

WELLINGTON EVENTS POLICY 2012



Absolutely

POSITIVELY

ME HEKE KI PŌNEKE
WELLINGTON CITY COUNCIL **Wellington**



We want to maintain and develop our icon events – Hertz Sevens, NZ International Arts Festival, and the Brancott Estate World of WearableArt Awards Show – and to add at least one new iconic event by 2016

1. Introduction

Wellington events are highly valued by Wellingtonians. Residents and ratepayers have told us that events are what makes Wellington great. Events generate 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 them 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

- To build on our vision of Wellington 2040 – Smart Capital
- To make Wellington a great place to live, while investing in events that grow the economy and make Wellington an attractive place to work, invest in and visit
- To deliver events to encourage participation and to celebrate Wellington's people, places and unique features.
- To offer events that are diverse (sport; arts; culture; music; food; environment).
- To coordinate events with other major events in the region and New Zealand. Wellington will connect with the region to maximise the potential of events.
- To deliver events that will showcase cosmopolitan Wellington to visiting talent/businesses.
- To build on the success of current events and attract international events to maximise potential from the international tourist market.



Residents and ratepayers have told us that events are what makes Wellington great

4. The Council's Role

Some events, in the broadest sense, are initiated, organised, maintained and funded with no support from the Council. However, some events 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. 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 celebrates a particular community (geographic communities or communities with a shared interest).

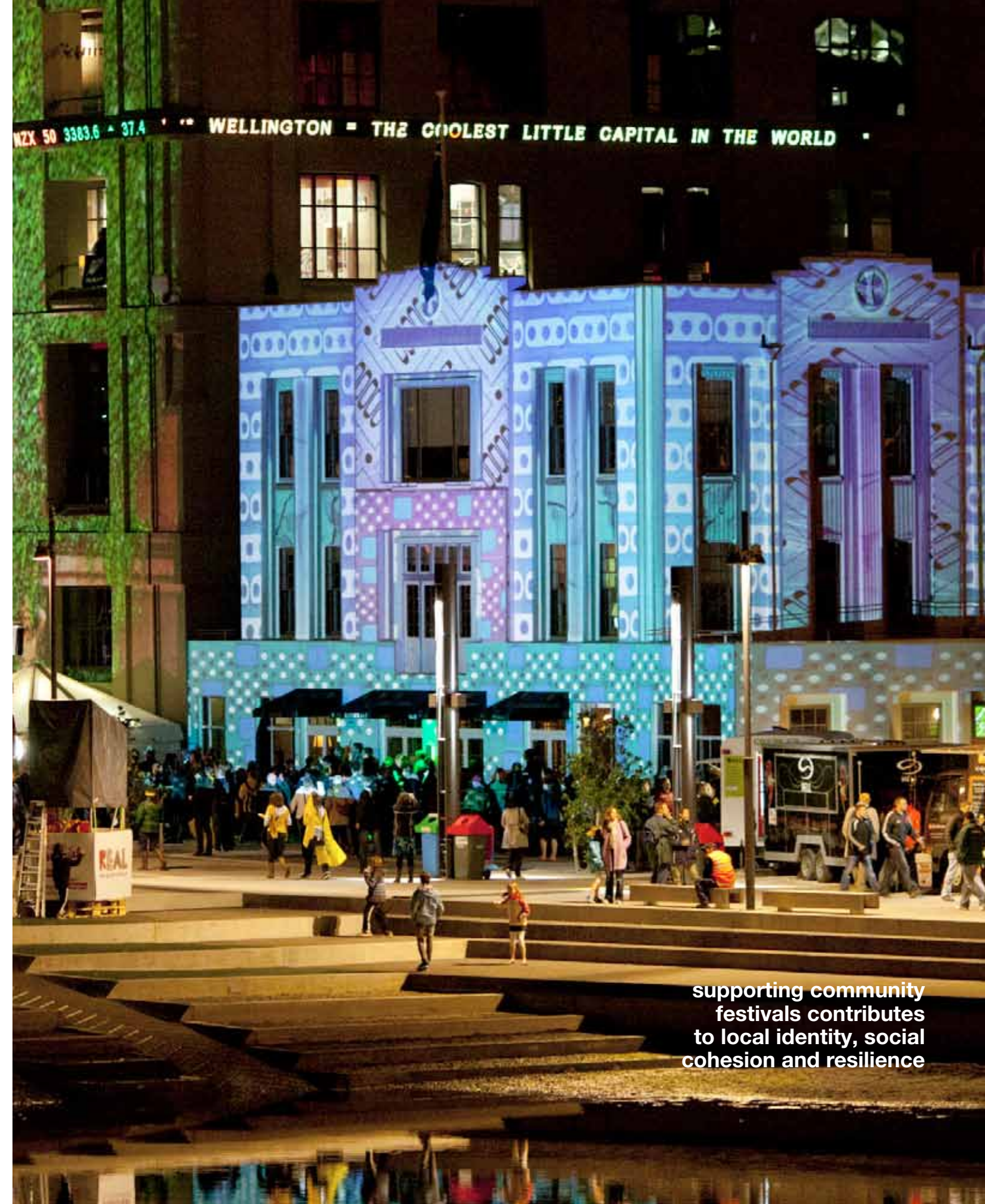
In the future the Council will be seen:

