

WELLINGTON CITY COUNCIL EVENT STRATEGY – JULY 03

VISION

“Wellington is the Events Capital of New Zealand.”

GOAL 1

Maximise the economic contribution that events make to the city.

OBJECTIVES

- 1.1 Maintain and develop existing icon events (Rugby Sevens and The New Zealand Festival)
- 1.2 Aim to develop 1-2 new icon events over the next three years
- 1.3 Generate additional new event spend per year based on a target investment/return ratio of 20:1.
- 1.4 Aim to develop three additional A level events over the next year
- 1.5 Aim to secure at least one large World/Asia-Pacific/National championship event a year from 2005
- 1.6 Develop three existing B level events into A level events by 2005
- 1.7 Develop or secure potential A level events for:

Long Weekends
July School Holidays
September School Holidays
Low & shoulder season periods for travel into Wellington (May to October)
Early January

GOAL 2

Develop a diverse and vibrant year round calendar of Arts and Cultural events.

OBJECTIVES

- 2.1 Support existing Arts & Cultural festivals to develop and grow (e.g. Diwali, Chinese New Year)
- 2.2 Develop two new cornerstone Arts & Cultural events/festivals in 2004/05
- 2.3 Programme a minimum of one “cornerstone” Arts or Cultural event in the city each weekend

GOAL 3

Develop a strong events support infrastructure

OBJECTIVES

- 3.1 Establish a single co-ordinating unit for events development in the city

Action Events team within City Marketing and development

Collaborative approach to event decision making involving Positively Wellington Tourism
Transfer Positively Wellington Tourism’s event development role to Wellington City Council by August 2003

- 3.2 Make it easier to produce events in the city

Action Set up a “one stop shop” for event organisers to reduce barriers to producing events

Produce “how to” event guides including information and advice on regulatory compliance, protocols, risk management, “Who’s Who”

Assign portfolio managers for key major events

- 3.3 That an annual Business Plan for events is agreed to by the Events Unit and Positively Wellington Tourism

GOAL 4

Co-ordinate and target events development funding

OBJECTIVES

4.1 Transfer Positively Wellington Tourism’s event development funding role to City Marketing and Development

Action Transfer of roles fully completed by August 2003

4.2 Establish targeted, transparent and “benefits driven” events development fund

Action New events development fund with clear guidelines and assessment processes in place by August 2003

GOAL 5

Optimise use of city venues and assets

OBJECTIVES

5.1 Encourage event organisers to make maximum use of city venues and assets

Actions Work with venues to identify surplus capacity and develop plans to utilise capacity by March 2004, as part of an ongoing process

Produce comprehensive venue database by April 2004

Encourage venues to develop and bid for events that will deliver required benefits

GOAL 6

Extend the range and scale of sporting events, particularly participation events held in the city and regional Wellington.

OBJECTIVES

- 6.1 Host 15 international sporting events in 2003/04 (up from 12 in 2002/03) #
NB This does not include Super 12 Rugby
- 6.2 Host 20 international sporting events in 2004/05
- 6.3 Host 15 national sports tournaments (minimum of 500 participants) in 2005
(up from 7 in 2003)
- 6.4 Develop or secure 2 new participation and/or adventure events (1000 participants) by 2005
- 6.5 Secure one world championship event a year from 2005

GOAL 7

Enhance the profile of Wellington as the leading events destination in New Zealand

OBJECTIVES

- 7.1 Increase local and national awareness of events in the city

Action

Work with Positively Wellington Tourism to produce and implement a targeted national events marketing and promotion strategy

NB Positively Wellington Tourism to be responsible for the management of an event marketing fund

Produce and implement a targeted city-wide and national events promotions campaign including effective use of print and electronic media, signage, billboards and other channels

Co-ordinate and link with existing WCC promotional channels including *Feeling Great* and *WellingtonNZ.com*

7.2 Increase awareness of WCC's investment and support of events in the city

Action

Increase marketing leverage pre/during and post event by establishing explicit expectations about branding, signage and other benefits.

