
WELLINGTON EVENTS POLICY

1. Introduction

Wellington events are highly valued by Wellingtonians. Residents and ratepayers have told us that events make Wellington great. Events generate economic benefits, attract, inspire and retain talent. Give a sense of community belonging and a sense of place.

The arts and culture, sports, business and community sectors all organise events and rely on events for success both for themselves and for the broader community.

Major events are a key economic contributor, attracting visitors to the region and providing jobs. The less tangible benefits include improving social cohesion, growing a sense of community and helping to position the city and region through strong branding and communications.

Wellington City Council has a strong interest in ensuring the broad events sector thrives and this policy articulates the Council's vision, role and plans for the events sector.

2. Vision

Wellington – the Events Capital of New Zealand

3. Objectives

- To build on our vision of Wellington 2040 – Smart Capital
- To make Wellington a great place to live, while investing in events that grow the economy and make Wellington an attractive place to work, invest in and visit
- To deliver events to encourage participation and to celebrate Wellington's people, places and unique features.
- To offer events that are diverse (sport; arts; culture; music; food; environment).
- To coordinate events with other major events in the region and New Zealand. Wellington will connect with the region to maximise the potential of events.
- To deliver events that will showcase cosmopolitan Wellington to visiting talent/businesses.
- To build on the success of current events and attract international events to maximise potential from the international tourist market.

4. The Council's Role

Some events, in the broadest sense, are initiated, organised, maintained and funded with no support from the Council. However, there are some events that would be unlikely to be held, succeed or continue in Wellington without the Council's support.

Council support comes from:

- provision of amenities (venues, sports fields);
- funding (grants, Event Development Fund, Community Events Fund, venue subsidies);
- delivery of events (Summer City); and
- facilitation, advocacy and partnerships.

The Council will continue to provide support through those channels and will increase its efforts in facilitating, partnering and advocating.

The Council has different goals and objectives for different events. Supporting arts events bolsters Wellington's position as an arts leader; supporting national events that attract domestic and international visitors is aligned with the Council's Economic Development Strategy and supporting community festivals contributes to local identity, social cohesion and resilience. With this in mind the Council's role, objectives and priorities have been considered in light of whether the event is:

- Iconic – a major event attracting at least visitors from across the country
- Regional – an event that attracts visitors from other parts of New Zealand and/or the wider Wellington Region
- Community – an event where the target audience is a particular community or celebrating a particular community (geographic communities or communities with a shared interest).

In the future the Council will be seen:

- As actively working with and developing the events sector for the long-term benefit of Wellington
- Applying a broader range of tools to generate the desired outcomes, i.e. development of volunteer programmes
- Having an ongoing partnership approach where we add value through sharing information, coordination, training and strategically planning ahead
- Having a balance between the proactive development of new events and reactive support for ongoing events with a 'can do' approach

To achieve its goal the Council will prioritise the following directions.

5. Directions

Direction 1: To develop, grow, attract and retain events

Iconic events

Goal: To develop, grow, maintain and develop regular icon events – Hertz Sevens, NZ international Festival of the Arts, and the Brancott Estate World of Wearable Arts Show – and to add at least one new iconic event by 2016. By 2040 we will have stronger international and national recognition for hosting major events and will grow our iconic events.

Actions

- 1.1 To renew the Brancott Estate World of Wearable Arts contract in 2012/13.
- 1.2 To work in partnership with the NZ International Arts Festival and to increase economic returns and to strengthen its position as New Zealand's leading arts festival.
- 1.3 To work in conjunction with IRB, NZRFU and WRFU to build on the success of the Hertz Sevens competition.
- 1.4 To partner with national and international sporting federations in hosting international events in Wellington
- 1.5 Partner with Te Papa to successfully attract events/exhibitions that will attract domestic and international tourists to the city.
- 1.6 To collaborate with promoters to attract world class music and theatre acts.
- 1.7 To pro-actively seek to identify a further "iconic" event that will grow tourism in the region.
- 1.8 To target a return on investment from the Events Development Fund for major events of 20:1 ratio.

Regional Events

Goal: To strengthen the regional events programme. Regional events will generate additional new event spend per year.

Actions

- 1.9 To broaden Wellington's offer of regional events
- 1.10 To attract new regional events and align them with the Regional Amenities Fund.
- 1.11 To develop a strong regional programme spread throughout the year, in all seasons, to avoid clashes.
- 1.12 To seek and bid for events to target a good return and outcome for the city.
- 1.13 To analyse the regional events to achieve better alignment among events and identify better leveraging opportunities.
- 1.14 To tailor events to cater for Wellington's changing demography.

