

REGIONAL EVENTS FUND

2021/2025

Year Three 2023/24



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OVERVIEW



MBIE's \$50 million Regional Events Fund (REF) is designed to stimulate domestic tourism and travel between regions through holding events. This is intended to support the tourism and events sector, and replace some of the spend from international visitors lost as a result of COVID-19.

The Regional Events Fund is available to the International Marketing Alliance (IMA) grouping of Regional Tourism Organisations (RTOs), which includes Destination Hauraki Coromandel, The Coromandel's official RTO.

The purpose of the fund is to stimulate 'out of region' visitation through funding events that will encourage expenditure missed by the international visitor markets. The fund was allocated based on the regions' respective shares of the international visitor spend prior to COVID-19.

The Pacific Coast Highway IMA (which includes The Coromandel) received \$2m as part of the fund and the decision was taken to distribute the allocation with the same rationale of share i.e percent share of international visitor spend. This means The Coromandel is eligible for \$400k over the next 4 years.

The four regions have agreed that success will be achieved when events are delivered that promote the well-being pillars of:

1. Cultural: increasing iwi and community engagement.
2. Social: enhancing community spirit, improving job opportunities for residents, and fostering a sense of place and pride among residents.
3. Environmental: striving to be environmentally friendly and, where possible, target zero waste for events.
4. Economic: increasing visitation and visitor spend, increasing awareness of the Pacific Coast Highway.

PURPOSE

The Coromandel's Regional Events Fund aims to act as a seed fund to help new and existing events build and develop a long-term sustainable platform that will allow for continued growth.

OUTCOMES

Through the REF, Destination Hauraki Coromandel aims to build a stronger calendar of events that will collectively showcase the essence of The Coromandel while **stimulating and enhancing the economic wellbeing** of the region and providing significant flow-on benefits to tourism businesses (which includes the retail and hospitality sectors) in The Coromandel.

SCOPE



IN SCOPE FOR THE FUNDING:

- Event funding for new and existing events that drive inter-regional and intra-regional visitation.
- Capability or capacity building for event management (e.g. manage event programme) for a Lead Entity or Panel Member.
- Fund management/secretariat.
- Event strategy development.
- Event feasibility studies and event development.

The funding will be used towards a wide range of events and activities that will generate interest and encourage inter-regional and intra-regional travel. These include new or one-off events across a variety of sports, arts, cultural, business, and other themes.

OUT OF SCOPE FOR THE FUNDING:

- Events that do not drive out-of-region visitation (for example, a community farmers market, annual Santa parade). This is because these types of events do not provide significant flow-on benefits to tourism operators in regions, such as those in the accommodation and hospitality businesses.
- Destination marketing, as the Regional Tourism Organisation funding through the Strategic Tourism Assets Protection Programme covers this activity. However, marketing for specific events is permitted.
- 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 additional scale to an existing event.
- To competitively bid with other regions for the same event.
- It is preferable that events that currently receive funding through an MBIE fund, including the Domestic Events Fund or Major Events Fund, do not also receive funding through the Regional Events Fund.



ELIGIBILITY

We recognise that major events generate significant visitation to our region, but smaller or less well-established events that have the capacity to grow are also eligible. All events will need to show that they have a clear plan and pathway to attract additional visitors, with the REF accelerating the growth of newer events and providing a 'step change' component for established major events.

CRITERIA FOR FUNDING

- Events must make a **significant financial contribution to the local economy** and have a strong focus on **attracting 80% of out-of-region attendance**.
- Funds must be used as outlined in the Regional Events Fund funding scope.
- All events will be required to be **held annually or biennially**.
- Organisers must provide **opportunities for local businesses to leverage the event** and demonstrate the use of local suppliers.
- Organisers must demonstrate **community and social licence**.
- The event must be held at a **time that does not conflict** with similar events held in either The Coromandel or wider New Zealand.
- The event must have established **participant tracking or evidence** of plans to incorporate tracking in the future and a clear understanding of the target market/s.
- **Health and safety policies** and **marketing plans** must be established
- A description of how the event will meet the Event Sector **Voluntary Code** and all COVID requirements associated with events.
- The event's key **target market must be to attract out-of-region visitors** into the region, and not leverage this audience while already in the region.
- Event organisations must be committed to contributing a **positive impact to the local environment** i.e zero waste, kiwi conservation support groups, and have a waste management plan. It is also highly encouraged (and favoured) for events to sign up to The Coromandel Forever good for your soul Sustainability Programme.
- The event must be held **within the boundaries of The Coromandel** (incorporating HDC and TCDC).
- The event commencement date for successful recipients must be on or after 1 September 2023.

CONDITIONS OF FUNDING

- Successful events must have spent the funds and delivered the event within 12 months of receiving them unless an extension has been granted by Destination Hauraki Coromandel
- Accountability reports must be supplied to Destination Hauraki Coromandel via the Facilitator within two months of the event's completion.
- Funds must be used for the purpose for which they have been allocated.
- Successful applicants must acknowledge the funding support through the use of The Coromandel good for your soul brand.
- If the event development spans a considerable time frame (determined by Destination Hauraki Coromandel), Destination Hauraki Coromandel may request a written update from the event organisers.

