



***Whangārei Event
Development
Fund Guide***



**TASTE
LOCAL**



**CONNECT
LOCAL**



**EXPLORE
LOCAL**



**PLAY
LOCAL**

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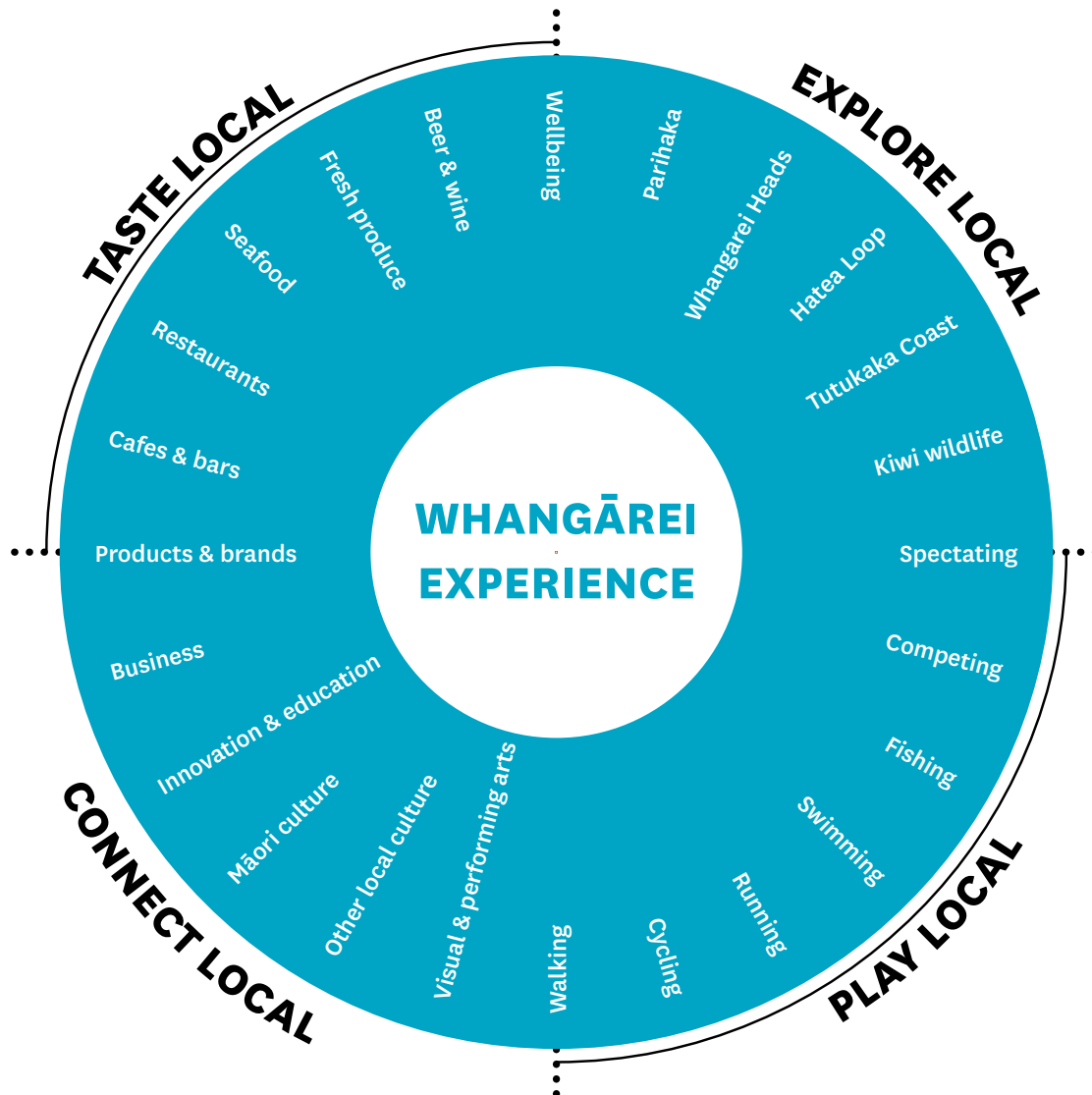
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1 Purpose

The purpose of the Whangārei Event Development Fund is to foster and develop new, diverse and innovative events for the District, which have potential to be self-sustaining without Council funding in future years. The fund is for new events only. Once an event is established, it may be eligible to apply for funding through Council’s Community Fund.

