

Purpose of Regional Event Fund

The purpose of the REF is to stimulate 'out of region' visitation through funding events that will encourage expenditure missed by international visitor markets.

Events must:

- Take place in Waimakariri District
- Drive inter-region and out of region visitation
- Bring measurable economic benefit to the Waimakariri District
- Collaborate with but not significantly conflict with other regional or large national events
- Compliment a well-balanced regional calendar of events
- Be held within the planned timeframe pertaining to the funding round
- Be deemed as 'major' by the event funding panel
- Have no political, religious or extremist agendas as their primary purpose

Funding is available to event organisers who can provide an application that:

- a. Has a duration of two to three years
- b. Describes how the funding will drive 'out of region' domestic visitation (with the region defined by the [Waimakariri District Council Wards Map](#))
- c. Confirms that funding will not be used for out of scope activities as outlined below.

In Scope Activities

REF funding can be used for some or all of the following activities:

- Event funding for new and existing events that drive 'out of region' visitation.

Out of Scope

REF funding cannot be used:

- For events that are already supported through the Major Events Fund (MEF)
- For events that are currently supported by the Domestic Events Fund (DEF)
- For events which do not drive out of region visitation (for example, a community farmers' market, annual Santa parade, etc)
- As a substitute for existing committed funding (from Local Government or Trust Funds that significantly contribute to regional events). However, it can be used to provide additionality to an existing event.
- To competitively bid with other regions for the same event
- For risk management
- For waste Management
- For toileting Costs

Application Criteria

1. Feasibility and viability

Enterprise North Canterbury wants to ensure that the funded event is likely to be successful in attracting out of region visitors, by having the supporting events supply chain. This includes having adequate transportation links, accommodation, waste management facilities and an approach for how the event will meet the Event Sector Voluntary Code.

2. Stimulate domestic tourism and visitation

Must demonstrate how the event will draw visitors from outside the Waimakariri District and are not events targeting purely at the local community.

3. Collaborate, not compete

Funding must not be used to promote inter-regional competition e.g. no poaching events or similar events at the same time.

4. Management / reporting

For transparency and accountability, the event organiser will provide a post-event report to the panel including:

- Estimated impact of funding e.g. number of attendees, spend and its impact in driving out of region visitation
- Budget vs Actual - The total spent for the 6-month period against the application
- Funding contributions from other sources
- Any other information that may be relevant

5. Payment

50% of funding will be available at time of confirmation of funding.

50% within two weeks of completion of the event.

In addition, applicants must:

- Be a legal entity such as a trust, company or incorporated society, and must be able to provide evidence of this status if requested.
- Agree **not** to use any funding received from the REF for event waste management, toileting or risk management.
- Fully declare any additional Government, Council, local board or council controlled organisation funding, grant or koha/donation for the event. Proof that the North Canterbury Regional Events Fund is not the sole funding provider is essential.
- Comply with all event regulatory and statutory requirements in relation to the preparation and delivery of the event, including obtaining all necessary permits and consents through the relevant parties.
- Have an event management plan in place.

Terms of Agreement

- Applicants must be a legal entity such as a trust, company or incorporated society, and must be able to provide evidence of this status if requested.
- Funding is allocated for one financial year i.e. 1 July to 30 June
- There are two funding rounds per financial year;
 - Applications open between 1 March and 31 March
 - Applications open between 1 August and 31 August
- Events can be funded for up to three consecutive years, but such events will incur a sinking lid policy whereby the funding decreases each year. For example, an event may receive \$10,000 the first year but can expect no more than \$8,000 the following year and \$6,000 the year after.
- You will be notified in writing of the outcome of the application.
- Preference will be given in the first instance to events that;
 - Are ticketed, or where people are required to pre-register
 - Support Waimakariri businesses, unless a local business is unable to supply
 - Have at least 60% of the targeted participants/audience from outside the Waimakariri District
 - Generate at least one night's stay in the district for at least 60% of the participants/audience (commercial provider, staying with friends or family, holiday park/freedom camping)
- Events must comply with the requirements of event economic evaluation.
- You must comply with Health and Safety regulations and the Event Sector Voluntary Code within a Covid-19 context <https://www.majorevents.govt.nz/resource-bank/covid-19-information-for-event-organisers/>
- Applicant is responsible for complying with all event regulatory and statutory requirements in relation to the preparation and delivery of the event, including obtaining all necessary permits and consents through the relevant parties.
- You must fully declare any additional Government, Council, local board or council-controlled organisation funding, grant or koha/donation for the event. Proof that the North Canterbury Regional Events Fund is not the sole funding provider is essential.
- Agree **not** to use any funding received from the REF for event waste management, toileting or risk management costs.
- Applicants must have an event management plan in place.

To Apply

Please complete and submit the form online: <https://form.jotform.com/211787856874879>.