PROCESS



APPLICATION PROCESS

- The fund is contestable via an online application process in a specified time.
- The event application form must be accompanied by an event plan, marketing plan, and budget.
- An application must be completed in full by the close-off date as outlined below in the timeline of activity.
- Applications will be processed and reviewed in consultation with respective councils (TCDC or HDC) before being submitted to the REF Investment panel for final approval.
- Events will be evaluated (by Destination Hauraki Coromandel) prior to funding approval using an Economic Impact Assessment model to determine the approximate return on investment to the region.
- The panel's decision is final and no further discussion will be entered into.
- If the panel determines that there are insufficient suitable applications to allocate all funds in any one round, Destination Hauraki Coromandel reserves the right to re-allocate residual funds.
- Successful applicants will be notified by the dates noted in the timeline of activity below.

AGREEMENT

Event organisers must acknowledge and confirm their commitment to the following:

- Provide a post-event accountability report within two months of the event's completion.
- Provide financial impact data (which includes attendees, out-of-town attendees, length of stay, and average daily spend data) after the event.
- Use the funds as per the scope of the funding plan.
- Meet all criteria
- Have Public Liability Insurance of at least \$2m.
- Acknowledge the funding support through the use of The Coromandel good for your soul brand.
- Meet the Event Sector **Voluntary Code** and **NZ Event legislation** including all COVID requirements associated with events.
- Keep Destination Hauraki Coromandel fully informed and up to date with the event planning, development, and delivery.
- Return all unspent funds if the event is cancelled
- Funding for postponed events may be carried over into the next funding period by negotiation with Destination Hauraki Coromandel.
- Accept that Destination Hauraki Coromandel;
 - will not be held liable for any breach of requirements or incident associated with any event activity, policy, and
 - will not advise, check or enforce any regulatory or legislative requirements associated with the event and understand this is the responsibility of the event organisers.

TIMELINE



FUNDING POOL

2021 - 2022	\$140,000 Applications open July 2021 (Completed)
2022 - 2023	\$70,000 Applications open July 2022 (Completed)
2023 - 2024	\$70,000 Applications open July 2023
2024 - 2025	\$70,000 Applications open July 2024

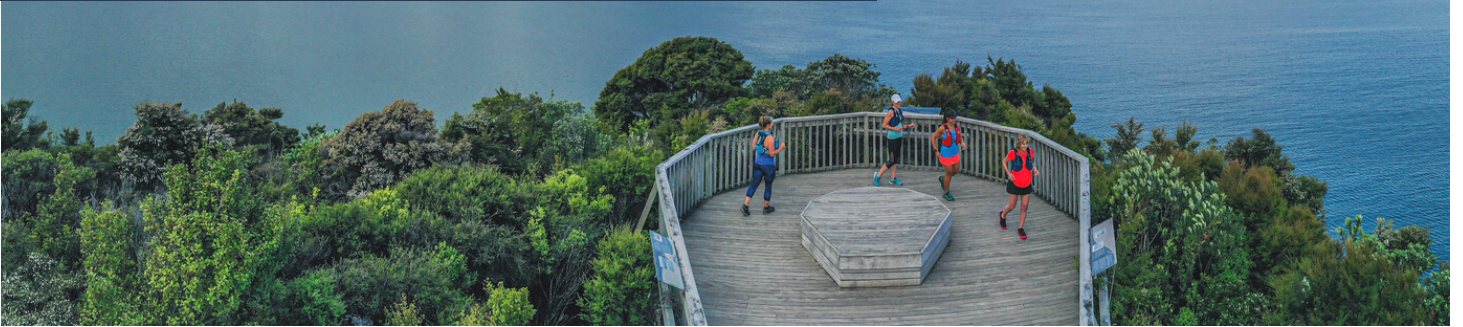
- Each year, it is anticipated that there will be a maximum of 3 events funded, with no pre-determined allocation per event, however this will be at the discretion of the panel based on applications.
- A maximum of two years' consecutive funding may be granted per event.
- All events must have occurred by 30th October 2025 with reports due by Dec 2025

TIMELINE OF ACTIVITY - 2023

11 July 2023 Applications open
25 July 2023 Applications close 5pm
25 August 2023 Successful applications notified
01 September 2023 Event commencement date

[APPLY](#)

ACCOUNTABILITY



ACCOUNTABILITY

- An event debrief/accountability report must be supplied to Destination Hauraki Coromandel within two months of the event's completion. this will include but not be limited to;
 - sustainable/environmental actions
 - a final set of financial accounts
 - post event data including;
 - total number of attendees
 - number of out-of-region attendees
 - average length of stay
 - average daily spend
 - sponsorship details, including by who and how much
- Acknowledgment of the funding support will be through the use of The Coromandel good for your soul brand on relevant events marketing material, proof of this is to be included in the accountability report
- In order to comply with MBIE's terms and conditions of the funding an economic Impact Assessment will be conducted (by Destination Hauraki Coromandel) to measure the financial impacts of the events. This will occur pre funding confirmation and post event.

CONTACT

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