
DRAFT EVENTS POLICY 2012

1. Purpose of Report

This report presents the draft Events Policy and seeks Strategy and Policy Committee's approval to consult with the public on the draft Policy.

2. Executive Summary

Wellington is renowned for its events and Wellingtonians value events as critical to the quality of life and sense of place that Wellington gives. Events are also a key contributor to economic development in the city. The strategy has three main purposes:

- To define the role of events in the city – the vision
- To articulate the role of the Council in events
- To describe the direction and associated actions for the future of Wellington events.

The Policy considers three levels of events –

- iconic (or national) events such as World of Wearable Arts (WOW) and the Hertz Sevens;
- regional – events that attract visitors from other parts of New Zealand and/or the wider Wellington Region;
- community events such as community festivals.

This policy addresses regionalisation, the calendar of events and the leadership role of the Council. It proposes the following vision for Wellington events:

- No other New Zealand city springs to life like Wellington on a major event day.
- Events celebrate Wellington's people, places and unique features.
- Events are diverse (sport; arts; culture; music; food; environment).
- Wellington events will be coordinated with other major events in the region and New Zealand. Wellington will connect with the region to maximise the potential of events.
- Wellington's events will showcase Wellington and promote Wellington to visiting talent/businesses.
- Wellington will build on the success of current events and attract international events to maximise potential from the international tourist market.

The draft Events Policy also addresses the role of Council in delivering events related services and is strongly aligned with the Economic Development Strategy, the Visitors' Strategy and makes a significant contribution to the implementation of the Arts and Culture Strategy.

3. Recommendations

Officers recommend that the Committee:

1. *Receive the information.*
2. *Note that the draft Events Policy has been developed following consultation with stakeholders.*
3. *Note that the draft Events Policy articulates the Council's vision, direction and actions for Wellington events.*
4. *Agree to the draft Events Policy (attached as Appendix 1) going out for public consultation.*
5. *Agree to delegate to the Chief Executive Officer and the Events Portfolio leader, the authority to amend the draft Events Policy to include any amendments agreed by the Committee and any associated minor consequential edits.*

4. Background

Wellington is renowned as the 'Events and Cultural capital'. Events contribute to Wellington's identity and sense of place; they build social cohesion and are critical to economic development – Council supported major events bring close to \$50 million average annual spend in the hospitality and retail sectors. Rugby World Cup 2011 contributed over \$94 million to Wellington's economy.

Events can drive economic benefits, attract, inspire and retain talent and give a sense of community belonging and a sense of place. They contribute significantly to Wellington by driving economic growth, by growing tourism, and through employment. Major events attract visitation to the region. Events, generally, deliver less tangible benefits in that they improve social cohesion, grow a sense of community and help position the city and region through strong branding and communications.

The city has well received community and major events and to maintain this advantage it must keep the events programme fresh and relevant by attracting and retaining successful events.

4.1 Current situation

Wellington City's current Events Strategy was adopted in July 2003. That Strategy introduced the commercially focused Events Development Fund and the Community Events Fund (Council currently spends approximately \$5.46m per annum on these two funds). Events are also funded from grants and from existing budgets (e.g. ad hoc conference sponsorship).

Currently there is \$4.3m (including RWC 2011) in the Events Development Fund and close to \$1.7m in the community events budget. In addition to this the cultural grants add \$738,000 and the venues subsidy \$245,000.

In addition the Council provides venues such as the TSB Arena, the Westpac Stadium, sports fields and the Indoor Community Sports Centre.

Events are categorised as:

Major Iconic Events: Attract international visitors and coverage (e.g. FIFA u20Mens World Cup, Rugby World Cup 2011, Hobbit Premier, World of Wearable Art (WOW), Hertz Sevens, NZ International Arts Festival)

Regional Events (Iconic and A-level events): Attract visitors from other parts of New Zealand and/or the wider Wellington Region (e.g., Homegrown, Skyshow, Cuba Street Carnival, Homegrown, Chinese New Year Phoenix and Hurricane fixtures)

Community (Local): Primarily attended by Wellington residents (e.g. suburban fairs, Teddy Bears Picnic)

On average the Events Development Fund supports over 40 events per annum and the community fund over 120 events. Many events are held with no Council support therefore the total number of events held annually in the region is not known.

The 2003 strategy has achieved the following key objectives:

- Hertz Sevens and NZIAF have been maintained as regional iconic events
- WOW has been developed as a new regional iconic event
- The ratio of 20:1 return on investment has been achieved with WOW and Hertz Sevens and in a number of the A level events
- New A level events have been developed including Homegrown, Diwali, Chinese New Year, SE Asia Night market
- Major international events have been secured including Rugby World Cup 2011, TwaeKwonDo world champs, FIFA under17, Asia Pacific Outgames, and yachting stopovers.

