

Waitaki Region Events Fund Guidelines, Criteria & Application



Established for the Waitaki Events Advisory Board
1 September 2022

* Required Information

For administrative purposes, please fill in the name of the person responsible for completing this form. *

Funding Guidelines

Introduction

Ministry for Business and Innovation and Employment (MBIE) has established the Regional Events Fund (REF) programme as part of their suite of COVID-19 recovery initiatives.

The purpose of the REF (and subsequently the Tourism Waitaki Regional Event Funds) is to stimulate inter and intra-regional visitation through funding events that will encourage expenditure missed by international visitor markets.

MBIE Reference to the background and funding to this programme can be [found here](https://www.mbie.govt.nz/immigration-and-tourism/tourism/tourism-recovery/regional-events-fund/).
[\[https://www.mbie.govt.nz/immigration-and-tourism/tourism/tourism-recovery/regional-events-fund/\]](https://www.mbie.govt.nz/immigration-and-tourism/tourism/tourism-recovery/regional-events-fund/)

This application also references the NZ Event Sector Voluntary Code guidelines for operating events under different Covid-19 Alert Levels. You will be able to download the most current NZ Event Sector Voluntary Code as well as information on operating events at different Alert Levels, as well as the supporting Event Collateral Pack, [found here](https://www.major-events.govt.nz/resource-bank/covid-19-information-for-event-organisers/).
[\[https://www.major-events.govt.nz/resource-bank/covid-19-information-for-event-organisers/\]](https://www.major-events.govt.nz/resource-bank/covid-19-information-for-event-organisers/)

Tourism Waitaki received \$183,000. The fund covers a two-and-a-half-year period.

Tourism Waitaki is offering contestable funding for new or existing events that will attract increased visitation to the district.

Regional Tourism Organisations (RTO's) Tourism Waitaki, Enterprise Dunedin, Clutha Development and Great South will be working together to better coordinate events to ensure the best economic impact for all communities and to avoid date clashes.

The Waitaki Events Advisory Board consists of Chairwoman Jan Kennedy, Tourism Waitaki's Acting General Manager Philippa Agnew, Board Events Advisor Tammy Jackman, Eleanor Toft, Malcolm McLauchlan and Megan Crawford. On determining funding, a full quorum is required to evaluate whether the application is in line with the Events Criteria. The Board reports back to the REF lead agency (Enterprise Dunedin) every six months. Information concerning the REF and the organisations receiving the funding is shared with MBIE.

What will be funded

- New or one-off events that will draw out of region visitors to the Waitaki District.
- Existing events that are sustainable, can display they draw out of region visitors to the event and will increase visitor spend

2) The Board can accept applications from

- Individuals who are NZ citizens/permanent residents
- NZ based organisations



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Waitaki Region Events Fund

Guidelines, Criteria & Application

3) Eligibility and assessment criteria

To receive funding from the Waitaki Events Fund, priority will be given to events that:

- Align to the Waitaki Events Strategy
- Drive inter-regional and out-of-region visitation
- Bring measurable economic benefit to the region
- Compliment a regional calendar of events that is well-balanced to create year-round stimulation
- Collaborate with, but do not compete with other regional or large national events
- Use local suppliers as much as possible
- Have a plan to minimise waste
- Demonstrate strategies to mitigate, reduce and offset carbon footprints =/ Sign up to the Tourism Sustainability Commitment – with demonstrable positive impacts on the visitors, local community, economy and environment - see <https://sustainabletourism.nz/about-us/> for further details
- Follow the NZ Event Sector Voluntary Code which outlines what the Events Sector can do to safely deliver events by following best practice expectations, which are based on Ministry of Health guidance to reduce COVID-19 related risks.