- 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, ie 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 directions outlined on the following pages.

supporting community festivals contributes to local identity, social cohesion and resilience



Directions

By 2040 we will have stronger international and national recognition for hosting major events and will grow our iconic events

LUCID EPIPHANY BY SEAN PURUCKER

Direction 1:

To develop, grow, attract and retain events

Iconic events

Goal: To develop, grow and maintain regular icon events – Hertz Sevens, NZ International Arts Festival, and the Brancott Estate World of WearableArts Award 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** Renew the Brancott Estate World of WearableArts contract in 2012/13.
- 1.2** 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** Work in conjunction with IRB, NZRU and WRFU to build on the success of the Hertz Sevens competition.
- 1.4** Partner with national and international sporting federations in hosting international events in Wellington e.g. 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** Collaborate with promoters to attract world class music and theatre acts.
- 1.7** Pro-actively seek to identify a further "iconic" event that will grow tourism in the region.
- 1.8** Target a a return on investment from the Events Development Fund for major events 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** Broaden Wellington's offer of regional events
- 1.10** Attract new regional events and align them with the Regional Amenities Fund.
- 1.11** Develop a strong regional programme spread throughout the year, in all seasons, to avoid clashes.
- 1.12** Seek and bid for events to target a good return and outcome for the city.
- 1.13** Analyse the regional events to achieve better alignment among events and identify better leveraging opportunities.
- 1.14** Tailor events to cater for Wellington's changing demography.

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

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 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** Support communities 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 a 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, or similar events.
- 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 ie 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.
- 2.8** Work with community festivals, events and fairs

Develop niche arts events that define Wellington's competitive advantage such as a Wellington Fashion week





Public transport plans will be planned and implemented around major events and public transport options will be incorporated in all event promotions

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 where possible.

Goal: Wellington events will strive to be environmentally friendly and sustainable in the long term.

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 consents and approvals.

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 into planning for Wellington’s waterfront, the city’s venues and in public spaces.

4.8 To provide resources for community events (ie 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



Requirements for successful street events will include flexible and portable design and landscaping

Direction 5:

To strengthen current partnerships and develop new ones

Goal: To form strong partnerships with government, embassies and High Commissions, business, and community to support events

Iconic Events

Actions

- 5.1** Seek opportunities in partnering with other cities nationally and internationally 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 councils in the region and look at combining and holding regional events rather than duplicating events.

