends.

iv) is responsive and provides timely decisions

Comments

Timely response to funding decision often determines whether an event is won or lost.

v) is fair and understandable by applicants

Comments

The decision making process needs to be clear to all applicants. It is also important that all proposals are treated fairly and evenly.

vi) provides confidentiality when required and delivers appropriate levels of accountability, probity and transparency is maintained.

Comments

Some events require an element of confidentiality to be maintained up to the point when they are first advertised, and the commitment to stage them is irrevocable.

To mitigate any issues associated with withholding information from the public, it is proposed that the process for receiving applications for funding and deciding on them is clear and transparent; delegations and accountabilities are clear; information is disclosed to the greatest extent possible; and there is communication to the public that some details must remain confidential in the early stages.

It is also important that funding decisions clearly articulate the reasons for which event funding is approved or declined (based on “fit” with guidelines and available resources).

vii) *provides appropriate levels of risk management*

See section 5.2.2

5.2.2 Risk Management

Effective risk management will be the most critical factor in the success of the Event Development Fund. Investment in events carries inherent risks and appropriate management and mitigation strategies, of risk is central to the whole Event Development process.

There are a wide variety of risks and each can be managed/mitigated in various ways:

Table 1 below outlines key risks and management/mitigation strategies >

TABLE 1 EVENT RISK MANAGEMENT/MITIGATION

RISK	MANAGEMENT/MITIGATION
<p>Financial Risk</p> <p>Event not proceeding despite having received funding and funds not being repaid by event organiser</p>	<p>Applicant and project selection Effective investigation/assessment of applicant and track record and of the project</p> <p>Contractual processes Robust contractual process that commits applicant to repay any funding in case of non delivery</p> <p>Post event rather than Pre event funding A preference for post event funding rather than pre event funding. When pre event funding is appropriate, only a portion will be made available prior to the event</p> <p>Retention fees A portion of the agreed funding to be withheld until completion of all agreed obligations.</p> <p>Key Milestones Key pre event milestones should be established to provide early warning in case of non achievement of event planning targets e.g. level of sponsorship to be raised, promotion plan according to plan, consents obtained</p> <p>Active portfolio management Appointment of portfolio event managers for key events to manage funding and agreed benefits and marketing leverage and to audit performance against agreed standards pre event.</p> <p>Funding Risk Spread Event development funding should only account for part of the overall costs of an event and therefore allow for a spread of financial risk among various parties.</p>

<p>Non-Performance Risk (Organiser)</p> <p>Event not delivering promised benefits and not achieving targets e.g. attendance, media coverage, due to lack of performance of event organiser.</p>	<p>Applicant and project selection</p> <p>Contractual processes</p> <p>Post event rather than Pre event funding</p> <p>Key Milestones</p> <p>Retention fees</p> <p>Funding Risk Spread Project Performance fee % of funding held back pending satisfactory completion of performance standards</p> <p>Active portfolio management (including during and post events)</p>
<p>Non-Performance Risk (Other)</p> <p>Event not delivering promised benefits and not achieving targets e.g. attendance, Media coverage, due to factors external to the performance of the event organiser e.g. bad weather</p>	<p>Applicant and project selection</p> <p>Active portfolio management</p> <p>Funding Risk Spread</p> <p>Retention fees</p> <p>Contingency Plans Event organisers must show high levels of awareness of the effects of environmental factors and prepare contingency plans to mitigate risks e.g. postponement dates, rain shelter etc for outdoor events</p>
<p>Health and Safety Risk</p> <p>Event activity resulting in injury/accident to participants or spectators</p>	<p>Risk Management Plans All organisers to develop robust risk management plans</p> <p>Pre Event Risk Audits Audits to be carried pre-event and where appropriate to involve parties such as police, emergency services etc</p>