4.2 Events Development Fund

The Council's primary criterion for funding events from the Events Development fund is that the event delivers a return of twenty dollars for every dollar spent by Council (i.e. a 20:1 return for Council investment).

The Events Development Fund is funded by the commercial sector through the downtown levy. The major events that Wellington City Council supports through this fund attract people from the entire region and from throughout New Zealand. Most of the economic activity relates to tourism, hospitality and retail such as hotels/accommodations, restaurants, bars, retailers and other parts of the tourism industry. Some important results arising from Events Development Fund support are:

- the 20:1 economic return ratio for Council investment has been achieved for WOW and Hertz Sevens and NZ International Arts festival has more recent festivals

- WOW is achieving an 80:1 return for Council investment (excluding venue subsidies) the Hertz sevens comfortably meets the 20: 1 ratio - WOW and Sevens both achieve new spend of over \$15m per annum

This fund contributes to one off international events, seeding new emerging events and large regional events that attract audiences of over 5,000.

4.3.1 Community Events

The community events budget is split between events run by community groups and the allocation of funds to Council delivered events. With heightened awareness and requirements in health and safety and regulation, community events have faced rising event delivery costs in logistics such as traffic management, consents and security.

External funding through sponsorship and local charities contributes revenue of \$400,000 on average per annum.

4.4 The review

The review has provided opportunity to assess Councils role in event provision and investigate how a revised policy could:

- Contribute to the Council's vision of a vibrant, internationally competitive and affordable city
- Support and deliver LTP priorities and other outcomes articulated in key strategies
- Respond to Wellington's changing demography, city/region relationships, new technology and increased resident and visitor expectations
- Increase outcomes delivered through Council's investment in events (local participation in the development of event content, promotion of sustainability, our position as a seat of government and our attractiveness to business, investment and talent)
- Explore how events use and promote Wellington's natural and built environment (the waterfront, compact CBD and suburbs)
- Support and align with our city venues
- Assist in the development of the city's/region's quality of life and economy and any other issues raised as part of the process.

A workshop was held with councillors in early December 2011 and a background paper was presented to inform Councillors of how the Council is performing with its events activities. Key issues relating to event infrastructure and stakeholder relationships were discussed. Toward 2040, the Economic Development Strategy and the Arts and Cultural strategy have informed the development of the policy.

Workshops have been held with key external stakeholders and the CCO's and this resulted in focus on the following areas:

- the changing NZ event landscape,
- the strategic role of events in business development,
- the importance of infrastructure investment and

- the necessity of strong partnerships to grow the industry.

5 Discussion

5.1 Trends and Opportunities

Increasing our leadership role

The Ministry of Economic Development have developed the New Zealand Major Events vision which aims to make New Zealand a world class events destination and for these events to deliver tangible benefits. New Zealand Major Events seek to support events in four areas including arts, cultural, sporting and business. Wellington City Council's strategic direction is wholly aligned with that vision and priorities. This provides an opportunity for Wellington City Council to leverage off the MED initiatives and will require strong working relationships between the two organisations.

Wellington has a well established reputation for good quality events and being the leaders in delivering new and exciting events but there is opportunity to further leverage this position. There is also an opportunity for Wellington to play a greater role at the national level – currently Auckland is moving ahead seeking funding for world events such as World Triathlon – there is potential for Wellington to do the same. Strengthening our relationship with New Zealand Major Events will also contribute to that goal.

There is strong competition from other cities and regions that have developed attractive sustainable events i.e. Womad in New Plymouth. Wellington, in 2003, was a leader in holding new, creative and exciting events but since then other regions have adopted similar strategies. Westpac Regional stadium was new and was an attraction in its own right but many new stadiums have been built.

