
FEEDBACK ON CONSULTATION AND ADOPTION OF WELLINGTON EVENTS POLICY

1. Purpose of report

This report presents the results of consultation on the draft Events Policy and seeks Strategy and Policy Committee's approval to recommend to Council that it adopts this 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. To retain this position a draft Events Policy was developed and released for consultation on 12 April 2012.

Overall the policy has been very well received with 93 submissions received in total and 70% of these agreeing that the Events Policy was on the right track. An events sub committee was set up to receive the 23 oral submissions presented on 22 June 2012.

In response to the feedback the policy has been updated to respond to requirements around accessibility to events in particular.

It is proposed to implement the initiatives identified in the Events policy. Prioritisation of the initiatives for implementation will be determined by the strategic priorities in the Council's Long Term Plan.

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 report.*
- 2. Note that a total of 93 written submissions on the Events Policy were received. 23 oral submissions were heard on 22 June 2012.*

3. *Note that of the 93 submissions, 71 were individual submitters.*
4. *Note that the analysis of the submissions identified a number of issues/opportunities raised by the submitters. These are attached as Appendix 1.*
5. *Note that a sub committee was established to hear the 23 oral submissions on June 22 2012.*
6. *Recommend to Council that it adopt the Wellington Events Policy.*
7. *Agree to delegate to the Chief Executive Officer and the Sports and 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 employment. Major events attract visitation to the region. Events also deliver other 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 embraced both 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

Events are recognised as a major contributor to Wellington's identity for both residents and visitors. The Council currently spends approximately \$5.45m per annum on events including community events. The Council controlled organisations such as PWT and PWV invest significantly in events along with grants from Council.

4.2 Responding to the Changing Environment

The revised policy will:

- 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 the capital city 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.

4.3 The Events Policy outlined the key directions that will be prioritised to achieve the objectives. These are;

- To attract, grow and retain events
- To maximise the advantages of being home to creative, cultural and artistic leaders
- To ensure sustainable development
- To ensure Council operations (services and facilities) are aligned with event provision
- To strengthen current partnerships and develop new ones
- To demonstrate industry leadership
- To improve the spread of Wellington events over the year
- To profile and tell the story of Wellington as the events capital of New Zealand
- To establish and maintain a strong volunteer base for Wellington events

5. Discussion

5.1 Consultation on the Policy

Significant consultation on the draft Events policy has taken place.

A number of workshops were held with a wide range of groups including Councillors, key external stakeholders, CCO's, Event companies, and our major event providers. These workshops highlighted the changing event landscape, the strategic role of events, importance of our infrastructure and the necessity of strong partnerships to grow the sector.

Once the draft had been finalised by Council at its Strategy and Policy Committee meeting of 12 April 2012, the draft was released for public

consultation. The submission form included a 'Have your say' form, which consisted of direct qualitative questions providing feedback on the policy. Submissions were accepted from April 30 2012 to May 30 2012.

A public forum was held during the public submission period for people to attend and obtain information about the submission process.

A sub- committee of Councillors was established to hear the 23 oral submissions giving feedback on the draft Policy.

5.2 Feedback from the Consultation

The feedback from the consultation was very broad which is demonstrated in the table below:

Strategic Direction	Response
Are we on the right track with the draft Events Policy?	46 supported the direction 13 were neutral or unsure 7 opposed the direction
Should Wellington attract another iconic event?	42 agree or strongly agree 7 were neutral 4 strongly opposed
Should a more regional approach be adopted?	39 support this direction 15 were neutral 1 opposed this direction
Should Council's role be more facilitation and less hands on in delivering events?	27 support this direction 17 were neutral or unsure 6 opposed this direction
Should Cuba Street Carnival become an iconic event for Wellington?	34 say yes 10 are unsure 4 say no

5.2.1 Draft Event Policy submissions analysis trends

A number of recurring trends were identified from analysis of the written and oral submissions received. Appendix 1 summarises the comments made in the submissions and references to the relevant trend.