<p>Event Liability Risk</p> <p>Event activity resulting in claims against Council e.g. by creditors, staff employed by the event, damage to property</p>	<p>Retention fees</p> <p>Contracts Event funding contracts to clearly state non liability of Council for claims arising from the activities of the event organiser</p> <p>Public liability All event organisers to carry appropriate levels of public liability insurance</p>
<p>Risk of negative publicity</p> <p>Event activity resulting in negative publicity for Council</p>	<p>Communication protocols The development of clear protocols on what/when/how key messages are to be conveyed and who is to make comment on event activity (pre/during and post event).</p> <p>Active portfolio management</p>
<p>Risk of overall funding portfolio not delivering outcomes set in events strategy</p>	<p>Applicant and project selection</p> <p>Portfolio Spread Ensuring that investment in events development is spread across a range of events, avoiding putting “all eggs in one basket” and spreading the risk of failure of individual events. Event applications should be received on the basis of the minimum Council funding needed. This will more accurately identify the true funding “gap” required to develop an event and maximise Council leverage by allowing the optimum number of events to be staged with the funds available.</p>

5.2.3 Decision Process

The decision framework (see diagram-Appendix 2) involves a structured step by step process.

This includes:

Step 1 Establishment of Event Outcomes and Decision Guidelines

Clear event outcomes are established in the Events Strategy (Appendix 1) and Funding Decision Guidelines set out (Appendix 3). These would be made available to event organisers prior to an application for funding being presented.

Step 2 Applications Submitted for Consideration

Event funding proposals are then submitted for consideration. A proposal template is given to all applicants and includes a requirement for detailed information on a range of areas. This information will form part of background on which funding decisions will be made.

Step 3 Event assessment

The Events Unit will assess each proposal based on the guidelines outlined in Appendix 3. A formal recommendation will be prepared and submitted for a decision.

Step 4 Funding Decision

a) If funding less than \$10,000

The City Events Manager in consultation with CEO of Positively Wellington Tourism

This allows for quick turnaround of decisions on events requiring smaller levels of funding. Decisions are not expected to take more than 7 days, subject to the availability of required background information.

a) If funding between \$10,000 and \$100,000

A decision group comprising the CEO of Positively Wellington Tourism, the Director of City Marketing and Development and the City Events Manager. This group would meet on a monthly basis and could also be convened to discuss an urgent funding proposal.

It is expected that most funding proposals will fall within these two thresholds.

c) If funding above \$100,000

A decision group comprising the Mayor, the Chair of the appropriate KAA Committee, the Chair of Positively Wellington Tourism and the CEO of Wellington City Council. This group would meet on an as required basis.

Step 5 Decision Communicated to applicant

Decisions on funding or other support are then communicated formally to the applicant.

In addition to a yes or no decision, it may be that the proposal is sent back to the applicant for modification and further consideration.

Step 6 Funding Expectations set and Funding Managed for successful applicants

A funding contract is prepared including a performance measures, benefits to be delivered, key event planning milestones, terms of payment of funding, reporting requirements and other conditions of funding.

The funding investment is then managed to ensure the maximum leverage for Council's investment.

Step 7 Event Audit and Evaluation

An event audit is carried out along with a formal post event evaluation. Included in this is a report submitted by the event organiser. For specific key events, economic impact assessments will be commissioned. This information is then fed back to the decision group to assist them with future decision making

5.2.4 Funding Guidelines

Proposed funding guidelines are set out in Appendix 3.

The guidelines are intended to provide for effective and transparent decisions to be made that best achieve the outcomes specified in the Event Strategy. Included are a range of measures ranging from economic benefit, event feasibility, capacity of the organisers, contribution to the vitality of the city, risk factors and community involvement.

6 Conclusion

The Events Strategy is aimed at positioning Wellington as the Events Capital of New Zealand and the achievement of the goals that are set will deliver on this vision.

The Event Funding Decision Process will support the Event Strategy through the provision of funding for event initiatives that deliver a range of benefits ranging from economic growth through to city promotion, vibrancy and social cohesion and support for venues infrastructure.

