

Event Framework

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Version 2

Event Classification

1. Economic Events

A. Iconic Event

Provides clearly identifiable major economic returns to Manawatu and provides positive national media for the region as a destination. There is a clear record of growth and shows sustainable operating systems i.e. ENZED Superstock Team Champions

B. Major Event

Provides economic returns to Manawatu and creates limited national media coverage for the region as a destination. These are usually regular events with a good support base, but can be a new event that has clear economic returns and/or high national media coverage. This can also include one-off events i.e. Vodafone Warriors pre-season game. Participation/spectators are normally in the thousands of which a large percentage are from outside Palmerston North and Manawatu i.e. National Young Performers Awards,

C. Minor Event

An event that shows signs of development in growth and sustainability. Participation/spectators are normally under one thousand of which a large proportion are from outside the region.

NB: At this stage there is not enough data to state whether this is dollars or numbers criteria

2. Major Business Events

A major business event must have at least one of the following outcomes:

- Produces, at a minimum, greater than 450 delegate nights i.e. 150 delegates x 3 nights = 450 delegate nights; or the equivalent \$150,000 economic impact to the region.
- Creates growth in one of the region's key sectors – Education, Food Science, Agri-Tech, Health and Logistics
- Raises profile of the city and region

2a. Business local events that are currently managed by CEDA that do not fit in the above criteria – i.e.: Manawatu Business Awards and Sort It Careers Expo

3. Community Events

Community events are events held in Palmerston North or Manawatu that attract predominantly locals to their activity i.e. Christmas Parades, Community Concerts, and Food Truck Markets.

4. Sport Event Partnership

The purpose of the Sports Event Partnership Fund is to support operational cost for national sports events hosted in Palmerston North and Manawatu, events that reinforce growth and/or community spirit through the provision of grants.

CEDA events support/partnership

CEDA invests in and/or supports events across two major program groups:

- **Economic Events**
- **Business Events**

Economic Events

CEDA works collaboratively with PNCC, MDC and key partners to identify, attract, develop and promote economic events in Palmerston North and Manawatu that deliver significant economic value against each of the following Key Outcomes:

- Contribute to the region's economy;
- Attracts visitor nights, and/or day trips to Palmerston North and Manawatu; and
- Positively enhance the profile of Palmerston North and Manawatu

CEDA classifies economic events as Iconic, Major or Minor; these can either be a one-off or recurring sport, recreation, entertainment or cultural event that has the potential to deliver significant value against each of the above key outcomes.

For an organisation to apply for economic event investment from CEDA, they must demonstrate their event's ability, or potential ability, to deliver significantly against the above mentioned key outcomes.

CEDA services for economic events include

- Assisting with creating economic event proposals and pitching material.
- Assisting with marketing support.
- Management and administration of the contestable fund (possibly existing 'Manawatu Events Trust') in partnership with key stakeholders.
- Being the one point of contact to link and give guidance to event organisers to relevant services, products and organisations
- Measurement of economic impact where relevant and possible.
- Ensuring that opportunities to enhance the visitor's experience at an economic event are identified through linking events and collaborating with PNCC, MDC, Palmy Unleashed, Sport Manawatu, venues across the region and others.
- Ensuring event organisers have access to the 'Event Toolkit' for detailed events assistance and are aware of Economic and Business Events in the region over their planned timing of their event. *(The Event Toolbox is currently available on PNCC's website, but would be housed on CEDA's website alongside other relevant event material.)*
- Regional Event Calendar

Business Events

Business Events is a collective term referring to corporate, government and associations meetings, incentive travel, conferences and business exhibitions.

CEDA will support business events that provide significant economic benefits to Palmerston North and Manawatu.

Business events represent one of the highest yielding sectors in New Zealand's visitor economy.

