

Waimakariri Regional Events Fund

Application Criteria & Terms of Agreement



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 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

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, including 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 the local community. Event organiser must show how they are going to measure out of region visitation and bed nights, etc.

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 within two months following the event delivery. [The report template can be viewed here](#). Please also read [the Regional Event Fund Economic Impact Analysis Guidelines](#) to assist you in gathering the information you will need for the post-event report.

5. Payment

50% of funding will be available at time of confirmation of funding.
50% within two weeks of completion of the event.

6. Terms of Agreement

All applicants must read and adhere to the following Terms of Agreement.

Terms of Agreement

Waimakariri Regional Events Fund (REF) Terms of Agreement between Enterprise North Canterbury (ENC) and Event Organiser.

- 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 but applicants will be encouraged to apply for further years' funding following the submission of their final event report.
- There are two funding rounds per financial year;
 - Applications open between 1 August and 31 August in 2021, 2022 and 2023.
 - Applications open between 1 March and 31 March in 2022, 2023 and 2024.
- Events can be funded for up to three consecutive years. Each year will require an individual application and a sinking lid policy will be in place 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 North Canterbury 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 and this must be shown in the final report.
- You must comply with Health and Safety regulations and the Event Sector Voluntary Code within a Covid-19 context: www.majorevents.govt.nz/resource-bank/covid-19-information-for-event-organisers/
- Applicant is responsible for complying with all Council 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 Waimakariri 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 online form: <https://form.jotform.com/211787856874879>.