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Community Events

Goal: Celebrations of diversity, community and culture will be fostered and a stronger sense of community will be created by developing a suburban based events programme. This will ensure a diverse range of community initiated events across the city and across different cultures.

Actions:

- 1.15 Proactively support communities to establish, maintain and lead community events.
- 1.16 Provide grants and venue subsidies to community initiated events.
- 1.17 Work with communities to develop a programme of events that addresses both timing of events and spread of events.
- 1.18 Support community groups to grow their own events by providing training and facilitation.
- 1.19 The community programme will be wide spread throughout the suburbs not central city focussed and will include ethnic days, suburban festivals and sporting events.
- 1.20 Communities would be supported in creating their distinctive character.

Direction 2: To maximise the advantages of being home to creative, cultural and artistic leaders

Iconic (and national) Events

- 2.1 Develop events relating to the film industry in Wellington such as exhibitions, expos and festivals.
- 2.2 Develop niche arts events that define Wellington's competitive advantage such as Wellington Fashion week which supports young designers.

Regional Events

- 2.3 Support the Creative Capital Trust in growing the Fringe Festival and the Cuba Street Carnival.
- 2.4 Attract new arts and cultural events.

Community Events

- 2.5 Partner with mana whenua to develop, promote and deliver cultural events that profile mana whenua i.e. Matariki and Waitangi Day.
- 2.6 Focus on cultural events by having dedicated resource working with Maori, Pacific and other ethnic groups in the community to deliver a vibrant cultural programme.
- 2.7 Work with multi-cultural communities developing existing events and initiating new events to celebrate our diverse community.
- 2.8 Work with community festivals, events and fairs

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Direction 3: To ensure sustainable development

Goal: Wellington events will strive to be environmentally friendly and sustainable in the long term.

Iconic, Regional and Community Events

Actions

- 3.1 Ensure that best green practices are used, including recycling, compostable products and efficient energy practices.
- 3.2 Leading environmental practices will be developed.
- 3.3 Public transport plans will be planned and implemented around major events and public transport options will be incorporated in all event promotions.
- 3.4 A focus on reducing the carbon footprint at events where possible.

Direction 4: Ensure Council operations (services and facilities) are aligned with event provision

Goal: To create an event friendly environment in the city/region by ensuring Council operations are streamlined in supporting events.

Iconic, Regional and Community Events

Actions - regulatory

- 4.1 A one stop shop approach will be developed allowing event managers to obtain advice and service including consents and approvals.
- 4.2 Guidelines for regulatory and compliance requirements will be updated regularly and be made accessible.

Actions – best practice

- 4.3 A 'can do' approach will be adopted.
- 4.4 Guidelines will outline best practice for accessibility, alcohol management and safety and risk management.
- 4.5 Requirements for successful street events will include flexible and portable design and landscaping.
- 4.6 Coordinate events in public spaces to achieve optimal impact.
- 4.7 The importance of events will be factored in to planning for Wellington's waterfront, the city's venues and in public spaces.
- 4.8 To provide resources for community events (eg staging and PA systems).

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Accessible Wellington Events

Goal: The Accessible Wellington Action Plan seeks to remove barriers to access so everyone can participate, experience and enjoy Wellington City and all it has to offer.

Each event will be assessed, thinking about the barriers people may face to participate and enjoy it. The Accessibility Advisory Group will be involved in planning and advising on producing barrier free events.

We will consider:

- How people find out about the event and the information that they might require to attend
- How people can access the event starting from the roadside
- How people use, experience and navigate their way around the venue

Direction 5: To strengthen current partnerships and develop new ones

Goal: To form strong partnerships with government, embassies, business, and community to support events

Iconic Events

Actions

- 5.1 Seek opportunities in partnering with other cities nationally and internationally to jointly attract one-off events such as concerts.
- 5.2 Clarify the infrastructure needs for event growth in the region.
- 5.3 Research and keep abreast of leading event ideas.
- 5.4 Attract funding from external commercial partners.

Regional Events

Actions

- 5.5 Provide event advice to the external selection panel for the Regional Amenities Fund.
- 5.6 Explore the option of partnering with councils in the region and look at combining and holding regional events rather than duplicating events.
- 5.7 Develop and showcase Wellington's skills base and talent in events and the supporting services.
- 5.8 Retain event skills in the city i.e. production managers, stage managers, creative directors, site managers a structure needs to be established where support is given to provide resource and opportunities to keep them in Wellington.
- 5.9 Form stronger and longer term partnerships with the private sector and other funding partners.
- 5.10 Develop a sponsorship plan aiming to partner with commercial partners.
- 5.11 Work with the hospitality and retail sectors to develop and maintain charters and identify opportunities that will benefit these sectors.