APPENDIX 1

EVENT STRATEGY

VISION

“Wellington is the Events Capital of New Zealand.”

GOAL 1

Maximise the economic contribution that events make to the city.

OBJECTIVES

- 1.1 Maintain and develop existing icon events (Rugby Sevens and The New Zealand Festival)
- 1.2 Aim to develop 1-2 new icon events over the next three years
- 1.3 Generate additional new event spend per year based on a target investment/return ratio of 20:1.
- 1.4 Aim to develop three additional A level events over the next year
- 1.5 Aim to secure at least one large World/Asia-Pacific/National championship event a year from 2005
- 1.6 Develop three existing B level events into A level events by 2005
- 1.7 Develop or secure potential A level events for:
 - Long Weekends
 - July School Holidays
 - September School Holidays
 - Low & shoulder season periods for travel into Wellington (May to October)
 - Early January

GOAL 2

Develop a diverse and vibrant year round calendar of Arts and Cultural events.

OBJECTIVES

- 2.1 Support existing Arts & Cultural festivals to develop and grow (e.g. Diwali, Chinese New Year)
- 2.2 Develop two new cornerstone Arts & Cultural events/festivals in 2004/05
- 2.3 Programme a minimum of one “cornerstone” Arts or Cultural event in the city each weekend

GOAL 3

Develop a strong events support infrastructure

OBJECTIVES

- 3.1 Establish a single co-ordinating unit for events development in the city

Action Events team within City Marketing and development

Collaborative approach to event decision making involving Positively Wellington Tourism
Transfer Positively Wellington Tourism’s event development role to Wellington City Council by August 2003

- 3.2 Make it easier to produce events in the city

Action Set up a “one stop shop” for event organisers to reduce barriers to producing events

Produce “how to” event guides including information and advice on regulatory compliance, protocols, risk management, “Who’s Who”

Assign portfolio managers for key major events

- 3.3 That an annual Business Plan for events is agreed to by the Events Unit and Positively Wellington Tourism

GOAL 4

Co-ordinate and target events development funding

OBJECTIVES

- 4.1 Transfer Positively Wellington Tourism's event development funding role to City Marketing and Development

Action Transfer of roles fully completed by August 2003

- 4.2 Establish targeted, transparent and "benefits driven" events development fund

Action New events development fund with clear guidelines and assessment processes in place by August 2003

GOAL 5

Optimise use of city venues and assets

OBJECTIVES

- 5.1 Encourage event organisers to make maximum use of city venues and assets

Actions Work with venues to identify surplus capacity and develop plans to utilise capacity by March 2004, as part of an ongoing process

Produce comprehensive venue database by April 2004

Encourage venues to develop and bid for events that will deliver required benefits

GOAL 6

Extend the range and scale of sporting events, particularly participation events held in the city and regional Wellington.

OBJECTIVES

- 6.1 Host 15 international sporting events in 2003/04 (up from 12 in 2002/03) #
NB This does not include Super 12 Rugby
- 6.2 Host 20 international sporting events in 2004/05
- 6.3 Host 15 national sports tournaments (minimum of 500 participants) in 2005
(up from 7 in 2003)
- 6.4 Develop or secure 2 new participation and/or adventure events (1000
participants) by 2005
- 6.5 Secure one world championship event a year from 2005

GOAL 7

Enhance the profile of Wellington as the leading events destination in New Zealand

OBJECTIVES

- 7.1 Increase local and national awareness of events in the city

Action Work with Positively Wellington Tourism to produce and implement a targeted national events marketing and promotion strategy

NB Positively Wellington Tourism to be responsible for the management of an event marketing fund

Produce and implement a targeted city-wide and national events promotions campaign including effective use of print and electronic media, signage, billboards and other channels

Co-ordinate and link with existing WCC promotional channels including *Feeling Great* and *WellingtonNZ.com*

- 7.2 Increase awareness of WCC's investment and support of events in the city

Action Increase marketing leverage pre/during and post event by establishing explicit expectations about branding, signage and other benefits.

