

QLDC Council
18 December 2014

Report for Agenda Item: 10

Department:

CEO Office

10: Event Strategy Review

Purpose

- 1 To undertake a 12 month review of the Events Strategy as agreed by the Council in December 2013.

Recommendation

- 2 *That the Council:*
 - a. **Approve** recommended improvements to the QLDC Event Strategy.

Prepared by: Heather Morhart



Corporate Planning & Events
Facilitation
4/12/2014

Reviewed and Authorised by:
Meaghan Miller



General Manager,
Corporate Services
4/12/2014

Background

- 3 The Events Strategy was adopted in June 2013 with a target of a \$A50 million direct incremental economic impact on the community of the Queenstown Lakes District. This was exceeded in 2013/14 with just over \$62 million in regional benefit reported.
- 4 In December 2013 after a six month bedding-in period, the Council agreed to: move to one funding round per annum; amend the panel structure; fund no more than six major events in excess of \$30,000; require that all panel recommendations of funding over \$30,000 be approved by the full Council and that the Events Strategy and structure be reviewed in 12 months' time, ie December 2014.

- 5 Note there are no material changes (as reviewed December 2014) to the principles, funding or strategic goals of the QLDC Events Strategy.

Comment

- 6 The Events Strategy outlines the purpose and intention of supporting events in the District, as well as direction for event organisers on the process, criteria and objectives of funding for events. The document was intended to launch the strategy and parts are no longer relevant.
- 7 Revisions have been made to operational information and, where no longer relevant, Event Office business case commentary. Funding rounds, panel structure, strategic goals, etc. have been amended to align with the agreed December 2013 recommendations.
- 8 The document has been reworked and reordered in a sequential format. This revised format creates a reference guide which can be used in discussions regarding funding opportunities, by organisers completing application forms and by the Events Office when preparing recommendations for funding.
- 9 In addition to this, based on industry feedback, improvements have been made to the application form.

Financial Implications

- 10 The Event Strategy commits an Events Fund budget of \$800,000 per annum. This assumption will be included in the 10 Year Plan.

Local Government Act 2002 Purpose Provisions

- 11 The Events Office activity and funding benefit both business and households (economically and culturally) under section 10(1)(b) of the LGA Amendment Act 2012.

Council Policies

- 12 The following Council Policies were considered:
- Arts and Culture Policy – The recommended action is consistent with the Council's policy of 'supporting and encouraging the creative and performing and visual arts sector.'
 - 10-Year Plan 2012-22 – The recommended action is consistent with Council's activities following Shaping Our Future and subsequent development of the 2013-17 Events Strategy.
 - 2013-17 Events Strategy – The recommended action is consistent with the purpose and intention of this strategy.

Consultation

- 13 To inform the strategy review, the Events Office conducted a survey (Appendix B) of event organisers and undertook a review with the Funding Panel to gather

feedback before commencing a review of the Event Strategy document. Changes have been made to reflect the feedback.

Publicity

- 14 The revised strategy will be distributed via email to the event organiser database and made publicly available on QLDC's website.

Attachments

- A Event Strategy Revision Document
- B Event Organiser Survey