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5.12 Support the universities and tertiary institutions in their event plans and leverage this activity.

Community Events:

5.13 To work with community events by providing funding for seeding events.

5.14 To assist community groups in successfully attracting sponsorship from businesses and public funding sources.

5.15 To advise community groups and assist them in possible partnerships with like-minded groups.

Direction 6: To demonstrate industry leadership

Goal: At a central government level Wellington will be a leader in the strategic planning for major NZ events.

Iconic and Regional Events

Actions

6.1 Position Wellington at a national level as a key contributor in event governance and industry decision making.

6.2 Pursue a position on a NZ event steering group.

6.3 Attain a place on the board of New Zealand Association of Events Professionals (NZAEP).

6.4 Work with Sport New Zealand and participate in the bidding process for major international sports events.

6.5 Work closely with Creative New Zealand

6.6 Form and coordinate a Wellington.inc group to advise and feed into the events programme on an ongoing basis.

Community Events

Actions

6.7 Maintain and extend community roles in planning and delivery of events.

6.8 Consult with community groups in event planning.

6.9 Train community groups in event principles and support them in their decision making.

Direction 7: To improve the spread of Wellington events over the year

Goal: Develop a programme of Wellington events spread over the full year.

Iconic Events

Actions:

7.1 Confirm the dates for iconic events 3 years ahead (giving priority to these events).

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- 7.2 Develop a diverse and vibrant year-round calendar attracting new events into the off peak event season.

Regional Events

The regional Wellington events calendar will be better spread throughout the year.

Actions

- 7.3 Improve alignment of events and identify better leveraging opportunities.

Community Events

Actions

- 7.4 Review the community programme allowing for better resourcing and scheduling.
- 7.5 Spread the community event programme throughout the year creating a seasonal calendar i.e. the winter programme.

Direction 8: To profile and tell the story of Wellington as the events capital of New Zealand

Goal: Wellington through its reputation as a leader in events will be more active in promoting and marketing this positive story to bring in more international and domestic visitors.

Iconic events

Wellington's iconic events will achieve greater media coverage and grow their profile nationally and internationally with the city entrenching its outstanding reputation in delivering high quality events.

Actions

- 8.1 Grow exposure in event industry media.
- 8.2 Showcase Wellington through events, projecting the city as exciting and vibrant and a great place to live.
- 8.3 Use the media to portray Wellington's talent through events.
- 8.4 Market the central city as a unique Wellington feature that not only hosts events but provides visitors with a unique experience during major events e.g closing Courtenay Place to traffic to assist the hospitality sector.

Information

Events are currently promoted across a multitude of web and print based media which makes it difficult for residents and visitors to navigate the plethora of information and find events and related activity.

Actions

- 8.5 Develop one credible event brand that will make accessing information and promotion of events through web, print and social media easy.
- 8.6 To develop one events website that will give information on iconic, regional and community events.

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Direction 9: Establish and maintain a strong volunteer base for Wellington events

Goal: Establish an event specific volunteer base as part of the Council's overall volunteer programme

Actions

- 9.1 Establish a volunteer programme for events.
- 9.2 Recruit, train and retain a competent events volunteer programme that will be incorporated in the events programme.

TERMS OF REFERENCE FOR THE WELLINGTON REGIONAL AMENITIES FUND JOINT COMMITTEE

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1. Definitions

1.1 For the purpose of these Terms of Reference:

“Act” means the Local Government Act 2002.

“Member” means a local authority that is a participant in the Wellington Regional Amenities Fund, as listed in clause 3.1.

“Representative(s)” means the Mayor or Chairperson or councillor or councillors of a Member, or alternate(s) that have been resolved by the Member authority to be a member of the Joint Committee.

"Wellington Regional Amenities Fund" and "WRA Fund" means the fund established and contributed to by the Members in accordance with their respective Long Term Plan decisions.

“Wellington Regional Amenities Fund Joint Committee” means the Joint Committee appointed by the Members to oversee the development of the Wellington Regional Amenities Fund.

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2. Name

- 2.1 The Committee shall be known as the Wellington Regional Amenities Fund (WRA Fund) Joint Committee (Joint Committee).

