

Attachment A: Regional Event Fund Prioritisation Criteria

Extract from Auckland Council Events Policy May 2013 (pages 25-26)

7.5. FUNDING CRITERIA GUIDELINES

The following funding criteria guidelines apply to regional events to which the governing body allocates funds. Local boards and ATEED may also find the guidelines useful when allocating funds for events.

When applying for regional funding, an event organiser must demonstrate that the event meets the criteria for regional events. Where an event fails to receive major event or local event funding, it will only be eligible to apply for regional event funding if it clearly fits the definition of a regional event. Criteria to prioritise eligible applications for events funding from contestable funds are set out below.

Key priorities for regional events

Key priorities for regional events are how much the event:

- supports other council strategic outcomes, such as for sport and recreation, arts and culture, and community development
- builds regional identity
- showcases Auckland's assets (such as its harbours and coastline, and renowned and talented people) and what's special about our region
- has a positive impact across our region.

Funding criteria for regional events

Funding criteria is based on how much the event delivers the desired impacts for events (as outlined in this Events Policy) to:

- bring people together to share memorable experiences
- celebrate Auckland and its people
- commemorate and respect important occasions
- profile Auckland and its diverse localities
- stimulate economic activity.

The extent to which the event expands on the variety or range of events on offer.

- Is the event during seasonal low points such as winter, long weekends, or school holidays?
- Is the event unique or new?
- Does the event add to the range of events (arts, cultural, sporting, heritage, and entertainment) on offer in the area?
 - celebration of Māori culture
 - commemoration or celebration of a significant occasion (such as women's suffrage)
 - youth events
 - events for children
 - celebration of Auckland?
- Is the event unlike any event at a similar location and time?

The extent of positive community benefits generated by the event:

- helps community organisations fundraise
- increases awareness or exposure about community organisations
- increases business revenues and awareness about regional businesses
- helps to build the capability of community organisations and individuals
- promotes excellence in performance or sport
- helps to develop talent
- increases cultural expression and helps us better understand the diverse communities across our region.

The amount of community support for the event, how involved the community is, and whether the event has active partners such as:

- sponsors
- associated community, regional or national organisations
- volunteers
- businesses or corporates
- non-government organisations
- charitable trusts.

For an existing event, consider how effectively the event has been run in the past.

- Did the event deliver a quality experience to the participants, volunteers and funding providers?
- Did the event meet its stated objectives?
- Did the event organisers and the event comply with any required consents, permits and licences?
- Was the event financially viable and, if so, how viable was it?

For a new event, consider how well the event organisers are planning the event relative to the scale and risks associated with the event.

Other considerations

In addition to the above criteria, consider the following issues:

- how many people, including volunteer support, performers and/or competitors, are likely to attend
- whether the event has the potential to grow, possibly into a major event for our region
- how accessible the event is proposed to be:
 - for everyone, with specific considerations for disabled persons and, where appropriate, older adults and children
 - for transport
 - for cost, relative to what the target market can afford
 - for anyone who wishes to attend (is not restricted to particular sectors of the community)
 - for getting information through appropriate channels
- whether the event is one-off or held every year, with a sound strategic plan to develop it
- whether event organisers engaged iwi early in the planning and consulted with them (and how deeply) on any likely impacts

Whether the event is financially sustainable, including:

- overall cost of the event relative to the scale and benefits of the event
- proportion of funding from organisations
- the ability to attract/leverage other funding providers and sponsors
- how many years the event has been held and how much it relies on public funds

- volunteer contributions, capacity and capability
- how any profits from the event are distributed
- how to work toward a strategy for events to become more financially viable, including retaining profits from previous events to underwrite the next event
- the degree to which the event uses sustainable practices, such as:
 - transport planning
 - sound environmental operations and working to promote green initiatives
 - respecting the environment (including flora and fauna) and promoting protection of ecologically sensitive environments
- whether the event is in the appropriate venue for its scale and type, and/or makes the best use of Auckland's event infrastructure
- whether, and to what extent, the event adds to any cumulative positive impacts on local neighbourhoods and businesses, balanced against benefits to our region (relates to when and where the event will be held relative to other events on the calendar)
- whether the event has received funding from any other council group sources
- the extent of operational planning to role model exemplary compliance with safety and amenity standards and to use opportunities to support other current or future council policies and plans, including those focused on minimising waste, reducing alcohol-related incidents, keeping communities safe, keeping events smoke free, and making events accessible to all.