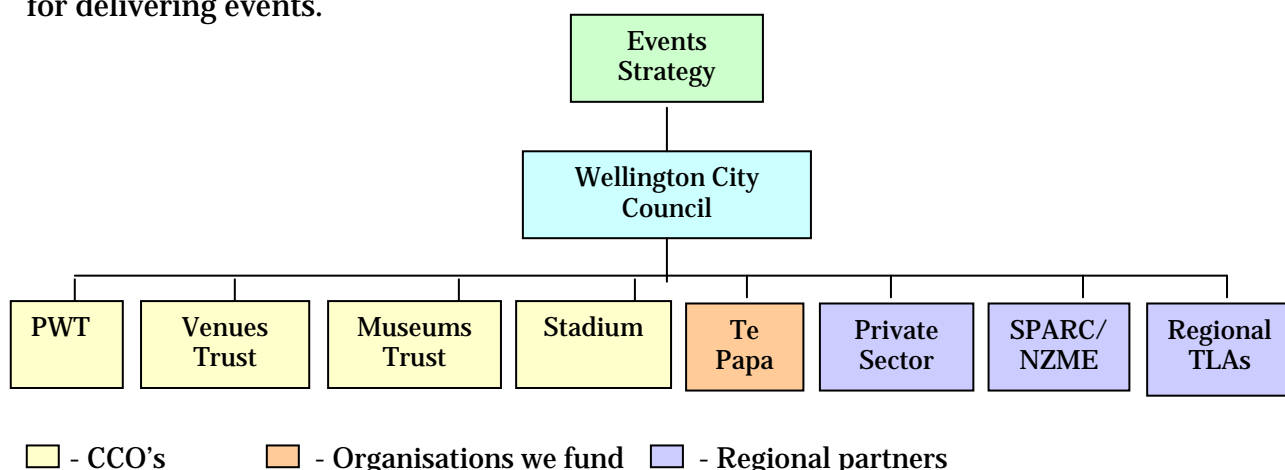
Partnerships

In addition to enhancing Wellington's leadership role, Wellington can also increase its focus on partnerships. Doing so increases our ability to:

- take a regional approach to establishing a broader events calendar.
- benefit from sponsorship opportunities.
- leverage off the activities and goals of others.

The events in the region are secured and delivered by a number of partners in Wellington. Some events are partially or wholly funded by WCC while others are funded by government or the private sector. Rugby World Cup 2011 gained commitment from all partners albeit at varying resourcing levels.

The diagram below outlines some of the key stakeholders in the city and region for delivering events.



The events that our CCO's and stakeholders manage and deliver are very important to the city's events calendar and city identity/culture yet we have ad hoc involvement with confirming priorities for long-term events planning with our partners. This is potentially leading to a situation where Wellington, Council and our stakeholders are either not getting the most value for money or implementing competing strategies (i.e. not providing strategic leadership in the events area).

Community events need to reflect the priorities and aspirations of the communities. To be successful, community events require buy-in and commitment from the community. This means that the higher the level of "ownership" of the event the more likely it is to be successful. Council therefore needs to ensure partnerships with the community in facilitating events and working towards a community events calendar that celebrates and reflects the diversity of the city. There may also be an opportunity to leverage community events with local features, for example incorporating local features into community events.

There is a role for members of the public to volunteer and support events. Wellington was very successful with its use of volunteers through Rugby World Cup and plan to build on that success by establishing a volunteer work programme.

The funding mechanisms used in Councils range from funding events entirely to strong partnerships where contracts have been negotiated for a number of years and there is input at governance level to partially funding events which is often tagged to marketing or operational costs.

The cost of securing international acts and bidding for major sporting events is becoming prohibitive and there is strong reliance on Australia to share costs with bringing international acts, events and musicians and New Zealand piggy-backing on this is more prominent.

Events Calendar

The Council has developed an events calendar that provides a large number of events (some would argue too many) with many of them free. The events calendar plays a dominant role in the tourism strategy of Wellington particularly in the domestic sector where events such as the Hertz Sevens and World of Wearable Arts attract thousands to the city.

There is a lack of seasonal offering in the current events calendar with a large proportion of the annual events being held in February and March when other regions have events on offer as well, for example, Hawkes Bay concerts and art deco festivals.

The events calendar needs to not only have a spread over the year but also take account of other events in the region and ensure that regionally the calendar is cohesive and mutually advantageous.

Economic Downturn

The recent economic downturn has put many consumers in a situation where they must prioritise their disposable spend which has resulted in lower spend on events and tourism in more recent times. Consumers are confronted with many options when seeking value for money and the challenge is to provide events that will stimulate visitation and attract the communities providing a strong sense of belonging.

The economic downturn and the impact on domestic and international economies have resulted in a decrease of private sector investment in events sponsorship. There are signs of recovery but it will take time for a full turn around where companies are willing to sponsor events at the levels they once did. The pressure on local government to reduce debt needs to be factored in.

Tourists – domestic and international – contribute more economic activity per head than local Wellington residents. 52% of visitors to Wellington are either on holiday or visiting friends and family (as at March 2011). Of holiday visitors, an average of 20 percent said attending an event was an important factor in the decision to visit Wellington. This roughly translates to an average of 7 percent of Wellington's total visitors came to attend an event.