4) What will not be funded

- Community focused events that do not appeal to attendees from outside of the region
- Events hosted outside the Waitaki geographic boundary
- Events looking to support infrastructure or capital works costs
- Events seeking investment to underwrite an event
- Events that clash with the timing of existing events with similar audiences or duplicate themes across the wider region including Dunedin, Clutha, and Southland
- Events that do not allow sufficient time to apply for and attain council consent – e.g. resource consent or permits
- Events that cannot be supported by regional infrastructure
- Events that cannot prove prior event management experience or similar
- Events that do not complete an up-to-date health and safety plan that incorporates a risk management plan

5) Timeframes for applications

Applications for events proposed in the Waitaki area will be held over two contestable funding rounds. This funding round opens 3 October 2022

Application Window	Outcome Communicated	Event Dates
Opens 3 October, closes 31 October 2022	11 November 2022	1 Jan 2023 – 31 Dec 2023

6) Submission

Eligible applications will be assessed against the responses given in the application form, as well as required supporting documentation. To ensure all application criteria is met, the following information is requested in this process:

- Full event budgets (to include details of any other funding sources)
- COVID-19 contingency plans
- Health and safety and risk/management plans
- Latest financial accounts (these do not have to be audited)
- Marketing plans, which must:
 - a. Be aimed at attracting visitors from outside and inter-region
 - b. Include rationale behind identified and targeted audiences
 - c. Describe marketing channels to be used
 - d. Show the events unique selling proposition
 - e. Demonstrate how your proposed event branding positively reflects the Waitaki
 - f. Show evidence of marketing goals and how they will be evaluated according to the criteria



Waitaki Region Events Fund

Guidelines, Criteria & Application



7) Assessment

After an application has been submitted applications will be accessed by the Waitaki Events Advisory Board for consideration and a final decision will be full and final. The Waitaki Events Advisory Board will consist of the following:

Chairwoman - Jan Kennedy
Tourism Waitaki General Manager – Philippa Agnew
Events Advisor - Tammy Jackman
Eleanor Toft
Malcolm McLauchlan
Megan Crawford

8) Successful applicants

Once funding has been approved, all successful applicants will receive a Funding Agreement. This is a formal contract which outlines what is expected of event organisers and the amount of funding being granted from the Waitaki Events Fund, administered by Tourism Waitaki Limited.

9) Post event requirements

After the event, all successful applicants will be required to complete the EREF Report Back form. These reporting requirements must be met within three months of the event or 30 June (whichever date is earliest).

Applicants are required to provide:

- An overall summary of the event addressing how the conditions outlined in the funding agreement have been met including proof of delivery/success of the event for all measures stated in the application form
- A description of the overall success/failure of the event via a post event social impact evaluation
- Most up to date financial reports (including an event budget).
- Report on each of the five MBIE economic evaluation attributes using the guidelines and appropriate sample size (10% of attendees to be surveyed) across your event. The five MBIE Criteria:
 - a. Identify the total number of event attendees
 - b. Determine the number of attendees from outside the host region
 - c. Identify the length of stay associated with attending the event
 - d. Determine the average daily spend while attending the event
 - e. Determine the number of people included in the average daily spend
- An analysis of how the funding has enabled the recipient to achieve the expected outcomes



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Waitaki Region Events Fund

Guidelines, Criteria & Application



Terms and Conditions of Funding

- The Waitaki Events Advisory Board is not obliged to grant all Waitaki Event Funds in any period.
- All potential or actual conflict of interests which could compromise the decision on the application or bring the process into disrepute must be declared.
- All applicants must disclose any other funding sources for the event (either confirmed or in the process), as well as any corporate or commercial sponsorship arrangements.
- Applicants must not directly or indirectly seek to influence the application process or outcomes in any improper or unethical manner (or in any way which might have the appearance of being so), nor attempt to solicit or garner non-public information which might give an unfair advantage in the application process.
- Each applicant warrants that all information provided in relation to its application is true and correct and in all material particulars, at all times, and is not misleading, whether by omission or otherwise. Each applicant must disclose all matters likely to be material to the Waitaki Events Advisory Board's consideration of its application.
- If circumstances or information changes after making an application, or after any funding is allocated, the applicant must immediately notify the Waitaki Events Advisory Board.
- Each applicant consents to having due diligence carried out on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to the Waitaki Events Advisory Board making due enquiries from third parties in this regard and shall provide access to referees upon request.
- A proportion of overhead costs (salaries) relating directly to the project or activity may be included in funding applications.
- The fund will cover up to 50% of the total event costs.