3. Members

- 3.1 Each of the following local authorities is a Member:

- Kapiti Coast District Council
- Masterton District Council
- Hutt City Council
- Upper Hutt City Council
- Wellington City Council

4. Status

- 4.1 The Joint Committee is a joint standing committee under clause 30(1)(b) of Schedule 7 of the Act.
- 4.2 In accordance with clause 30(7) of Schedule 7 of the Act, the Joint Committee is not deemed discharged following each triennial election.

5. Membership of Joint Committee

- 5.1 The Joint Committee will comprise [5] persons in total.
- 5.2 Each Member will appoint one Representative, being one elected person, and will also appoint an alternate who may attend and vote at meetings in the absence of the appointed representative. Both the Representative and the alternate must be an elected person from that Member.
- 5.3 Under clause 30(9) Schedule 7 of the Act, the powers to discharge any representative on the Joint Committee and appoint his or her replacement shall be exercisable only by the Member that appointed the representative being discharged.
- 5.4 Each Representative is appointed for a term that expires on the date of the next local government triennial election.
- 5.5 It is the responsibility of each Member of the Joint Committee to ensure that they have a representative available to participate in the Joint Committee, as soon as practicable after their representative is no longer able to represent that Member for whatever reason, with the same delegated functions, duties and powers as their predecessor.
- 5.6 Each Member is responsible for remunerating its Representatives and for the cost of the Representatives' participation in the Joint Committee.

APPENDIX 2

6. Purpose of Terms of Reference

6.1 The purpose of these Terms of Reference is to:

- (a) Define the role and responsibilities of the Joint Committee
- (b) Provide for the administrative arrangements of the Joint Committee.

7. Role and responsibilities of Joint Committee

7.1 The role of the Joint Committee is to govern and administer the WRAF Fund, in accordance with the objectives of the WRAF Fund.

7.2 In performing its role, the responsibilities of the Joint Committee include:

- (a) approval of criteria and priorities for the WRA Fund
- (b) to consider recommendations from the Fund Manager and Officer's Group on applications made to the WRA Fund
- (c) to approve applications for funding.

8. Objectives of the WRA Fund

8.1 Goal

The WRA Fund has been established to support eligible entities of regional significance with day to day operational expenses and new innovative projects that will achieve identified priorities for the region. The WRA Fund is focused on arts, cultural and environmental attractions and events to support and add to the attractiveness and vitality of the Wellington region.

8.2 Scope

The Fund will assist to ensure that regionally significant entities can be developed or sustained in the Wellington region to contribute to the region's quality of life; attractiveness to residents and visitors; and economy.

The Fund is intended to allow funded entities to:

- Focus more on their core business
- Reduce the amount of time spent on securing funding across the region
- Improve their ability to perform on a wider regional basis
- Improve accessibility to their services
- Ensure staffing requirements are met adequately for a fixed term.

8.3 Criteria and Priorities

Applications to the WRA Fund will be assessed against criteria and priorities for the region.

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9. Delegated authority

- 9.1 The Members delegate to the Joint Committee, the powers and functions to enable it to perform its role and carry out its responsibilities in relation to the WRA Fund, except those matters reserved under Clause 32 Schedule 7 of the Act, and the appointment of new members to the Joint Committee.

10. Meetings

- 10.1 The New Zealand Standard for model standing orders (NZS 9202: 2001), or any New Zealand Standard substituted for that standard, will be used to conduct Joint Committee meetings as if the Joint Committee were a local authority and the principal administrative officer of the Wellington City Council or his or her nominated representative were its principal administrative officer.
- 10.2 The Joint Committee shall hold meetings at such frequency, times and place(s) as agreed by the Joint Committee for the performance of the functions, duties and powers delegated under this Terms of Reference.
- 10.3 In accordance with Clause 30(9)(b) Schedule 7 of the Act, the quorum shall be half of the members if the number of members (including vacancies) is an even number, or a majority of members if the number of members (including vacancies) is an odd number.

11. Voting

- 11.1 In accordance with clause 32(4) Schedule 7 of the Act, at meetings of the Joint Committee each Member's Representative has full authority to vote and make decisions within the delegations of this Terms of Reference on behalf of that Member without further recourse to that Member.
- 11.2 Each Representative has one equal vote. Decisions will be made by simple majority.

12. Election of Chairperson and Deputy Chairperson

- 12.1 On the constitution or reconstitution of the WRAF Joint Committee the representatives shall elect a Chairperson and may elect a Deputy Chairperson.
- 12.2 The term of office of an appointed Chairperson or Deputy Chairperson ends on the date of the next local government triennial election.