Overall events are not a huge tourist attraction but the tourists that come for events are a very important contributor to economic activity in the city.

Consumer Preferences

Changing consumer preferences must be taken into consideration and economic factors will contribute including exchange rates, business confidence and the cost of living.

Changing demographics needs to be considered in that we have an aging population, different expectations from the younger generation Y, a move to 'back to basics' and the challenge is the priorities are different in each case.

Wellington does not have the population base and budgets that large cities such as Auckland or cities across the Tasman have, so the challenge is to work

smarter. We can use our strengths; those being the compactness of the city, the well educated population, the community of very creative and innovative people and the talented tertiary students.

The growth of the film sector has been phenomenal over the past decade in the strong sense of positioning of Wellington (and New Zealand) with the creation of thousands of jobs in the city (Wingnut, Weta Workshop, Weta Digital), attracting hundreds of thousands of international visitors and the world leading technologies that have been invented – there is opportunity to develop events such as exhibitions, showcase and festivals. Such events would be reasonably unique and align with the branding of Wellington.

5.2 Council Operations

The attached policy has addressed the issues in the previous section and established a vision statement, directions and actions for implementation. It also addresses the role of the Council in service delivery. It is important to the events sector and to community groups that Council operations related to events are streamlined and easy to navigate – to keep compliance costs down and to reduce barriers to events.

In the future the Council will be seen:

- As actively working with and developing the events sector for 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 of proactive development of new events plus reactive support of ongoing events with a can do approach

5.3 Consultation

If the Committee agrees, it is proposed to consult with the public from 24 April to May 26, and hold oral submissions in June. The finalised policy will be presented to SPC in June.

5.4 Financial Implications

There are no additional budget implications arising from the implementation of this policy. Activities are considered in a “business as usual” manner and any project initiatives would be reviewed as part of normal Council planning processes.

5.5 Climate Change Impacts and Considerations

A challenge facing all sectors is to ensure activities are environmentally sensitive. The draft Events Policy has taken account of that imperative and has proposed sustainability as a key direction. Actions have been identified to ensure best practice.

6. Conclusion

This paper presents a draft Events Policy and seeks SPC agreement to consult with the public on it. The draft Events Policy is strongly aligned with the Economic Development Strategy and makes a significant contribution to the implementation of the Arts and Culture Strategy.

Contact Officer: *Andy Scotland, General Manager, Strategic Events*

Supporting Information

1) Strategic Fit / Strategic Outcome

This policy is aligned with Towards 2040; and the policy will contribute to the implementation of both the Arts and Culture Strategy and the Economic Development strategy.

2) LTP/Annual Plan reference and long term financial impact

This report does not propose budgetary changes

3) Treaty of Waitangi considerations

Not applicable

4) Decision-Making

This is not a significant decision.

5) Consultation

a) General Consultation

Key stakeholders have been consulted and consultation with the public will be carried out.

b) Consultation with Maori

Mana Whenua will be consulted with during public consultation

6) Legal Implications

Not applicable

7) Consistency with existing policy

This report is consistent with existing policy

DRAFT EVENTS POLICY 2012

1. Introduction

Wellington events are highly valued by Wellingtonians. Residents and ratepayers regularly report that events are a key characteristic of what makes Wellington great! Wellington events drive economic benefits, attract, inspire and retain talent and 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 in that they attract visitation to the region and provide employment. They deliver less tangible benefits by improving social cohesion, growing a sense of community and contributing to positioning 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

- No other New Zealand city springs to life like Wellington on a major event day.
- Events celebrate Wellington's people, places and unique features.
- Events are diverse (sport; arts; culture; music; food; environment).
- Wellington events will be coordinated with other major events in the region and New Zealand. Wellington will connect with the region to maximise the potential of events.
- Wellington's events will showcase cosmopolitan Wellington to visiting talent/businesses.
- Wellington will build on the success of current events (notably WOW) and attract international events to maximise potential from the international tourist market.

3. 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, or to succeed or to continue in Wellington without Council support.

Council support comes through:

- 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.

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Wellington City 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 supports Wellington's position as an arts leader; supporting national events that attract both domestic and international visitors is wholly aligned with implementing the 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 with a target audience of a particular community or celebrating a particular community (geographic communities or communities with a shared interest).

To fulfil its role the Council will prioritise the following directions.