Event related costs NOT eligible for investment

- Capital costs
- For the purchase of alcohol
- Stock or capital market investment
- Payment of fines, court costs, IRD penalties or retrospective tax payment
- Purchase of insurance cover
- Purchase/lease of vehicles and any related ongoing maintenance repair, overhead costs, or road user charges
- Service or maintenance costs including utilities such as power or phone
- Any retrospective costs (unless pre-approved)
- Overseas travel
- Debt servicing or refinancing costs
- Medical expenses
- Prize money or entrance fees
- Payment of any legal expenditure including costs or expenses related to mediation disputes, ACC, employment Tribunal, Small Claims Tribunal, professional or disciplinary body hearings
- Money to be redistributed as grant funding, sponsorship, bequest, donations, to aid funding or aid to other recipients
- Events that have breached previous funding agreements, including post-event reporting criteria.



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Waitaki Region Events Fund

Guidelines, Criteria & Application



Final investment in an event will come with conditions pertaining to what event related costs can and cannot be used for.

Waitaki Events Advisory Board Discretion

The Waitaki Events Advisory Board reserves the right to:

- Accept or reject any application at its sole discretion
- Change the criteria, parameters, date, timeline or any other aspect of the funding application or decision-making process, and to waive any application requirements at its discretion.
- Require applicants to provide additional information if required
- Suspend or cancel the funding process in whole or in part
- Impose conditions on the approval or payment of funding, such as a requirement to generate a certain number of entries for an event.
- Do any other act that it sees fit in relation to the funding process



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Waitaki Region Events Fund Guidelines, Criteria & Application

Application Questions

1. Name of your organisation: *

2. Where will your event take place: *

Your event must take place within the Waitaki geographic boundary

3. Is this a new event to the Waitaki district: *

Please delete as appropriate

Yes / No	If 'No', when did it last run?	
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4. How often is this event held / to be held: *

Please delete as appropriate

One-off / Annually / Biennially (i.e., once every two years)	Other (please specify) ...
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5. Potential audience size: *

6. Anticipated event audience origin: *

(Please estimate the % of your event audience expected from each region - for example; - 12% from Auckland, 6% from Wellington, 15% from Christchurch and 50% Dunedin & 20% ROS.I. ≈ 100%)

Auckland & Northland	
Wellington	
Rest of the North Island	
Christchurch	
Rest of Canterbury	
Dunedin	
Rest of Otago	
Southland	
Waitaki	
Rest of South Island	
Anticipated Total Audience Percentage Provided	0%
(Right Click on 0% above, then 'Update Field' to update the formula)	



Waitaki Region Events Fund Guidelines, Criteria & Application



7. Proposed event dates: *

Funding applications must be for events that fall within 1 Jan 2023 – 31 Dec 2023
(Please use DD/MM/YYYY format)

What date will your event start?	What date does your event end?
<input type="text"/>	<input type="text"/>

8. The idea / Te kauppa: *

Please provide a brief but detailed description of your event. (Max 200 words)

9. The process / Te whakatutuki: *

Please describe a clear outline and vision of the future of the Event and how it will sustainably develop so that it continues to benefit Ōamaru/Waitaki without ongoing funding? (Max 200 words)

10. The people / Ngā tāngata: *

Please tell us about the key people and/or the groups involved - who are you serving and who will benefit in the community. (Max 200 words)

The Criteria / Ngā Paearu

Please describe how your event meets each of the event grant criteria. The degree of fit will help to determine eligibility for funding and the level of funding allocated.

