

..... *The*

Coromandel

REGIONAL EVENTS FUND

2021-2025



GOOD
FOR YOUR
SOUL

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OVERVIEW

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For more information
checkout MBIE's REF
[website](#)

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 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 will be eligible for \$400k over the next 4 years.

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 which will allow for continued growth.

OUTCOMES

Through the REF, Destination Coromandel aims to build a stronger calendar of events which 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 OF FUNDING

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 sport, arts, cultural, business and other themes.

OUT OF SCOPE FOR THE FUNDING:

- Events which 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



CRITERIA

- **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.
- 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 and a description of how the event will meet the Event Sector Voluntary Code
- The event's key target market must be out of region domestic visitors.
- Event organisation must be committed to contributing a positive impact to the local environment i.e zero waste, kiwi conservation support groups.
- The event must be held within the boundaries of The Coromandel (incorporating HDC and TCDC).
- Successful events must be confirmed no earlier than one month prior to the event taking place.
- If the event development spans over a considerable time frame (determined by Destination Coromandel), Destination Coromandel has the right to request a written update from the event organisers.

CONDITIONS

- The REF has a duration of two to four years and funds must be spent within this period.
- Accountability reports must be supplied to Destination 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.
- The Event application form must be accompanied by an event plan, marketing plan and budget.
- Successful applicants must acknowledge the funding support through the use of The Coromandel good for your soul brand.



APPLICATION PROCESS

[APPLY NOW](#)

All applications must be submitted via the official [online form](#)

APPLICATION

- The fund is contestable via an online application process.
- 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 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 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.
- Keep Destination Coromandel fully informed and up to date with the event planning, development and delivery.
- Accept that Destination 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.



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FUNDING POOL

2021 - 2022	\$140,000	Applications open July 2021
2022 - 2023	\$70,000	Applications open July 2022
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.
- A maximum of two years' consecutive funding may be granted per event.

TIMELINE OF ACTIVITY - 2021

1 July 2021	Applications open
19 July 2021	Applications close 5 pm
20-28 July 2021	Applications assessed
2 August 2021	Successful applications notified
1 October 2021	Event commencement date



ACCOUNTABILITY

ACCOUNTABILITY

- An event debrief report must be supplied to Destination Coromandel within two months of the event's completion.
- Acknowledgment of the funding support will be through the use of The Coromandel good for your soul brand on relevant events marketing material.
- An Economic Impact Assessment will be conducted (by Destination Coromandel) to measure the financial impacts of the events.
 - Pre-event data will be anecdotal
 - Post-event data will be data gathered by organisers during the event
 - Total number of attendees
 - Out of region attendees
 - The average length of stay
 - The average daily spend

CONTACT

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