The fund is aligned to the Whangārei Events Strategy 2019-2024 which aims to amplify the value of local, based on the following principles:

- Experiences – Making events into proudly local experiences
- Manaaki – Extending local hospitality, respect and support to all
- Outlook – Growing sector calibration and leveraging opportunity
- Know-How – Building local capability, talent and pride



2 Application criteria

The Whangārei Event Development Fund supports community groups and organisations to deliver events that contain two or more of the four local experience categories (Taste Local, Explore Local, Play Local, Connect Local). The fund seeks to actively invite participation and diverse experience from a wider audience catchment in a fair and transparent manner.

To be eligible to apply for support from the Whangārei Event Development Fund or a Community Venue Hire Rate, the event and/or event organisers must meet the following criteria:

- ✓ the event must be within the Whangārei District boundaries
- ✓ the event must be smoke and vape free
- ✓ the event promotes the principles of Council's Sustainable Strategy including being zero waste
- ✓ the applicant must be a legal entity such as a not for profit charitable trust or incorporated society or work under an umbrella organisation that meets this criteria, and able to provide evidence of this status
- ✓ applicants must also be financially sound and be up to date with their society or trust register filing
- ✓ the organisation must have no outstanding debt owing to Whangārei District Council or any Council Controlled Organisation
- ✓ the event should have clear start and finish dates and be held within the stated timeframe
- ✓ the event/organiser must fully declare any additional council funding, grant, in-kind or koha/donation for the event
- ✓ the applicants must comply with all of Whangārei District Council's regulatory and statutory requirements relating to the preparation and delivery of the event, including obtaining all necessary permits and consents
- ✓ consideration will be given to commercial initiatives, if an event is considered likely to deliver significant economic or social benefit to the District.

If the application is successful, the applicant will be required to:

- agree to Council's Sponsorship Agreement Terms and Conditions
- secure public liability insurance for the event (if required).

3 Evaluation criteria

The following evaluation criteria will be considered for each application to the fund:

Activities that WILL be considered for event funding include:

- ✔ direct event costs including venue hire, stage, lighting and performance costs
- ✔ event related health and safety costs, traffic management, road closure, temporary fencing, ambulance and medical services, public liability insurance
- ✔ waste minimisation, infrastructure costs including event utility requirements
- ✔ event management and costs to secure additional sponsorship
- ✔ event signage, advertising and promotional costs.

Preference will be given to event applications that:

- ✔ attract visitors in the off season (April to October)
 - ✔ can demonstrate successful financial support from other funding sources ie. sponsorship
 - ✔ show potential to be self-sustaining without Council funding in future years.
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The following activities WILL NOT be considered for event funding:

- ✘ where the primary purpose is to promote religious or political objectives
- ✘ that denigrate, exclude or offend parts of the community
- ✘ that pose a significant risk to the public or Council
- ✘ that have applied for other Council funding grants (except for the Creative Communities Fund)
- ✘ that have already been held or any retrospective costs
- ✘ that do not champion the Whangārei Events Strategy outcomes, characteristics and principles
- ✘ that require funding for business-as-usual operations (e.g. not specifically event related)
- ✘ support staff salaries and/or wages, rents or other overhead costs except as a proportion of the total event costs
- ✘ require debt servicing assistance or refinancing costs
- ✘ are private functions, lunches, dinners, meetings – ‘private’ is defined as any event where the general public aren’t able to attend or purchase tickets
- ✘ are for research, feasibility studies or evaluations
- ✘ have breached previous funding agreements with Whangārei District Council, including post-event reporting requirements and where no commitment has been made to rectify this.