Develop more effective branding collateral, signage and targeted advertising and promotional tactics

GOAL 8

Encourage the development of events that support the key strategic directions of the city

OBJECTIVES

- 8.1 Encourage events that are innovative and creative
- 8.2 Encourage events that contribute to economic growth
- 8.3 Encourage events that reinforce the city's position as the arts and cultural capital
- 8.4 Encourage events that celebrate diversity, culture, nationhood, and heritage
- 8.5 Encourage events that create vibrancy and energy
- 8.6 Encourage events that highlight the natural environment of the city and region
- 8.7 Encourage events the generate media profile for the city

GOAL 9

Encourage greater support and involvement in city events through partnerships with a diverse range of groups and business interests in the community

OBJECTIVES

- 9.1 Encourage 30 companies to have new or additional involvement in city events by June 2003
- 9.2 Obtain a minimum of \$500,000 sponsorship/funding support for events by June 2004
- 9.3 Obtain event contra support worth a minimum of \$300,000 by June 2004

- 9.4 Develop new or stronger links with a wide range of organisations in the community including the corporate sector, funding agencies, educational institutions, embassies, community groups (including sports, arts and culture), event organisers and government agencies
- 9.5 Develop strong links with mana whenua in regard to potential event development opportunities

GOAL 10

Develop event organisation and supply capacity in the city

OBJECTIVES

- 10.1 Encourage event organisers to utilise the creative talents of Wellingtonians such as performers, designers, choreographers, engineers, writers and directors
- 10.2 Encourage event organisers to utilise local industry suppliers such as technical services, event directors, equipment supply and hire and media.

GOAL 11

Maintain strong awareness of event trends and understanding of the events market to ensure effective investment and funding

OBJECTIVES

- 11.1 Research event trends worldwide and discover potential opportunities

Action Regularly scan events throughout the world (through internet), develop strong links with overseas event organisers, local authorities and venue managers, commission event scoping studies (where appropriate).

- 11.2 Be clear about the reasons for investment in each event supported and how performance is to be measured

Action Develop clear performance criteria for each event supported and carry out post event evaluation in partnership with the organiser

11.3 Obtain information on events to determine economic impact, demographics, effectiveness of media campaigns, customer demand and satisfaction levels.

