Guidelines for submitting an Expression of Interest
Wellington Amenities Fund 2015/2016

Introduction
The Wellington Amenities Fund aims to ensure that regionally significant events and attractions that add to the attractiveness and vitality of the Wellington Region can be supported and sustained. Wellington City, Upper Hutt, Hutt City, Masterton District Council, Kāpiti Coast District Council and Porirua City have contributed to a combined fund of just over one million dollars to allocate to the region’s top cultural and environmental assets.

The natural environment, visitor attractions, cultural festivals and arts organisations make Wellington a region where talent wants to live. Thanks to all the professionals and volunteers who make them thrive. The Wellington Amenities Fund demonstrates the regions commitment to our environment and to the arts.

Before completing your Expression of Interest please read the Fund Criteria at the end of these guidelines, on page 4. It is anticipated that Expressions of Interest will be between 5-8 pages long.

Process
Expressions of Interest (EOI) in the Wellington Amenities Fund (the Fund) are being sought by the Joint Committee. For details on the Joint Committee please see: http://wellington.govt.nz/services/community-and-culture/funding/wellington-regional-amenities-fund

From 2015/16 the option for eligible organisations to apply for up to three years’ funding in Year One of each Long Term Plan (LTP) period will be initiated. Therefore we will consider applications in this year’s round and again in 2018/19, which marks the first round of the next LTP period. Please refer to the Fund Criteria, page 4 for information about eligible organisations. The fund will continue to be available for one-off projects on an annual basis.

EOI for the 2015/2016 round of the Fund need to be submitted to the Fund Manager from Wednesday 1 July to midday on Friday 24 July 2015. A group comprising Officers from the contributing Councils and the Fund Manager will review the EOIs and make recommendations to the Fund Joint Committee on 28 August 2015.

The Joint Committee will decide which EOIs best deliver to the priorities of the Fund. On receipt of a satisfactory full application and budget, a contract will be signed before funding is released.

The contract will include detailed targets specific to the project and organisation(s) which will be reported on at the end of the funded period and at specified dates during the project period if appropriate.

Please provide the following information about your organisation (if more than one organisation is applying please provide this information for each organisation):

Organisation information
Organisation name:
Type of Organisation (e.g. charity/company):
Please include your incorporated Society No., Charitable Trust No. or Limited Liability Company No. if appropriate.
Website:
Postal Address:
Street Address (if different to above):

**Key Contact Information** (if more than one organisation is applying please nominate one person as the key contact)
- Name:
- Position:
- Mobile Number:
- Phone Number:
- Email Address:
- Postal Address:

**Delivery to the Fund’s Priorities and Criteria**
Please explain how your activity, project or event will deliver to the priorities of the Fund.
(Please note that it is not expected that all activities, projects or events will deliver to all of the five priorities)

The five priorities are:
1. Demonstrate a need for financial assistance to maintain its current operations or extend the reach of its operations across the Wellington region.
2. Increase the entity’s long-term contribution to the economy of the Wellington region.
3. Address gaps in, extend or develop the arts, culture or environmental ecosystems, calendar of activities and events in the Wellington Region.
4. Display regional partnerships with Councils and other organisations in order to leverage mutual benefits.
5. Build, maintain and retain organisations that contribute to Wellington’s status as an internationally competitive region.

Please explain how your organisation and activity, project or event fit with the criteria of the Fund. The Fund criteria are on page 4 of these guidelines.

**Proposed Activity, Project or Event Description:**
Please describe your proposed activity, project or event and include information on the following:
- An overview of the key people involved in its delivery
- A brief description of the organisation(s) involved which may include links to websites
- A proposed timeline for key aspects of the activity, project or event
- Explain how your activity, project or event will benefit and connect with the wider Wellington Region

If funding is approved in principle you will be asked to provide more details about the activity, project or event and your organisation.

**Proposed Budget**
Please provide a budget overview including summary income and expenditure
- Income should include any anticipated income from ticket sales or merchandising, sponsorship or other local or government funding or grants and value-in-kind support.

If funding is approved in principle you will be asked to provide a more detailed budget.
Information or advice on your Expression of Interest
If you have questions or would like to discuss your proposed activity, project or event(s), please contact the Fund Manager:
Katie Taylor-Duke
Ph: 04 803 8021
Mob: 021 227 8021
Email: Katie.Taylor-Duke@wcc.govt.nz

Submitting your Expression of Interest
Please email your Expression of Interest by 12pm on Friday 24 July 2015 (as a pdf) to Katie Taylor-Duke, Wellington Amenities Fund Manager at email: Katie.Taylor-Duke@wcc.govt.nz.
Wellington Amenities Fund – Priorities and Criteria

Purpose of scheme
The Fund has been established to support:

a. eligible entities of regional significance with day to day operational expenses and
b. new innovative projects that will achieve identified priorities for the region.

The Fund is focused on arts\(^1\), cultural\(^2\) and environmental attractions and events to support and add to the attractiveness and vitality of the Wellington region.

It has been agreed that this means that the Fund is focused only on ‘arts, cultural and environmental attractions’ and ‘arts, cultural and environmental events’ rather than ‘any event’ that meets subsequent criteria.