11. Waitaki Events Strategy: *

Your event must align to the Waitaki Events Strategy, please describe how you will achieve this. (<https://waitakinz.com/the-waitaki-regional-events/>) (Max 200 words)

12. Visitor spend: *

Your event must increase spend by visitors from outside the Waitaki region - please describe how you will achieve this. (Max 200 words)

13. MBIE evaluation attributes: *

Your event must report on each of the five MBIE evaluation attributes [<https://www.mbie.govt.nz/immigration-and-tourism/tourism/tourism-recovery/2020-tourism-recovery-package/regional-events-fund/>] using the guidelines and appropriate sample size across your event, please describe how you will achieve this. (Max 200 words)



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Waitaki Region Events Fund Guidelines, Criteria & Application



14. Waste minimisation for your event: *

Please outline the steps you will take to achieve minimum waste from your event. (Max 200 words)

15. Protecting and enhancing Waitaki's environment: *

Please outline how your event will contribute to protecting and enhancing Waitaki's environment, including water, biodiversity, landscapes, and clean air, please describe how you will achieve this. (Max 200 words)

16. NZ Event Sector Voluntary Code and COVID-19: *

Your event must follow the NZ Event Sector Voluntary Code and operate in accordance with the appropriate Alert Level protocols. The NZ Event Sector Voluntary Code and guidance on Covid 19 Alert Levels can be [found here...](https://www.majorevents.govt.nz/resource-bank/covid-19-information-for-event-organisers/)
<https://www.majorevents.govt.nz/resource-bank/covid-19-information-for-event-organisers/>
Please describe how you will achieve this (Max 200 words)

You may find it helpful to outline your plans in a separate document – if so, please indicate above, should you intend to send your response to this question in a separate document.

About your budget

17. How much funding you are requesting? *

Please indicate this as a dollar figure and percentage of your overall budget *

\$			%
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18. If you're approved funding, what will this be used for? *

(Max 200 words)

19. Have you, or will you receive grants or sponsorship, or applied for the same from any other organisation?

If yes, please provide details: Please also include this information in your budget.

20. Please attach a copy of the Event budget and latest financial accounts for each year for which funding is sought, when you send in your application. *

You may be required to supply quotes to support your application, but you do not have to submit these in the initial application.



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Waitaki Region Events Fund Guidelines, Criteria & Application

About your organisation

21. Name of your event organising body: *

22. Postal address: *

P.O. Box or Street Address

23. Suburb: *

24. City / Town: *

25. Postcode: *

26. Website: *

27. Social Media account address(es): *

28. Is your organisation: *

Please delete and complete as appropriate

Incorporated body	Unincorporated body	Charitable trust	Other...
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29. If you are an incorporated body or charitable trust, please indicate your company number or charitable trust number:

30. Please provide your GST number: *

Please answer 'NA' if this is not applicable



Waitaki Region Events Fund Guidelines, Criteria & Application



31. Please tell us your organisations trustees, executive committee, or key people: *

Primary contact person (for this application)

32. First name: *

33. Last name: *

34. Position in organisation: *

35. Contact phone number: *

36. Alternative contact details: *

Please provide the name and contact number of an alternative contact in case the applicant is unavailable

37. Person responsible for Finance / Accounts (and their contact details): *

Please provide their contact name, (and additionally, the phone number and email address if different from either contact detailed above).



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Waitaki Region Events Fund Guidelines, Criteria & Application



Attachments

Please attach all relevant documents to your application ensuring that you reference your event name or applicant name when sending to events@waitakinz.com

38. File upload confirmation: *

Please indicate the number of files that will accompany your application

Full event budget	
Marketing Plan	
Health & Safety Plan	
Latest financial accounts (if applicable)	
NZ Event Sector Voluntary Code and COVID-19 response	

40. Terms and conditions: *

I have read and understood the terms and conditions

Please read the Terms and Conditions. The undersigned has read, understood and agrees that their organisation will adhere to all Terms and Conditions assigned to this application:

Print:		Signed:	
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41. Declaration: *

I hereby declare that all information included and provided as part of this application is correct and that I am the approved person to provide it.

Position:		Date:	
Print:		Signed:	

Thank you for taking the time to complete this application.

The Waitaki Events Advisory Board anticipate that all applicants will have received news on the status of their application on or before the 11 November 2022.

A copy of the Tourism Waitaki privacy policy can be found here <https://waitakinz.com/privacy-policy/>.

Please send your completed application and all attachments to: - events@waitakinz.com



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