

# TOURISM WAITAKI EVENT STRATEGY 2021-23



Hosting creative events in a supportive community, connecting with people and celebrating our place.

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### Overview

The Waitaki District offers gigantic geo-diversity, all of which makes up the Waitaki Whitestone Aspiring Global Geopark, rich cultural and colonial heritage sites, an expansive food bowl, a variety of outdoor activities and attractions, welcoming communities and a well-established events sector supported by locals and visitors.

Centrally located in the South Island, with an urban population catchment of 618,500 within a four hour drive time, the Waitaki District is well located as an events destination.

Additionally, the district is within a three hours' drive of four Airports.

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Hosting creative events in a supportive community, connecting with people and celebrating our place.

## Strategy Focus

This strategy looks to support events, either established or new, that meet the following:

- *Events are viewed positively by locals and visitors.*
- *Showcase or leverage the unique cultural and physical features of the region.*
- *Provide vibrancy and positive social interaction.*
- *Increase length of visitor stays.*
- *Promote the region as a wonderful place to visit and live.*
- *Address seasonal visitor flows.*
- *Provide direct economic benefits to the region.*

## Strategy Objectives

To provide a pathway and direction for event support and development with in the Waitaki District.

Giving focus and priority to events that will increase visitation to the Waitaki District, that showcase or leverage its unique features and bring significant commitment to recognising and supporting the four well-beings (cultural, economic, social, and environmental) to the region.



The duration of this strategy is from 2021-2023, to coincide with the MBIE Regional Events Fund.

The following points are key to meeting the strategy objectives and funding support through the Regional Events Fund:

- *Each event must align to the Waitaki events strategy.*
- *Each event must have the support of the community (Social).*
- *Each event must be financially sustainable or show a pathway to becoming financially sustainable within 3-5 years (Economic).*
- *Each event must recognise the values of mana whenua (Cultural).*
- *Each event must demonstrate management and protection of the environment (Environmental).*
- *Each event must have a marketing plan to attract out of region visitors.*
- *Each event must have its own supporting structure and clear strategy for success and growth.*
- *Each event must follow the Events Sector Voluntary Code 2020.*
- *Each event must provide audited financial accounts and a post-survey economic report.*

## Strategy Outcomes

The strategy identifies five key strategic outcomes:

**Strategy 1:** Supporting the growth of existing events.

**Measure:** Number of existing events supported in the Waitaki district.

**Strategy 2:** Supporting initiatives for the development of new events.

**Measure:** Number of new events developed in the Waitaki district.

**Strategy 3:** Maximise opportunities to collaborate with events in neighbouring regions and strengthen relationships with those regions.

**Measure:** Number of opportunities maximised from collaboration with neighbouring regions.

**Strategy 4:** To encourage excellence in event management by supporting event organisers with upskilling, knowledge, and capacity.

**Measure:** Event organisers report satisfaction with resources provided to develop event skills, knowledge, and capability.

**Strategy 5:** Ensuring the community and manū whenua are fully engaged so as to partner/support event initiatives.

**Measure:** Community expresses overall satisfaction with impact of events, and cultural values are demonstrated.



## Community Involvement

Community is often involved in events at differing levels. Having community support is beneficial when obtaining funding and sponsorship, as it assists with the establishment and maintenance of enthusiastic, and hard-working committees—vital to the success of any event.

## Conclusion

This strategy serves to give event organisers within the Waitaki District an overview of the desirable objectives and outcomes. The Strategy further acknowledges the strong role events play in revitalising tourism and the economic opportunities within the Waitaki region, whilst we are impacted by a global pandemic.

We aspire to have events that are of the highest quality and provide participants with a world class experience. Every event should produce an authentic Waitaki experience and reach or exceed customer satisfaction and expectations. Event goers should perceive they have received value for money and leave the event wanting to encourage others to participate in future years.