Action Commission Economic Impact Assessments of selected major events

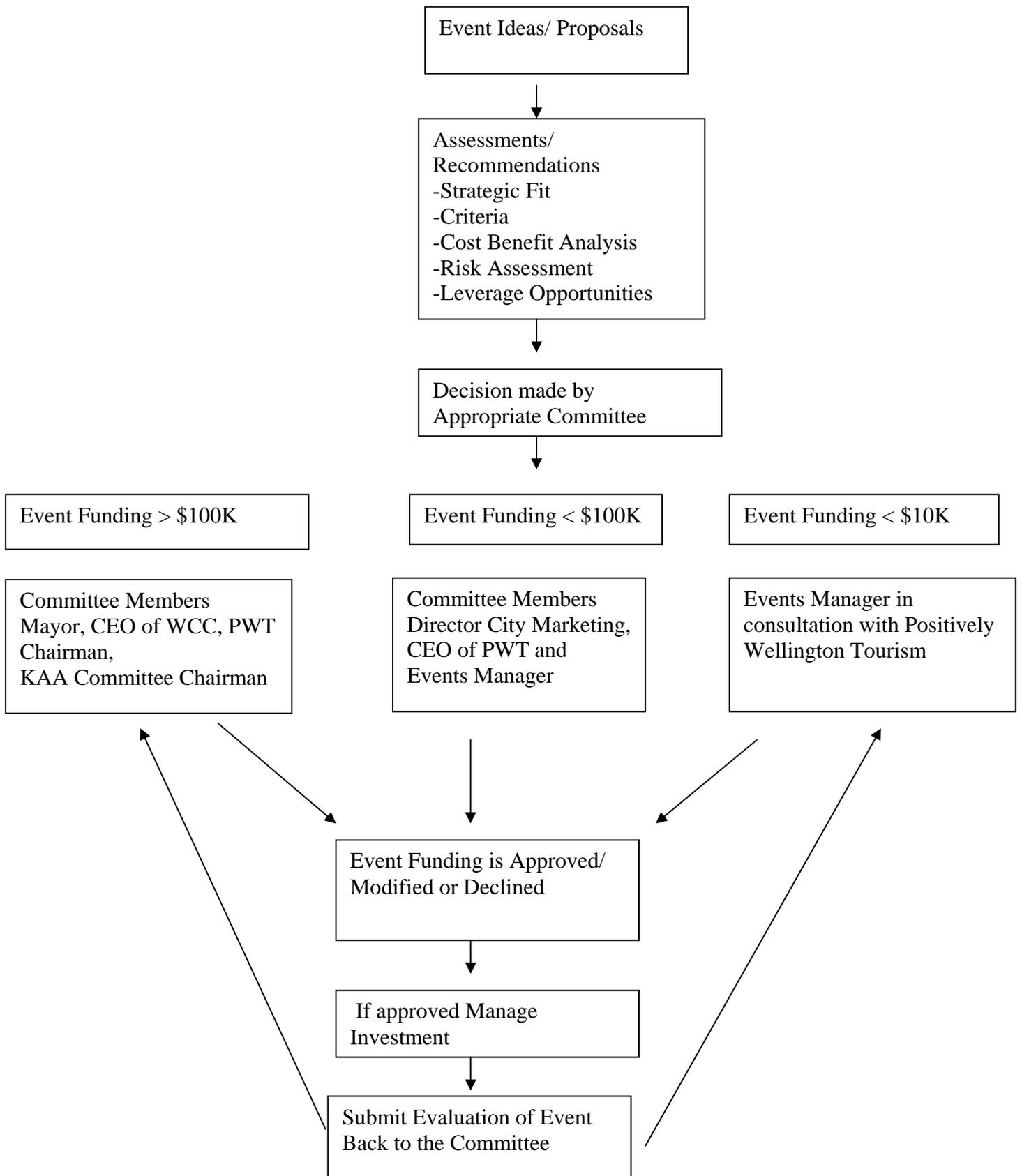
Require event organisers to carry out customer surveys and make this information available to Council where appropriate

Utilise Councils' quarterly customer satisfaction survey where appropriate

11.4 Obtain/produce robust information on key events prior to investment

Action Commission event feasibility where appropriate

Funding Decision Process



APPENDIX 3

FUNDING DECISION GUIDELINES

1. Economic Benefit Event attracts new investment and visitors and has a positive economic benefit for the city (to be measured by existing PWT economic assessment model).
2. Strategic Fit (City Council) Event has a match with the key strategic directions of the Wellington City Council
3. Strategic Fit (Events Strategy) Event makes a strong contribution to achieving the outcomes of the Events Strategy
4. Venue Usage Event contributes to greater or more effective use of key venues in the city
5. Event Calendar Event fills a gap in the events calendar (seasonal low points such as long weekends, school holidays) and adds vibrancy
6. New Peak Time events Event delivers additional benefits during peak periods
7. Uniqueness Ideally the event is unique to Wellington or is to be only held in Wellington
8. Wellington City boundaries Event to be held within Wellington City, unless it is proven or can be shown that the event held outside Wellington will still result in significant benefits to the City
9. Long Term Viability Event has potential to have long term value and/or viability
10. Event Organiser Capability and Credibility The expertise and capability of the applicant to organise the event and realise it's objectives (included will be an assessment of track record, background checks etc)
11. Media Coverage The degree to which the event generates national or international media exposure that will promote Wellington City's destination profile
12. Overall event feasibility The event must be feasible in terms of its ability to meet the set objectives, and there must be sufficient time available given the level of planning required
13. Financial Feasibility The event must be financially feasible and include realistic budgets and achievable targets such attendance, sponsorship raised etc.
14. Ratio of Funding Support requested as a percentage of overall budget Event funding support should only comprise a portion of the overall income budget and there should be strong demonstrated support from other sources e.g. sponsors, gate revenue, external funding sources.