Develop more effective branding collateral, signage and targeted advertising and promotional tactics

GOAL 8

Encourage the development of events that support the key strategic directions of the city

OBJECTIVES

- 8.1 Encourage events that are innovative and creative
- 8.2 Encourage events that contribute to economic growth
- 8.3 Encourage events that reinforce the city's position as the arts and cultural capital
- 8.4 Encourage events that celebrate diversity, culture, nationhood, and heritage
- 8.5 Encourage events that create vibrancy and energy
- 8.6 Encourage events that highlight the natural environment of the city and region
- 8.7 Encourage events the generate media profile for the city

GOAL 9

Encourage greater support and involvement in city events through partnerships with a diverse range of groups and business interests in the community

OBJECTIVES

- 9.1 Encourage 30 companies to have new or additional involvement in city events by June 2003
- 9.2 Obtain a minimum of \$500,000 sponsorship/funding support for events by June 2004
- 9.3 Obtain event contra support worth a minimum of \$300,000 by June 2004
- 9.4 Develop new or stronger links with a wide range of organisations in the community including the corporate sector, funding agencies, educational institutions, embassies, community groups (including sports, arts and culture), event organisers and government agencies
- 9.5 Develop strong links with mana whenua in regard to potential event development opportunities

GOAL 10

Develop event organisation and supply capacity in the city

OBJECTIVES

- 10.1 Encourage event organisers to utilise the creative talents of Wellingtonians such as performers, designers, choreographers, engineers, writers and directors
- 10.2 Encourage event organisers to utilise local industry suppliers such as technical services, event directors, equipment supply and hire and media.

GOAL 11

Maintain strong awareness of event trends and understanding of the events market to ensure effective investment and funding

OBJECTIVES

- 11.1 Research event trends worldwide and discover potential opportunities

Action Regularly scan events throughout the world (through internet), develop strong links with overseas event organisers, local authorities and venue managers, commission event scoping studies (where appropriate).

- 11.2 Be clear about the reasons for investment in each event supported and how performance is to be measured

Action Develop clear performance criteria for each event supported and carry out post event evaluation in partnership with the organiser

11.3 Obtain information on events to determine economic impact, demographics, effectiveness of media campaigns, customer demand and satisfaction levels.