13. Administration arrangements

- 13.1 The administering authority for the Joint Committee is Wellington City Council.

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- 13.2 The administrative costs of servicing the Joint Committee will be met within the allocated funding of the WRA Fund.
- 13.3 The WRA Fund Manager (Fund Manager), who will be located at Wellington City Council, will service the Joint Committee and will have the following functions:
- Management and administrative support for the Joint Committee
 - Prepare draft criteria and priorities for the WRA Fund for approval by the Joint Committee
 - Initial assessment of applications
 - Report to the Joint Committee with recommendations
 - Develop and maintain key relationships within the arts, culture and environmental sectors
 - Relationship management with successful applicants
 - Distribution of funds
 - Coordinate the collection, holding and distribution of funds
 - Monitor, evaluate and report on the WRA Fund
 - Research and promotion of the WRA Fund
 - Approve all papers to the Joint Committee and ensure decisions are signed off at critical times.
- 13.4 A cross-council WRA Fund Officers Group (Officers Group) will be established with a representative from each of the Members. The Officers Group will act as their council's point of contact for the WRA Fund, and the Joint Committee. In conjunction with the Fund Manager the Officers Group will:
- Prepare draft the criteria and priorities of the WRA Fund
 - Assess applications and make recommendations to the Joint Committee.
- 14. Funding**
- 14.1 Each Member will provide funding to the WRA Fund to the level agreed in their 2012-22 Long Term Plan.
- 14.2 The financial administration of the WRA Fund will be carried out by Wellington City Council on behalf of the Members.
- 14.3 Each Member will be invoiced by Wellington City Council at the establishment of the Fund, and the beginning of each new financial year thereafter, until such time as the WRA Fund is wound up.
- 14.4 Contributions will be specifically tied to the WRA Fund and cannot be used for any other purpose. The funds will be held in an interest bearing money market deposit account.

APPENDIX 2

15. Reporting

- 15.1 All reports to the Joint Committee shall be presented via the Chairperson.
- 15.2 Following each meeting of the Joint Committee, the Fund Manager shall prepare a summary report of the business of the meeting and submit that report, for information to each Member authority following each meeting. Such report will be in addition to any formal minutes prepared by the Administering authority.

16. Good faith

- 16.1 In the event of any circumstances arising that were unforeseen by the Members or the Representatives at the time of adopting these Terms of Reference, the Members and the Representatives hereby record their intention that they will negotiate in good faith to add to or vary this Terms of Reference so to resolve the impact of those circumstances in the best interests of:
- (1) The Members collectively
 - (2) The Wellington regional community represented by the Members collectively.

17. Variations

- 17.1 Any Member may propose a change to the Terms of Reference by putting the wording of the proposed change to a meeting of the Joint Committee for consideration and comment.
- 17.2 Once a proposed change to these Terms of Reference has been considered by the Joint Committee, these Terms of Reference are not amended until each Member adopts the revised Terms of Reference giving effect to the proposed change.
- 17.3 Notwithstanding clause 19.2, the Joint Committee may itself amend the Terms of Reference, where the changes will not materially affect the commitment of any individual Member, or the scope of the Joint Committee's role and responsibilities.

18. Review

- 18.1 In March each year, the Fund Manager and the Officers Group will report to the Joint Committee on the operation of the WRA Fund during the financial year to date, and whether the WRA Fund is sustainable for the next financial year. If it is considered that the WRA Fund is not sustainable, the Joint Committee will report back to the Members with a recommended course of action.

WELLINGTON REGIONAL AMENITIES FUND

RESOLUTION TO BE PASSED BY PARTICIPATING COUNCILS

Participating Councils:

- Kapiti Coast District Council
- Upper Hutt City Council
- Hutt City Council
- Wellington City Council
- Masterton District Council

Resolved:

1. That the Council appoints a joint committee with [the other participating Councils listed above] under section 30 (1)(b) of Schedule 7 of the Local Government Act 2002, to be known as the WRA Fund Joint Committee (Joint Committee), for the purpose of overseeing the Wellington Regional Amenities Fund (the WRA Fund)..

2. That the membership of Joint Committee comprise:

One elected person from each of Upper Hutt City, Hutt City, Kapiti Coast District, Masterton District and Wellington City Council (five in total)

3. That the Council appoint to the Joint Committee as its representative, and thatwill be an alternate.

4. That the role, responsibilities and operation of the Joint Committee be in accordance with the Terms of Reference attached.

5. That the Council's contributions to the WRA Fund be administered in accordance with the objectives of the WRA Fund and the agreed administrative arrangements.