- a) *A majority of submissions on the Draft Event Policy where made in relation to individual event proposals rather than submitting on the contents of the policy*

Many submitters took the consultation period as an opportunity to present their plan to Council rather than to submit on the policy and the key directions outlined for the policy.

- b) *The policy needs to clearly state not only to attract and retain events but to build and grow existing events.*

Submitters questioned the emphasis on attracting events and suggested that the best events are those that are place specific. Comment was also made that WCC should concentrate on events that are already established.

Direction 1 is worded 'to attract and retain events' and following the submitters' responses it is recommended that the word grow is added. The direction will therefore read:

Direction 1: To Grow, Attract and Retain Events

- c) *The policy should cover the optimisation of Wellington Venues and the challenges around accessibility*

A number of submitters made reference to the fact that venues are not always accessible in terms of cost and consideration of their requirements as users. The earthquake strengthening programme for venues was also referenced in oral submissions by users.

- d) *Consultation of the draft policy identified the need for one point of event information. Submitters expressed the need for better advertising and profiling of Wellington events*

A number of submitters commented on the lack of a website capturing all the events that are on at one time in Wellington.

- e) *There is a need for Council's role in events to focus on facilitation although some submissions supported WCC remaining as a delivery arm in the community space*

The policy 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.

- f) *The policy needs to address event accessibility best practice for people with disabilities*

The policy will state the commitment to making its events as accessible as possible. This commitment to accessibility helps to ensure that Wellington is recognised as a host for world-class events and experiences that can be accessed and enjoyed by everyone.

The policy will refer to Accessible Wellington Action Plan which seeks to remove all barriers to access so everyone can participate and enjoy Wellington City and all it has to offer.

5.3 Proposed Next Steps

Following the adoption of the Wellington Events Policy it is intended that the implementation will begin immediately with the listed actions as the key priorities

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
- To develop an agreement with Positively Wellington Venues enabling appropriate access for large events and events run by community groups.
- To work closely with the key stakeholders and initiate an Events Forum to meet regularly to share information
- To develop a strong communications plan profiling Wellington events nationally
- Establishing an events calendar on one website that captures the majority of events

5.4 Consultation

The Committee agreed to consult with the public from 30 April to 30 May 2012, and held oral submissions in June.

5.5 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.

5.6 Climate Change Impacts and Considerations

A challenge facing all sectors is to ensure activities are environmentally sensitive. The Wellington 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

Following consultation and after analysing the submissions Officers recommend that the updated Wellington Events Policy be adopted.

7. Appendices

Appendix 1: Event Policy submission analysis trends

Appendix 2: Summary of response to Survey questions

Appendix 3: Wellington Events Policy

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 the Arts and Culture Strategy, the Visitors' 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 has been carried out.

b) Consultation with Maori

Mana Whenua have been consulted during public consultation

6) Legal implications

Not applicable.

7) Consistency with existing policy

This report is consistent with existing policy.