Action Commission Economic Impact Assessments of selected major events

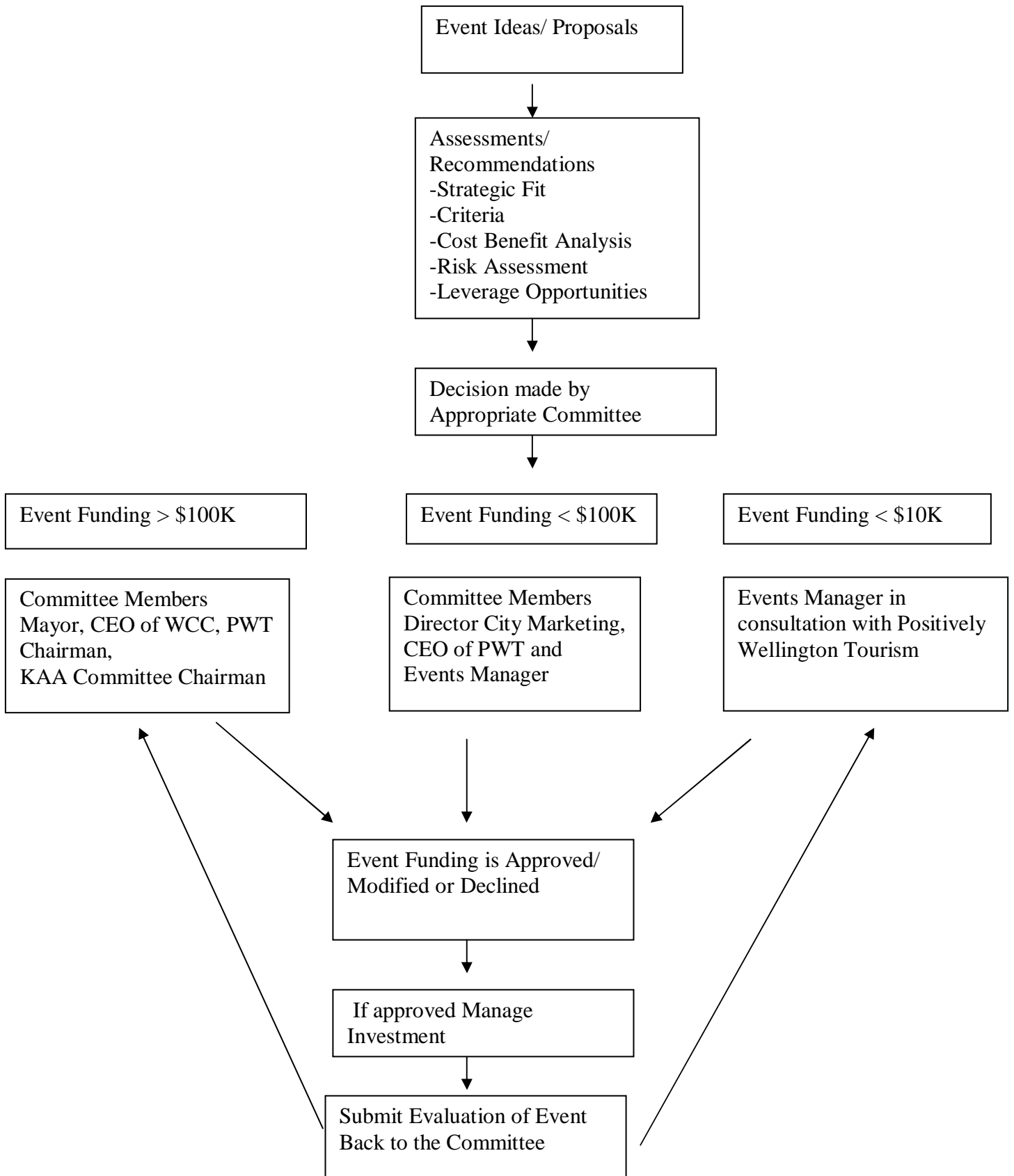
Require event organisers to carry out customer surveys and make this information available to Council where appropriate

Utilise Councils' quarterly customer satisfaction survey where appropriate

11.4 Obtain/produce robust information on key events prior to investment

Action Commission event feasibility where appropriate

Funding Decision Process



APPENDIX 3

FUNDING DECISION GUIDELINES

1. Economic Benefit Event attracts new investment and visitors and has a positive economic benefit for the city (to be measured by existing PWT economic assessment model).
2. Strategic Fit (City Council) Event has a match with the key strategic directions of the Wellington City Council
3. Strategic Fit (Events Strategy) Event makes a strong contribution to achieving the outcomes of the Events Strategy
4. Venue Usage Event contributes to greater or more effective use of key venues in the city
5. Event Calendar Event fills a gap in the events calendar (seasonal low points such as long weekends, school holidays) and adds vibrancy
6. New Peak Time events Event delivers additional benefits during peak periods
7. Uniqueness Ideally the event is unique to Wellington or is to be only held in Wellington
8. Wellington City boundaries Event to be held within Wellington City, unless it is proven or can be shown that the event held outside Wellington will still result in significant benefits to the City
9. Long Term Viability Event has potential to have long term value and/or viability
10. Event Organiser Capability and Credibility The expertise and capability of the applicant to organise the event and realise it's objectives (included will be an assessment of track record, background checks etc)
11. Media Coverage The degree to which the event generates national or international media exposure that will promote Wellington City's destination profile
12. Overall event feasibility The event must be feasible in terms of its ability to meet the set objectives, and there must be sufficient time available given the level of planning required
13. Financial Feasibility The event must be financially feasible and include realistic budgets and achievable targets such attendance, sponsorship raised etc.
14. Ratio of Funding Support requested as a percentage of overall budget Event funding support should only comprise a portion of the overall income budget and there should be strong demonstrated support from other sources e.g. sponsors, gate revenue, external funding sources.

