

# Wellington Regional Events Fund

2021

**WellingtonNZ**

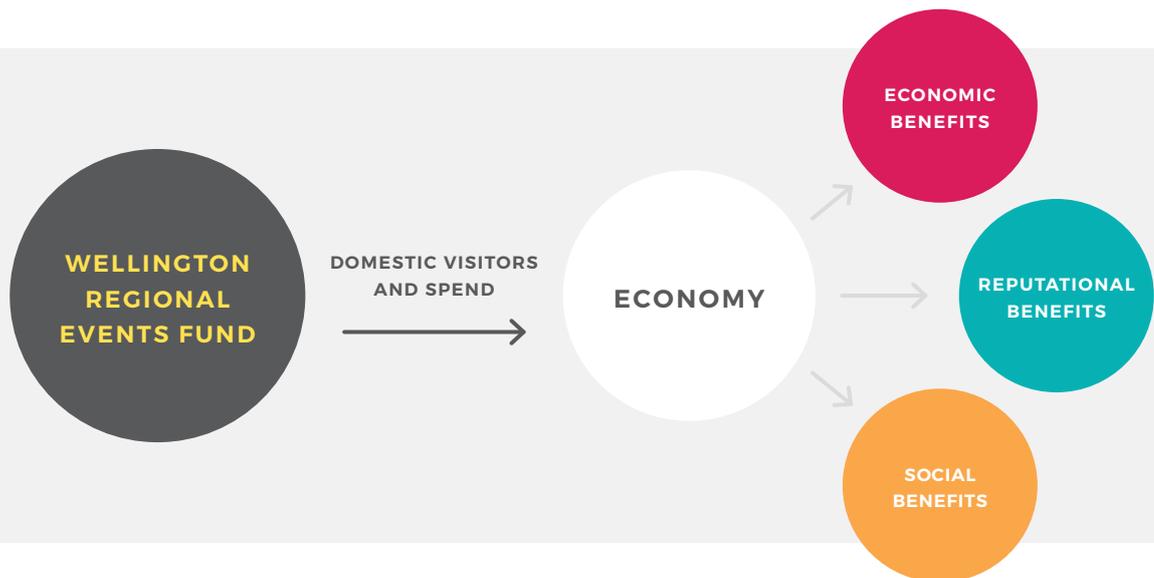
MAKING THE  
WELLINGTON REGION

**Wildly  
Famous**



# Introduction

The purpose of the Wellington Regional Events Fund is to drive domestic visitors and spend into the economy in the absence of international visitors and spend; maximising the economic, reputational and social benefits to the region.



In September 2020, The New Zealand Government announced a \$50 million Regional Events Fund to support the visitor sector by stimulating domestic tourism.

The Wellington region has been allocated \$3.5 million NZD to invest in events that meet the criteria for the Wellington region.

## OUR ROLE

WellingtonNZ is the Lead Entity for the Wellington Regional Events Fund and are responsible for administering and monitoring investment decisions. Decisions are confirmed and approved by the Wellington Regional Investment Panel, which have representatives from both Wellington and Wairarapa.

# Wellington Regional Events Fund purpose

The Fund criteria aims to support the goals of the region by;



Strategically investing in events to drive out of region visitation in order to maximise the economic, reputational, and social benefits to the region.



Strengthening the annual calendar of events across the region that complements the existing events sector, providing the New Zealand market with more reasons to visit year-round.



Exploring new ideas through event development and feasibility that showcase the region's best assets and continues to hold the region's position as a leader in live experiences.

## EVENTS FUND FOCUS AREAS

### 1. STRATEGIC INVESTMENT:

Strategically invest in events of scale that can grow significant visitation to the Wellington region. Consideration may be made in exceptional circumstances where an existing event can demonstrate a growth plan to significantly increase domestic visitation.

### 2. DEVELOPMENT & FEASIBILITY:

Event development and feasibility support for new event content/ concepts that show strong potential in driving regional visitation.

# What we look for

We will complement the existing calendar of events whilst reaffirming the Wellington region as a compelling destination for hosting events and experiences.

A wide range of events can be considered for investment. This includes new or one-off events, and across a broad range of sport, arts & culture, music and business events.

With both investment areas of the Fund, WellingtonNZ's focus is on attracting events that can significantly increase out of region visitation and spend and align with the criteria.