Regional Priorities
Applications will be assessed on how strongly they deliver to these priorities. The application should strongly deliver to at least one regional priority and applications that can show how they deliver to more than one will have a stronger case for funding.

The organisation or project will:

1. Demonstrate a need for financial assistance to maintain its current operations or extend the reach of its operations across the Wellington region.
2. Increase the entity’s long-term contribution to the economy of the Wellington region.
3. Address gaps in, extend or develop the arts, culture or environmental ecosystems, calendar of activities and events in the Wellington Region.
4. Display regional partnerships with Councils and other organisations in order to leverage mutual benefits
5. Build, maintain and retain organisations that contribute to Wellington’s status as an internationally competitive region.

Who is eligible for funding?
Arts, Cultural and Environmental organisations of regional significance are eligible for either Operational Funding or Project Funding for projects, activities or events of regional significance and benefit.

It is anticipated that most eligible organisations will be based in the Wellington Region but organisations from outside the region that can show how their project will bring significant benefit to the region, will be considered for funding.

From 2015/16 applicants will be able to apply for funding for up to three years in Year One of each LTP for Operational Funding or for Project Funding for projects, activities or events that span or develop over this time; or for the already established one year period for a single project, activity or event.

Individuals cannot apply to the Fund.

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\(^1\) Arts attractions and events can include the following artforms: performing arts (such as dance, theatre, music); visual arts (ceramics, drawing, painting, sculpture, architecture, printmaking, photography, film, video, design and crafts); literature (fiction, non-fiction, essays, poetry); inter-arts (such as new-media and digital work); and pan art-form festivals.

\(^2\) Cultural attractions and events can include the following groups: ethnic, community and specific interest groups.
Funding Criteria

General Criteria

- Your project makes a positive contribution to achieving the objectives of the Wellington Amenities Fund. Namely to support entities of regional significance with **day to day operational expenses** or **new innovative projects**.
- The Fund is focused on arts, cultural and environmental attractions and events to support and add to the attractiveness and vitality of the Wellington Region for residents and visitors to the region.
- The project or organisation is based in, or delivering significant benefits to the Wellington region. Benefits should be focused on one or more of the regional authorities contributing to the Fund (Wellington City, Hutt City, Upper Hutt City, Kāpiti Coast, Masterton District and Porirua City).
- The applicant is a legally constituted group or organisation, not an individual or individuals.
- The applicant provides evidence of: sound financial management, good employment practice, clear and detailed planning, clear performance measures, and demonstrated ability to report back on past funding as appropriate.
- Organisations with existing funding agreements for operational expenses with one or more of the six Councils contributing to the Fund are eligible to apply for additional operational expenses. They will need to demonstrate what additional benefit to the wider region funding from the Fund will achieve.
- Failure to report adequately on past funding will result in a group not being eligible to apply for future funding until they have satisfactorily reported back on their past funding.
- The organisation or project should show evidence of community support, collaboration and building partnerships with other organisations (e.g. letters of support from other organisations / leaders).
- The principal intent of the organisation or project is not for private or commercial financial gain, though such gains may occur as a side effect of the project.
- Funding for Capital Projects will be considered by the Fund.

Operational Funding for Organisations of Regional Significance

1. The organisation will provide economic benefit to the region, and/or
2. The organisation will increase audiences and/or visitors across the Wellington region, and/or
3. The organisation will increase regional participation and collaboration in projects.

In addition organisations will:

- Be recognised as providing an existing regionally significant facility or service that contributes to the wellbeing and attractiveness of the Wellington Region as a place to live and visit.
- Provide evidence of the regional benefit of their project, service or facility to residents of and visitors to the Wellington region.
- Demonstrate that the facilities and services they provide are not otherwise generally available to residents and visitors to the region.
- Demonstrate good financial and administrative management and have good governance and an excellent track record. A copy of the organisation’s strategic or business plan should be attached to the application.
- Provide evidence of structures to ensure that all regional funding provided will be used for facilities and services benefitting Wellington Region residents and visitors.
- Have audited financial accounts covering the previous three financial years.
• Show that the funding will be used for core business expenses and improve the applicant’s ability to maintain its current operations or extend the reach of its operations across the Wellington region.

Project Funding - for Projects of Regional Significance and Benefit
1. The project will provide economic benefit to the region, and/or
2. The project will increase audiences and/or visitors across the Wellington region, and/or
3. The project will increase regional participation and collaboration in projects.

In addition the project:
• Must show innovation.
• Must show economic and / or other benefits to the community.
• Must show reach across the Wellington region.
• Must explain how it will highlight or enhance the uniqueness of the Wellington region.
• Will expand the capacity, range or level of similar types of services in the community.
• Will have involved users in identifying the need for the project.

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3 Innovation involves the creation of value out of new ideas, products, experiences, services, or ways of doing things. The project may not rely on established ideas, forms or ways of working, and may investigate new ways of working. Actual innovation will depend on context (when and where the project is to happen). It may exist in the form of the project, the process of creation, the way the project is presented, and the ways the project engages with its audience. Innovation may also be found through the refining of an existing project or the scaling up of a project.