CEDA services for business events include

- Assisting with creating business event proposals and pitching material.
- Managing and administering the events fund that is decided based on set criteria and evaluated through an appropriate panel.
- Being the one point of contact to link and give guidance to business event organisers, connecting them with relevant services, providers, products and organisations.
- Measuring the economic impact of business events based on delegate numbers.

Application and funding process

Economic events

All organisations and/or event managers must go through the application process to be considered for the events fund.

These below questions help all parties to understand the details needed, and to give CEDA, PNCC and MDC; a clear picture of the event before an application is made, and to better direct any event that is not considered an economic event to the appropriate support organisation.

Checklist

- Can you accurately estimate the total number of attendees?
- Can you accurately estimate the number of attendees that will be from outside the Manawatu region?
- Can you estimate the average length of stay of attendees from outside the Manawatu region?
- Can you accurately estimate the daily expenditure of attendees?
- Are you able to provide or forecast economic impact data for this event?
- Are you able to provide event budget detailing revenue and expenditure forecasts?
- Will your event promote Manawatu through mainstream national media?
- Will your event be held permanently in Manawatu?
- Will your event be held anywhere else in New Zealand?
- Are there similar events to yours held around New Zealand?
- Are there similar events to yours held in the North Island?
- Does the event organiser for this event have a successful track record of running events for at least 3 years?
- Does the event have secured income through sponsorships?
- Will your event positively engage the local community and foster pride in Manawatu?
- Has your event in the past undertaken a CEDA Economic Impact Survey?

Applying for the event fund for an economic event

The following information will be required:

1. Location of event and proposed venue
2. The applicant must be able to demonstrate the historical, or estimated, size of the event in:
 - Attendance/participation number showing visitors from outside the region
 - Length of visitors stay in the region
 - Media profile
3. The applicant must be able to demonstrate the capacity of the event to grow.
4. The applicant must present an event budget detailing revenue and expenditure forecasts.

5. The event must have been held at least once previously or, if at the concept stage, planning must be advanced enough to the point where there is significant and demonstrated support for the event from appropriate parties.

6. The application must be completed in full and within the timeframe relevant to the funding round.

Please note: this fund is only for economic events. For community events please contact PNCC or MDC. An online application form will be created, incorporating the full answers to the checklist questions.

Conditions and contract of funding

The applicant must demonstrate how the funds would assist the event development and growth in line with the following outcomes:

- Contribute to the region's economy;
- Attract visitors nights/day visits to the region; and
- Enhance the profile of Palmerston North and Manawatu

The applicant must outline proposed activities that will elevate the event and present specific and measurable outcomes.

The funds may only be used for:

- Marketing costs associated with the event that will increase awareness and visitation
- Strategic plans to address the long term development of the event
- The use of short-term (up to six months) specialised personnel to further develop the event significantly.
- Any other uses may be considered with appropriate justification, and approved by CEDA, PNCC and MDC.

Funds cannot be used for:

- Insurances and legal costs
- Capital or equipment costs
- Prize money
- Full-time employment
- Administration costs

As a conditioning of funding, the event organiser must update CEDA at key milestone points. These key milestones are to be agreed upon prior to funding being signed off. If the milestones are not adequately achieved then CEDA has the right to decline funding and ask for all funding to be returned.

Event funding approval for one year does not give any guarantees of funding in following years, but event organisers may reapply each year.

Event organisers must declare if they are seeking or have received funding from other parties. CEDA may be unable to fund an Economic or Business Event if the event is being funded by PNCC or MDC.

The event organiser must provide the opportunity for CEDA, PNCC and MDC to arrange signage at the event to promote and showcase the region at no advertising cost to CEDA.

The event organiser must agree to participate in a CEDA Economic Impact Survey directly after the event. A detailed outcome report must be submitted upon completion of the event, with key outcomes detailed.

The minimum application amount of funding for an Economic or Business Event is \$10,000 with a maximum amount of \$25,000. From time to time this will be accessed and may move in special circumstances.