<p>15. Partnerships Event is able to demonstrate strong partnerships with a diverse range of groups and businesses in the community</p>
<p>18. Community Support Event is able demonstrate a high level of community support and/or involvement</p>
<p>19. Developing Event Capacity Event contributes to developing and supporting event organisation and supply capacity in the city including creative talent and industry suppliers</p>
<p>20. Existing Funding by Council The level of existing support already given by Council e.g. Arts and Cultural Grants of through Council funded agencies e.g. Lambton Harbour Management will be taken into account when assessing any funding contribution</p>
<p>21. Risk Profile The degree of risk to the City Council of funding/supporting the event</p>
<p>22. City Profile Event enhances the profile of the city as a leading events destination</p>
<p>23. Eligibility for Funding Event organisers eligible for funding include but are not restricted to :</p> <ul style="list-style-type: none"> • Private individuals and/or event managers • Commercial organisations • Not for Profit Organisations • Clubs and Societies • Regional and national sporting and arts organisations • Wellington venues
<p>24. Circumstances where funding support would not be given As a general rule funding would not be provided in the following circumstances</p> <ul style="list-style-type: none"> • Where full payment is required prior to the start of the event • Where payment is required for establishment costs for new organisations • Where payment is required for ongoing overhead expenses for event organisers

APPENDIX 4

Definitions

ICON

- Nationally unique to Wellington and recognised as such
- Proven track record of success, not a “one hit wonder”
- Major contributor to city economy i.e. \$ 5 million plus or of similar promotional/branding value

Examples

International Sevens
Festival of the Arts

A LEVEL

Event has significant international and/or national media profile
Event may not be unique to Wellington and may be able to be replicated
Significant contributor to city economy i.e. \$1 million plus or of similar promotional/branding value or event is of significant prestige.
Does not have to be ongoing
Generally involving large audience or participants

Examples

Rugby Test
LOTR Exhibition at TePapa
LOTR Premiere
Robbie Williams Concert

B LEVEL

Event has some national media profile
Event may not be unique to Wellington and may be able to be replicated
Contributor to city economy i.e. \$200k or similar promotional/branding value or event is of significant prestige.
Does not have to be ongoing
Generally involving large audience or participants

Examples

Super 12 Rugby or NPC Rugby
NRL Game
Jazz Festival
The Food Show
Harley Davidson Convention
Targa Rally
Cricket One Dayer or Test
Dragon Boats

COMMUNITY ICONS

- Unique to Wellington and has wide recognition and involvement by the community
- Proven track record of success, not “one hit wonder”
- Major contributor to city vibrancy, celebration of diversity etc
- Attended by 50,000+ (multiday) or 10,000+ (single day) or has high promotional/branding value or event is of significant prestige.
- Fits with city strategic outcomes/values/branding

Examples

Summer City
Cuba Street Carnival
Fringe Festival
Carols by Candlelight

COMMUNITY A LEVELS

- Event has significant regional media profile
- Event can be “one-off”
- Event may not be unique to Wellington and may be able to be replicated
- Significant contributor to city vibrancy, celebration of diversity etc
- Attended by 50,000+ (multiday) or 10,000+ (single day) or has high promotional/branding value or event is of significant prestige.
- Fits with city strategic outcomes/values/branding

Examples

Xmas Parade
Sky Show
Planet X
Artsplash

CORNERSTONE EVENT

High local and regional recognition as a feature event for the weekend
Event has significant regional media profile