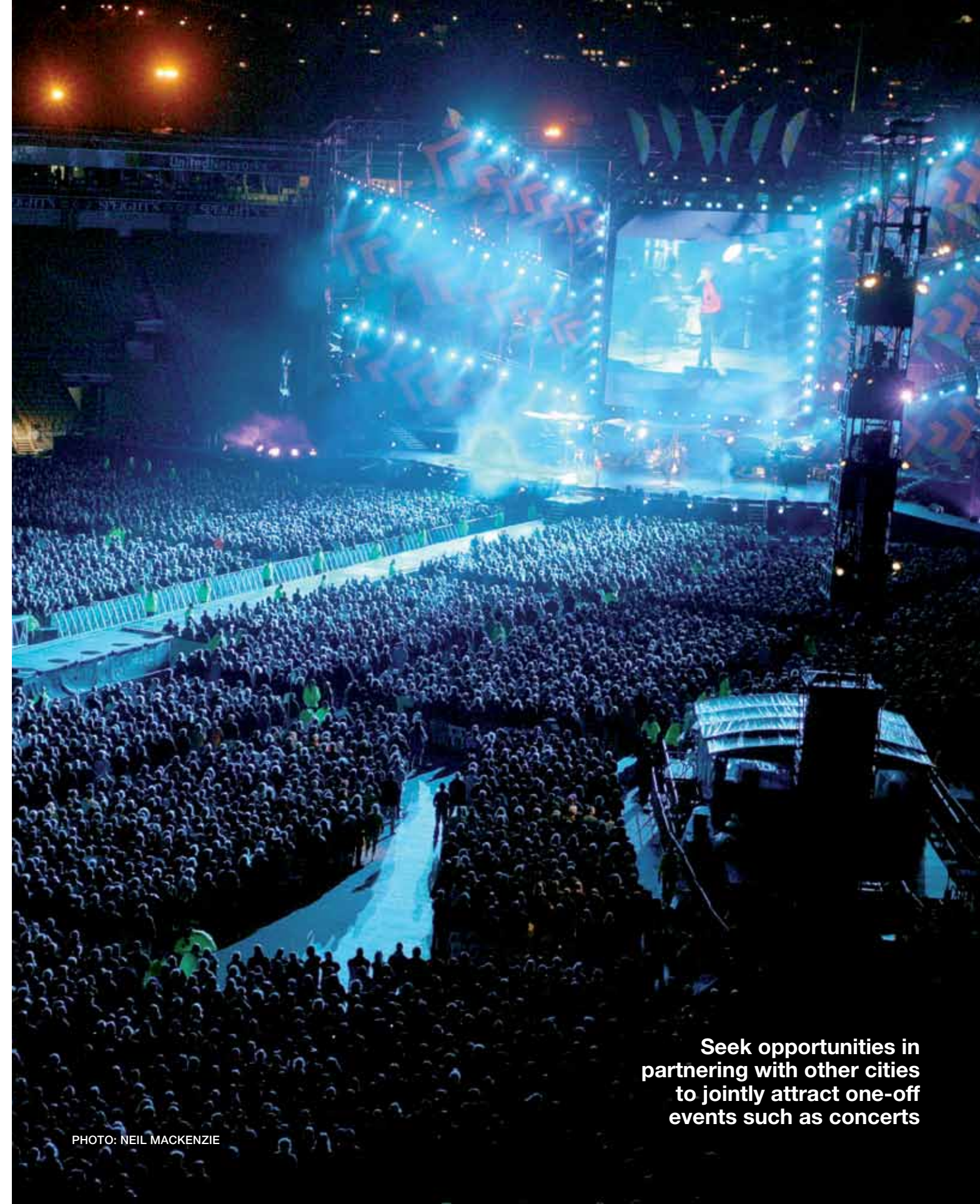
- 5.7** Develop and showcase Wellington's skills base and talent in events and the supporting services.
- 5.8** Retain event skills in the city ie production managers, stage managers, creative directors, site managers. A structure needs to be established where support is given to provide resource and 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** Work with community events by providing funding for seeding events.
- 5.14** Assist community groups in successfully attracting sponsorship from businesses and public funding sources.
- 5.15** Advise community groups and assist them find possible partnerships with like-minded groups.



Seek opportunities in partnering with other cities to jointly attract one-off events such as concerts

PHOTO: NEIL MACKENZIE



Work with Sport New Zealand and participate in the bidding process for major international sports events

Direction 6:

To demonstrate industry leadership

Goal: At a central government level Wellington will be a leader in the strategic planning for major New Zealand 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 New Zealand 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

The regional Wellington events calendar will be better spread throughout the year.

- 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 programme.
- 7.5** Spread the community event programme throughout the year creating a seasonal calendar ie the Winter programme.

Develop a diverse and vibrant year-round calendar attracting new events into the off peak event season



Showcase Wellington through events, projecting the city as exciting and vibrant and a great place to live



PHOTO BY ROBERT CATTO / ROBERTCATTO.COM

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 e.g closing Courtenay 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.



Recruit, train and retain a competent events volunteer programme