Evaluation criteria:

- The financial viability of the event, including the strength of the budget, potential or existing sponsorship and the management and financial skills of the event organiser(s).
- Timing of the event - does the event timing complement other events or attract visitors in off-peak periods.
- Potential of visitors from outside of the Manawatu and the length of stay those potential visitors might have in the region.
- The potential of the event to lift the profile of Manawatu through positive media coverage.
- The strength and extent of the marketing strategy and existing channels and partnerships.
- The potential benefits to the local community including pride of place, and whether the event has evidence of tangible community support.
- The extent to which the funding will assist with the enhancement and development of the event.
- The potential of the event to develop into an event of national significance.
- The extent to which risks have been reasonably identified, minimised and managed.
- The history and reputation of the event organiser.

Lodging applications

All applications must be lodged online and before the deadline of 30 June each year

All applications will also require the following to be submitted:

- Copies of past collateral i.e. brochures, posters, programs
- Letters of support
- Proof of past media coverage and summary of reach
- Photos of past events
- Any other relevant information or material

CEDA, PNCC and MDC reserve the rights to amend or alter these guidelines from time to time at their absolute discretion.

Business Events

The Business Events Fund and support is for business events that:

- Produces, at minimum, greater than 450 delegate nights i.e. 150 delegates x 3 nights = 450 delegate nights; or the equivalent of \$150,000 economic impact to the region. Based on PNCC delegate per day spend of \$330.

- Creates growth in one of the region's key sectors
- Raises profile of the city and region

The fund is for use at the bidding stage to make a contribution towards costs where the region is proposing that the organisation host their national or international business event in Palmerston North and Manawatu.

This fund is not a contestable fund and is separate to the Economic Event fund. The Business Events Fund is managed by CEDA who will decide appropriate distribution. The distribution of the bid fund will be offered to organisations that are being proposed by CEDA to host their national business event here.

CEDA will consider each business events viability for support and funding based on the above criteria and will have the discretion of a fund up to \$20,000 in total, per year.

Responsible Organisations

<u>Type of event:</u>	<u>Organisation responsible:</u>
Economic Events	CEDA
Major Business Events	CEDA
Community Events	PNCC / MDC
Sport Event Partnership	Sport Manawatu

The deciding panel for all Economic and Business Events funding will consist of two representatives from CEDA, one representative from PNCC and one representative from MDC.

Note: Although events are classified and responsibility is directed to different organisations it is important that there is strong collaboration between all above mentioned organisations to help complement where opportunities arise.

Events Online User Journey

Need assistance/support for your event in
Palmerston North and Manawatu?

YES

Do you expect most people
attending to come from
Palmerston North and Manawatu?

NO

Read CEDAs Economic Events
information and complete checklist

What next

You will be contacted by CEDA to
either complete an online application or
directed to appropriate assistance

YES

Read Community Events information and
complete checklist

What next

Depending on the results from your
checklist, you will be either requested to
complete an online application form or
directed to the appropriate contact or
organisation for assistance

*(this would be either PNCC or MDC if it is a
Community Event or CEDA if it is an
Economic Event)*

Monitoring and Reporting

Currently the option for monitoring an economic event is by a survey system, this works well when there is a large database held by the organiser. With some events without ticketing or without a database this monitoring is not possible. Significant investment would be required to develop a monitoring system that would be able to cover a broader range of events.

Summary of Current events measured:

National Young Performers Awards (Regent on Broadway) – OCT 2016

Estimated economic impact on the region: \$742,000

Competitors 620 / supporters 974

- 93% were from outside the Manawatu
- 80% stayed in commercial accommodation
- Average daily spend was \$167 per person
- Average stay was 3 nights

MG Classic (Manfeild) – NOV 2016

Estimated economic impact on the region: \$474,000

(not including 1000 spectators due to lack of database)

Competitors 250 / Support crew 750 / 1000 spectators

- 88% were from outside the Manawatu
- 52% stayed in commercial accommodation
- Average daily spend was \$197 per person
- Average stay was 2.4 nights