4. Directions

Direction 1: To attract and retain events

Iconic events

Goal: To maintain and develop regular icon events; Hertz Sevens, NZ international Festival of the Arts, and the 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 World of Wearable Arts contract in 2012/13.
- 1.2 To work in partnership with the NZ International Festival of the Arts 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 international sporting federations in hosting international events in Wellington i.e. FIFA U20 Mens World Cup 2015, World Cricket Cup 2015.
- 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 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 the event offering around regional events such as Toast Martinborough and the Wellington Cup.
- 1.10 To attract new regional events aligning those with the Regional Amenities Fund.
- 1.11 To develop a strong regional programme which will position events offering better seasonality and avoid clashes.
- 1.12 To actively seek and bid for events that will return at a 20:1 ratio and to develop a 3 year plan.
- 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.

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, expo's and festivals.
- 2.2 To develop niche arts events that define Wellington's competitive advantage such as Wellington Fashion week supporting young designers.

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Regional Events

- 2.3 To support the Creative Capital Trust in growing the Fringe festival and the Cuba Street Carnival.
- 2.4 To attract new arts and cultural events.

Community Events

- 2.5 To partner with mana whenua to develop, promote and to deliver cultural events that profile mana whenua.
- 2.6 To 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.

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 in events including recycling, compostable products and efficient energy practices.
- 3.2 Leading environmental practices will be developed.
- 3.3 Communication plan will be developed highlighting the practices that have been adopted for environmental performance.
- 3.4 Public transport plans will be planned and implemented around major events and public transport options will be incorporated in all event promotions.
- 3.5 Will focus on reducing event's carbon footprint and will lead in this area with good practice.

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 Councils 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 consent approvals etc.
- 4.2 Guidelines for regulatory and compliance requirements will be updated regularly and be made accessible.

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Actions – best practice

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

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 To seek opportunities in partnering with other cities to jointly attract one off events such as concerts.
- 5.2 To clarify the infrastructure needs for event growth in the region.
- 5.3 To research and keep abreast of leading event ideas.
- 5.4 To attract funding from external commercial partners.

Regional Events

Actions

- 5.5 To provide event advice to the external selection panel for the Regional Amenities Fund.
- 5.6 To explore the option of partnering with other TLA's and look at combining and holding regional events rather than duplicating events i.e. Pasifika and Elements.
- 5.7 Growing Wellington's skills base and talent in events and the supporting services.
- 5.8 To 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 To form stronger and longer term partnerships with the private sector and other funding partners.

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- 5.10 To develop a sponsorship plan aiming to partner with commercial partners.
- 5.11 To work with the hospitality and retail sectors in developing and maintaining charters and identifying opportunities that will benefit these sectors.
- 5.12 To support the universities and tertiary institutions in their event plans and to 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: Wellington will be represented at the government level as a leader in this space and be involved in the strategic planning for major NZ events.

Iconic and Regional Events

Actions

- 6.1 To position Wellington at a national level as a key contributor in event governance and industry decision making.
- 6.2 To actively pursue a position on a NZ event steering group.
- 6.3 To attain a place on the board of New Zealand Association of Events Professionals (NZAEP).
- 6.4 To work with Sport New Zealand and participate in the bidding process for major international sports events.
- 6.5 To work closely with Creative New Zealand
- 6.6 To form and coordinate a Wellington.inc group to advise and feed into the events programme on an ongoing basis.

Community Events

Actions

- 6.7 To maintain and extend community roles in planning and delivery of events.
- 6.8 To consult with community groups in event planning.
- 6.9 To train community groups in event principles and to support community groups in decision making and developing information procedures.

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

Goal: To develop a programme of Wellington events that sees a spread of events over the full year.

Iconic Events

Actions:

- 7.1 To confirm the dates for the iconic events 3 years ahead (giving priority to these events).
- 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 Analyse regional events to look at better alignment among events and identify better leveraging opportunities (Amenity fund etc).

Community Events

Actions

- 7.4 To review the community programme allowing for better resourcing and scheduling potentially resulting in a biennial programme.
- 7.5 To 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 the story to bring in more international and domestic visitors.

Iconic events

Wellington events will achieve greater media coverage and grow their profile nationally and internationally with the city being known for its outstanding reputation in delivering high quality events.

Actions

- 8.1 To grow exposure in event industry media.
- 8.2 To showcase Wellington through events as exciting and vibrant and a great place to live.
- 8.3 To portray Wellington's talent through events through media.

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- 8.4 To market the central city as a unique Wellington feature that not only hosts events but provides visitors with a unique experience during major events i.e. closing Courtney 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 To 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.

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

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

Actions

- 9.1 To establish a volunteer programme for events.
- 9.2 To recruit, train and retain a competent events volunteer programme that will be incorporated in the major events programme.