APPENDIX 1

DRAFT EVENT POLICY SUBMISSIONS - ANALYSIS TRENDS

<p>A majority of submissions on the Draft Event Policy were made in relation to individual event proposals rather than submitting on the contents of the policy</p>	<p>Officers response</p>
<p>22 submissions were made in relation to Wellington on a Plate position in the Events Policy and as a Wellington 'iconic' event: <i>I believe what you're trying to achieve is great for the Wellington region, and all the objectives set out are fantastic. What I do find concerning is that you've missed the icon event with is 'Wellington on a Plate'</i></p> <p><i>I believe that the event Wellington On A Plate should be considered one of Wellington's primary iconic annual events</i></p> <p><i>I am concerned that WOAP has not been included in the Events Policy</i></p> <p><i>We would suggest Visa Wellington on a Plate is the additional "iconic" event the Wellington City Council is looking for to grow tourism in the region</i></p> <p>Promotion of existing events and proposals for new events were also submitted under the draft event policy consultation survey including: The Capital City 2015 Wellington Harbour Festival Wellington Festival of Circus Festival of Dance Classic Film festival The Pacific Rim Festival A World Soccer/ conference event</p>	
<p>The policy needs to clearly state not only to attract and retain events but to build and grow existing events</p>	<p>Officers response</p>
<p><i>"focus on attracting events (the short term strategy) needs to go in tandem with developing and growing events (the long term strategy)"</i></p> <p><i>"Work on the ones we already have and refund past iconic events we have lost due to lack of funding. One Love, Cuba St Carnival etc"</i></p> <p><i>"I feel the council should focus on supporting those events with are already established and supported by Wellington, domestic and international visitors"</i></p> <p><i>"I think there are enough iconic events in Wellington. Need to concentrate on making and keeping the ones we have (plus getting the Cuba Street Carnival going again)"</i></p> <p><i>I think it is not necessarily about 'attracting' events but establishing a city that can actually create and be home to such events.</i></p>	<p>Officers agree that focus should not only be on attracting and retaining but also on building and growing existing events.</p>

APPENDIX 1

<p><i>“Wellington should focus on developing "wellington dependant" events that cannot be easily moved or poached. This is important to develop Wellington as a brand. It is also important to enable the community to celebrate Wellington. Cuba St Carnival is a good eg of an "iconic event"”</i></p> <p><i>“rather than focus on new icon events, there could be great value in working with existing events and make them bigger”</i></p> <p><i>“I think we need to build on existing events to strengthen brand”</i></p>	
<p>There is a need for Council’s role in events to focus on facilitation and but some submissions supported WCC remaining as a delivery arm particularly in the community space</p>	<p>Officers response</p>
<p><i>“Events Team managing and financing all issues around consents, permits and traffic management”</i></p> <p><i>“Council should power events organisations with a proven track record to produce events”</i></p> <p><i>“Not sure it is really a matter of one or the other”. " We suggest that the Council consider as an alternative adopting a stance of 'followership"”</i></p> <p><i>“There is a happy medium that need to be returned to”</i></p> <p><i>“I believe it depends on the event that is planned”</i></p> <p><i>“I think both are important. Facilitation can be 'hands-on””</i></p> <p><i>“That should be the role of council, acting as a facilitator not sole provider”</i></p> <p><i>“a mix is fine. WCC produce excellent events and provide good facilitation and resources to many other events.”</i></p> <p><i>“depends on the event- and where in the "life-cycle" it is”</i></p> <p><i>“WCC needs to organises less events themselves and instead support others be they communities, professional organisers - there is better added value as event organisers tend to be more entrepreneurial than Council Staff”</i></p> <p><i>“There are Events that could benefit from WCC hands on involvement until such time as they become self supporting”</i></p> <p><i>Build on the Council's investments in the Wellington Jazz Festival - mix of headliners and NZ artists</i></p>	<p>Officers have noted the issues around consents and regulatory costs and the LTP provides additional funds to address this.</p>
<p>Consultation of the draft event policy identified the need for one point of event information</p>	<p>Officers response</p>
<p><i>There is potential for the council to assist in publicising events</i></p> <p><i>“there is an opportunity to develop a much more coordinated events information resources through smarter websites, phone apps and strategically located and/or mobile information kiosks/billboards”</i></p>	<p>This is a key priority in the delivery of the policy. Officers will work closely with PWT to provide one point for event information.</p>