Machinery Specialists NZ Stockcar Champs (CET Arena) – JAN 2017

Estimated economic impact on the region: \$656,913

Competitors = 125 / Crew and Spectators = 6000

- 48% were from outside the Manawatu
- 23% stayed in commercial accommodation
- Average daily spend was \$133 per person
- Average stay was 1.68 nights

D1NZ National Drifting Championships (Manfeild) – JAN 2017

Estimated economic impact on the region: \$218,000

(not including 3000+ spectators due to lack of database)

Competitors 70 / Support crew 350 / Spectators 3000+

- 97% were from outside the Manawatu
- 73% stayed in commercial accommodation
- Average daily spend was \$192 per person
- Average stay was 2.7 nights

ENZED Superstock Team Champs (CET Arena) – FEB 2017

Estimated economic impact on the region: \$3,764,934

135 competitors + 14,000 spectators/support crew

- 69% were from outside the Manawatu
- 28% stayed in commercial accommodation
- Average daily spend was \$161 per person
- Average stay was 2.39 nights

NZ Grand Prix (Manfeild) – FEB 2017

Estimated economic impact on the region: \$1,172,925

166 competitors + 1045 support crew + 5,649 spectators

- 44% spectators were from outside the Manawatu
- 99% of competitors/crew were from outside the Manawatu
- 30% of spectators stayed in commercial accommodation
- 93% of competitors stayed in commercial accommodation
- Average daily spend of spectators was \$106 per person
- Average daily spend of competitors/crew was \$177 per person
- Average stay for spectators was 2.39 nights
- Average stay for competitors/crew was 2.79 nights

NZ PGA Golf Championship (Manawatu Golf Club) – FEB/MAR 2017

Spectator response to survey too low to be valid

Report shows significant media coverage and other benefits

NZ Rural Games – MAR 2017

Spectator response to survey too low to be valid

Report shows significant media coverage and other benefits

Sir Gordon Tietjens 7s Tournament (SRI) – MAR 2017

Estimated total economic impact on the Manawatu (too low for 2018) \$ 25,183

NZ Secondary School Volleyball Championship – MAR 2017

Waiting on results (combined with Sport Manawatu)

Trans-Tasman Canoe Polo Championship – APR 2017

Total estimated economic impact of this event (too low for 2018) \$118,734

Tru-Test Beef Expo (Manfeild) – MAY 2017

Estimated total economic impact on the Manawatu \$764,657

- 80% - came from outside Manawatu
- 50% - stayed in commercial accommodation (Motel & Hotel)
- \$209.61 - average daily spend per person
- 3.04 nights - average nights stayed (by visitors)

Please note these are only summaries of the full reports. CEDA has reviewed other regions, similar to our size, around the country to ensure our measuring systems are similar.

Event Name	Event Classification	Media & Attendee Information
ENZED Superstock Team Championship	Iconic	National media coverage/very large number of visitors from outside the region/proven year on year and measured
AgriFood Investment Week (including CD Field Days)	Major (potential iconic)	National media coverage/large number of visitors from outside the region
National Secondary School Kapa Haka Competition	Major	National media coverage/large number of visitors from outside region
NZ Rural Games	Major/Community	National and local media/great community numbers, low visitors from outside region (potential to grow)
Gold Cup Festival	Unknown/Community	Local media/good community numbers, unsure of visitors from outside region, needs to be measured (potential to grow)
NZ Grand Prix	Major/Community (potential iconic)	National media coverage/good community numbers with increasing numbers of visitors from outside the region/ proven and measured (potential to grow)
NZ National Young Farmers Awards Final	Major	National media coverage/ large number of visitors from outside the region
National Young Performers Awards	Major	Large number of visitors from outside the region/proven and measured
Tru-Test Beef Expo	Major	Large number of visitors from outside the region/proven and measured