<p>15. Partnerships Event is able to demonstrate strong partnerships with a diverse range of groups and businesses in the community</p>
<p>18. Community Support Event is able to demonstrate a high level of community support and/or involvement</p>
<p>19. Developing Event Capacity Event contributes to developing and supporting event organisation and supply capacity in the city including creative talent and industry suppliers</p>
<p>20. Existing Funding by Council The level of existing support already given by Council e.g. Arts and Cultural Grants or through Council funded agencies e.g. Lambton Harbour Management will be taken into account when assessing any funding contribution</p>
<p>21. Risk Profile The degree of risk to the City Council of funding/supporting the event</p>
<p>22. City Profile Event enhances the profile of the city as a leading events destination</p>
<p>23. Eligibility for Funding Event organisers eligible for funding include but are not restricted to :</p> <ul style="list-style-type: none"> • Private individuals and/or event managers • Commercial organisations • Not for Profit Organisations • Clubs and Societies • Regional and national sporting and arts organisations • Wellington venues
<p>24. Circumstances where funding support would not be given As a general rule funding would not be provided in the following circumstances</p> <ul style="list-style-type: none"> • Where full payment is required prior to the start of the event • Where payment is required for establishment costs for new organisations • Where payment is required for ongoing overhead expenses for event organisers

APPENDIX 4

Definitions

ICON

- Nationally unique to Wellington and recognised as such
- Proven track record of success, not a “one hit wonder”
- Major contributor to city economy i.e. \$ 5 million plus or of similar promotional/branding value

Examples

International Sevens
Festival of the Arts

A LEVEL

Event has significant international and/or national media profile
Event may not be unique to Wellington and may be able to be replicated
Significant contributor to city economy i.e. \$1 million plus or of similar promotional/branding value or event is of significant prestige.
Does not have to be ongoing
Generally involving large audience or participants

Examples

Rugby Test
LOTR Exhibition at TePapa
LOTR Premiere
Robbie Williams Concert

B LEVEL

Event has some national media profile
Event may not be unique to Wellington and may be able to be replicated
Contributor to city economy i.e. \$200k or similar promotional/branding value or event is of significant prestige.
Does not have to be ongoing
Generally involving large audience or participants

Examples

Super 12 Rugby or NPC Rugby
NRL Game
Jazz Festival
The Food Show
Harley Davidson Convention
Targa Rally
Cricket One Dayer or Test
Dragon Boats

COMMUNITY ICONS

- Unique to Wellington and has wide recognition and involvement by the community
- Proven track record of success, not “one hit wonder”
- Major contributor to city vibrancy, celebration of diversity etc
- Attended by 50,000+ (multiday) or 10,000+ (single day) or has high promotional/branding value or event is of significant prestige.
- Fits with city strategic outcomes/values/branding

Examples

Summer City
Cuba Street Carnival
Fringe Festival
Carols by Candlelight

COMMUNITY A LEVELS

- Event has significant regional media profile
- Event can be “one-off”
- Event may not be unique to Wellington and may be able to be replicated
- Significant contributor to city vibrancy, celebration of diversity etc
- Attended by 50,000+ (multiday) or 10,000+ (single day) or has high promotional/branding value or event is of significant prestige.
- Fits with city strategic outcomes/values/branding

Examples

Xmas Parade
Sky Show
Planet X
Artsplash

CORNERSTONE EVENT

High local and regional recognition as a feature event for the weekend
Event has significant regional media profile