As outlined by MBIE, the Fund cannot be used for:

- Events that don't drive out of region visitation (eg. community farmers markets, annual Santa parade).
- Destination marketing (although marketing for a specific event is permitted)
- To competitively bid with other regions for the same event.

## CRITERIA

### ECONOMIC IMPACT

Demonstrates scale and can achieve significant out of region visitation and spend.

### OPERATIONAL EXCELLENCE

Event demonstrates commercially and environmentally sustainable practices.

### STRATEGIC FIT

Showcases/amplifies the Wellington region's strengths, natural assets and stories.

Provides balance to the region's major events calendar, through its timing, genre and location.

### IDENTITY & BRAND

Event provides reputational benefits to the region (eg. offering best-in-class, Wellington regional exclusive content, content that generates national and international media coverage).

### SOCIAL IMPACT

Improves the liveability of the Wellington region.

# Applying for investment

Applicants can fill out an online **Expression of Interest** form on the WellingtonNZ.com Regional Events Fund website. Expressions of Interest can be accepted at any point in time (i.e. there are no funding rounds for the Wellington Regional Events Fund) to ensure flexibility for the applicants.

WellingtonNZ will be in contact with an invitation to formally apply if the event or event concept strongly aligns with the Fund criteria. All applications for investment are then considered and approved by the Investment Panel before finalising an agreement with WellingtonNZ.

## WHAT IS THE APPLICATION PROCESS?



### EXPRESSION OF INTEREST

Submit online **Expression of Interest** form via WellingtonNZ.com



### FULL APPLICATION

WellingtonNZ provides full application form if event/event concept aligns with criteria.

Submit **Strategic Investment** or **Development & Feasibility** application to WellingtonNZ.

Applications reviewed by panel.



### CONTRACTING

WellingtonNZ works in partnership with successful applicants to negotiate mutually beneficial terms.

# Performance measures

Events will be measured on their economic, reputational and social outcomes using established methods. Targets and outcomes align with the Wellington **Major Events Strategic Framework**, with an appropriate regional lens.

As a condition of investment from the Fund, event partners are required to undertake post-event attendee surveying and provide evidence in order to report on their targets.

KEY PERFORMANCE INDICATOR	MEASURE OF OUTCOMES
<b>ECONOMIC IMPACT</b>	
<b>Tourism:</b> Lead the Visitor Economy	<b>Visitation</b> Overall attendance Number of domestic visitors <b>Expenditure</b> Value of visitor expenditure Number of visitor bed nights
<b>REPUTATIONAL IMPACT</b>	
<b>Wellington regional story:</b> Shape and amplify the destination story	<b>Media Reach</b> Number of mentions of Wellington region with domestic and international media outlets Equivalent Advertising Value (EAV) from media activity
<b>SOCIAL IMPACT</b>	
<b>Social wellbeing:</b> Positive impact on liveability of Wellington region	<b>Community satisfaction</b> Satisfaction rating of attendees and locals Positive stories generated impacting Wellington region
<b>SUSTAINABILITY</b>	
<b>Financial:</b> Long term, sustainable fiscal planning for event development and delivery	<b>Path to development</b> Clear capability and development plans Long term vision planning
<b>Operational best practice</b>	Evidence of operational best practice throughout the delivery of the event.

# Wellington Regional Events Fund FAQs

## What is the Wellington Regional Events Fund?

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The Wellington Regional Events Fund is part of the New Zealand Government's Tourism Recovery Package, which aims to stimulate out of region visitation through investing in events that will encourage expenditure missed by international visitor markets as a result of COVID-19.

A total of \$47.75 million has been made available to nine International Marketing Alliance (IMAs) groupings of Regional Tourism Organisations (RTOs), of which Wellington & Wairarapa was allocated a portion for investment in events within the Wellington region.

It is administered by WellingtonNZ (the Lead Entity), with consensus from the Regional Investment Panel.

The Fund has two focus areas.

### **STRATEGIC INVESTMENT:**

Strategic investment in events with the ability to drive/deliver regional visitation.

### **DEVELOPMENT & FEASIBILITY:**

Event development and feasibility support for new event concepts/content.

