

Attachment B: 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.