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<p><i>“Have a one stop shop for event coordinators, currently there are lots of different people to deal with, different departments in the WCC have different objectives that aren't necessarily compatible, and there is often lack of cod within the WCC”</i></p> <p><i>“Suggested a cultural consultative group be developed that could call for ideas and contributions for Ethnic community in terms of what they could/would contribute to specific events to make larger and go for longer ie Chinese New Year, Dawali”</i></p> <p><i>“We would like the one-stop shop to address all compliance issues associated with running events”</i></p> <p><i>“One of the most valuable things Council could do to support events in Wellington would be to establish a strong database of event volunteers and the CCAT strongly supports this goal”</i></p> <p><i>"Events Team managing and financing all issues around consents, permits and traffic management"</i></p>	
<p>The policy should cover the optimisation of Wellington Venues and the challenges around accessibility</p>	<p>Officers response</p>
<p><i>Focus on developing and maintaining the facilities that Wellington has for events</i></p> <p><i>Use of indoor venues over winter, Concept of 'play"</i></p> <p><i>Wellington City has heaps of great assets, but we do lack any large open spaces</i></p> <p><i>"Wellington Struggles to attract many large concerts because there is not a good venue for these...."</i></p>	<p>Officers have acknowledged the need for planning with Positively Wellington Venues in the Policy to ensure accessibility for large events and community events.</p>
<p>The policy needs to address event accessibility best practice for people with disabilities</p>	<p>Officers response</p>
<p><i>“In general the WCC is doing a great job of advocating and supporting accessibility, however the AAG notes in the Draft Events policy there really is little mention of accessibility and in particular the economic benefits of being accessible from a profitability perspective”</i></p> <p><i>“The WCC has a key role to play in being a leader in Accessibility and providing Governance for Events to be as accessible as possible including giving guidelines and support to help make Events a financial success”</i></p>	<p>Officers have addressed this and have made recommendations for an additional section in the policy.</p>

APPENDIX 1

APPENDIX 2

SUMMARY OF RESPONSES TO THE SURVEY QUESTIONS

Q1. Are we on the right track with the draft Events policy?		
	Submissions	% of total responses
Yes	46	69.7%
No	7	10.6%
Unsure	13	19.7

Q2a. Should Wellington attract and/or develop another iconic event?		
	Submissions	% of total responses
Strongly agree	22	37.9%
Agree	20	34.5%
Neutral	7	12.1%
Disagree	7	12.1%
Strongly disagree	2	3.4%

Q2b. To adopt a more regional approach?		
	Submissions	% of total responses
Strongly agree	18	32.7%
Agree	21	38.2%
Neutral	15	27.3%
Disagree	0	0%
Strongly disagree	1	1.8%

Q5 Should the Council's role be more facilitation and less hands-on in delivering events?		
	Submissions	% of total responses
Yes	27	54%
No	6	12%
Unsure	17	34%

Q6 is the Council providing enough information on events that is easily accessible?		
	Submissions	% of total responses
Yes	22	44%
No	16	32%
Unsure	12	24%

Q7. Are there other directions that we have missed in the draft policy?		
	Submissions	% of total responses
Yes	15	34.1%
No	7	15.9%
Unsure	22	50%

Q8. Should Cuba Street Carnival become an iconic event for Wellington?		
	Submissions	% of total responses
Yes	34	70.8%
No	4	8.3%
Unsure	10	20.8%

APPENDIX 2

The Events Policy will incorporate a few minor changes that have been highlighted in the Wellington Events Policy below. Note that it is intended that we will replace the photograph used on the front cover with an image that better represents Wellington.

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

- Builds on our vision of Wellington 2040 – Smart Capital
- Events celebrate Wellington's people, places and unique features.
- Events are diverse (sport; arts; culture; music; food; environment).
- 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.
- Events will showcase cosmopolitan Wellington to visiting talent/businesses.
- 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.

APPENDIX 3

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 **grow**, attract and retain events

Iconic events

Goal: To **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 international sporting federations in hosting international events in Wellington i.e. FIFA World Cups
- 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.

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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 that will return at a 20:1 ratio.
- 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, 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.

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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.

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 consent approvals etc.
- 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).

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

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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 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 **Regional Councils** and look at combining and holding regional events rather than duplicating events.
- 5.7 Grow 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.
- 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.

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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).
- 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, potentially resulting in a biennial programme.
- 7.5 Spread the community event programme throughout the year creating a seasonal calendar i.e. the winter programme.

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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 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 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: 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 major events programme.