## Who can apply for the Wellington Regional Events Fund?

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We welcome expressions of interest from event owners, rights holders, promoters and organisers with proven operational excellence and event content that will attract significant out of region visitation and spend in the Wellington region. Events and event concepts must align with the Wellington Regional Events Framework and criteria.

A wide range of events can be considered for Strategic Investment and for Development & Feasibility. Events can be reoccurring or one-off and across a broad range of genres including sport, arts & culture, music and business events.

Events must occur within the Wellington region and be able to attract significant out of region visitation and spend to the Wellington region.

## What is the criteria?

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Events or event concepts that demonstrate, or have the potential to demonstrate the following:

**Economic Impact** – Demonstrates scale and can achieve significant out of region visitation and spend.

**Operational Excellence** – event demonstrates commercially and environmentally sustainable practices.

**Strategic Fit** – Showcases/amplifies the Wellington region's strengths, natural assets and stories. Provides balance to the region's major events calendar, through its timing, genre and location.

**Identity & Brand** – Event provides reputational benefits to the region (eg. offering best-in-class, Wellington exclusive content that generates national and international media coverage).

**Social Impact** – Improves the liveability of the Wellington region.

## What won't be eligible?

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Events that don't drive out of region visitation (eg. community farmers markets, annual Santa parade) won't be eligible.

Existing Wellington region events won't be eligible (exception will be given to those that present a strong growth plan to significantly increase visitation).

## How do I apply for investment?

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Please fill out the online **Expression of Interest** form found on the WellingtonNZ Regional Events Fund website.

WellingtonNZ will be in touch if your event or event concept strongly aligns with our criteria, after which you will be invited to formally apply.

## Can I apply if I have already secured funding through another central government agency?

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Yes, you can apply for the Fund if you also receive other central government support (eg. SportNZ, CreativeNZ).

## Can I apply if I have already secured funding through Ministry of Business, Innovation and Employment (eg. NZ Major Events Fund or the Domestic Events Fund)?

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It is possible but unlikely that you will be successful in receiving investment through the Fund if your event is currently receiving funding through an MBIE fund (like Domestic Events Fund or New Zealand Major Events Fund). This is to ensure minimal duplication with MBIE-funded events and to ensure a wide range of events and event subsectors are supported.

## **Who administers the Wellington Regional Events Fund?**

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The Fund is administered by the Lead Entity, WellingtonNZ, with consensus from the Wellington Regional Investment Panel.

## **Are there funding rounds for the Wellington Regional Events Fund?**

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No, Expressions of Interest can be completed at any point in time. Each event will be considered on a case-by-case basis. This is to ensure a more agile process.

## **If successful, how much investment/support will I receive?**

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Each event or event concept will be assessed on a case by case basis in terms of appropriate levels of investment and support required. This will be discussed with WellingtonNZ if your application is successful.

## **If an event is successful for Development and/or Feasibility support, what will this support look like?**

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WellingtonNZ will work with each event organiser on a case by case basis to create a bespoke plan that focuses on testing

the viability, sustainability, and potential success of the event concept. This plan will be agreed upon in partnership and could include (but is not limited to) commissioning a peer review, undertaking market research / audience testing, or commissioning a full feasibility report.

## **If I have been successful in my application for Development and/or Feasibility support, can I then apply for Strategic investment?**

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Yes. If an event concept proves to be viable and aligns strongly with our criteria for Strategic Investment, it can apply.

## **Can anyone apply to the Regional Events Fund?**

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Only event owners, rights holders, promoters and organisers with proven operational capability and experience can apply. Once the **Expression of Interest** is received, those that meet the criteria will be invited to complete a full application form which will request your organisation's full details. A risk assessment would be completed for all new partners which may need permission for a credit check if necessary.

<b>RTO GROUPING</b>	Wellington & Wairarapa
<b>REGIONS REPRESENTED</b>	The Wellington Region; including Wellington, Wairarapa, Porirua, Upper Hutt, Lower Hutt and Kāpiti Coast.
<b>AMOUNT OF FUNDING APPROVED</b>	\$3.5 million (ex GST) to be used over the next 2-4 years
<b>LEAD ENTITY</b>	WellingtonNZ
<b>CONTACT DETAILS</b>	Tiana Rakete   Major Events   WellingtonNZ RegionalEventsFund@WellingtonNZ.com

**WellingtonNZ**