The following event related costs WILL NOT be considered for event funding:

- ✘ purchase of alcohol
- ✘ stock or capital market investment
- ✘ payment of fines, court costs, IRD penalties or retrospective tax payment
- ✘ purchase of vehicles and any related ongoing maintenance repair, overhead costs or road user charges
- ✘ overseas travel
- ✘ medical expenses
- ✘ markets, raffles, prize money.

Each event funding application will be assessed against the following matrix, derived from the Whangārei Events Strategy 2019-2024.

EVALUATION CRITERIA MATRIX

Outcomes

LOCAL CONFIDENCE

- Enhance Whangārei's place-identity and destination profile.
- Contribute to an authentic and distinctive point-of-difference – a unique Whangārei story

LOCAL CAPABILITY

- Build local capability to develop and sustain events District-wide
- Develop opportunity for local innovation and entrepreneurship
- Activate and enable local talent and creative communities

LOCAL CONNECTION

- Increase local participation and engagement in community events
- Promote and celebrate community cohesion, local diversity and respect for the environment
- Leverage the reciprocal exchange between locals and visitors

Local lens

- Contributes to two or more key strategic principles: Taste Local, Connect Local, Explore Local, Play Local

Characteristics

- May be sponsored
- Predominantly community-led requiring local input and ownership
- Typically targeted at a niche part of the community or geographic
- Event can be one off
- Event is not unique to the city and may be able to be replicated
- Event is often not for profit
- New or innovative event not previously held in the District

Event outcome

- Primary drivers are celebrating identity, diversity, community entertainment but may deliver some economic benefit
- Provide support for fringe artists, performers and artisans
- Major contributor to city pride and identity realising social and cultural benefits
- Builds a shared sense of local community and identity

4 Community Venue Hire Rate

In addition to the Whangārei Event Development Fund, community groups also have the opportunity to apply for reduced hire rates of Council-owned venues by meeting the evaluation criteria detailed in section 2.

5 Frequency

Applications to the Whangārei Event Development Fund can be submitted all year round and will be evaluated and responded to within 4 weeks from receipt of a completed application form and required documentation.

If your application is successful, we will email you to confirm your funding.

If your application is unsuccessful, you will be advised via email of the outcome, along with reasoning as to why this decision was made.

6 Implementation

Implementation for Year 1 of the Strategy will occur as follows:

Whangārei Event Development Fund

Implementation will commence in February 2020 with invitations extended to the Community with preference given to event applications planned in the off season (April to October).

Community Venue Hire Rate

Implementation will commence in January 2020 with respect to requests for community venue hire rates at Forum North. Each client that requests a Community Venue Hire Rate will be required to meet the criteria detailed in section 2 of this guide and include this information in their booking enquiry form.

7 Reporting and measurement

All successful event funding applicants are required to submit a post-event report to Council within two months of the event being held. The report is to be satisfactory to Council in all respects and include all information requested by Council in the Sponsorship Agreement.

Event reports must include the following information (where applicable):

- attendance figures including breakdown of visitor origin and visitor overnight stay in the District
- robust analysis of event outcomes, including estimated economic impacts
- full financial report, including confirmation of the level of spending within the Whangārei District
- marketing and media outcomes.

Applicants that do not submit a satisfactory report to Council will be ineligible for future funding.

8 Applications

All applications must be made on the Whangārei Event Development Fund application form. Application forms are available at www.wdc.govt.nz/funding, from Council's customer service counters or by contacting Council on 09 430 4200 or funding@wdc.govt.nz. Refer also to the list of relevant forms and documents at the end of this guide.

Please check the eligibility criteria or speak to the Community Events Coordinator at Council if you have any further questions.

We will email you with the outcome of your application.

9 Forms and related documents

The following documents and forms are available at www.wdc.govt.nz/funding, by emailing funding@wdc.govt.nz or from Council's customer services counters.

- Whangārei Event Development Fund Application Form
- Whangārei Events Strategy 2019-2024
- He Rautaki Toi ā Rohe ō Whangārei - A strategy for arts, culture and heritage in the Whangārei District 2019-2029.





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