



**Trust  
Tairāwhiti**  
Regional Wellbeing  
He Tohu Ora



# Regional Events Fund

Application Guidelines

**This guide outlines the regional events funding application process, eligibility requirements, the criteria applications will be assessed against and requirements for successful applicants.**

**The Regional Events Fund aims to support events being held in the Tairāwhiti region with a view to stimulating visitors from out-of-region. Tairāwhiti is a destination rich in culture and history where the sense of whanau is strong, and whakapapa runs deep. Events are a catalyst for economic activity and can play a strong role in positive economic benefits for the region. In addition to the economic benefits, He Rangitapu He Tohu Ora, the regional wellbeing framework ensures equity, sustainability, and integrity.**

## **Objectives of the fund**

The purpose of the Regional Event Fund is to stimulate out of region visitation by funding and building a balanced portfolio of events that reflect the destination's strengths, values, culture, and visitor attraction strategy. The Fund aims to build event sector capability to enable development and delivery of quality, sustainable and responsible events in Tairāwhiti and thereby grow the regional economy.

## **Eligibility**

To be eligible to apply for funding from the Regional Event Fund, the event organiser(s) ("applicant") must meet the following criteria when the application is made:

- The event must take place in the Tairāwhiti region.
- The event must attract visitors from outside of the region.
- The event must stimulate economic activity and do one or more of the following:
  - bring people together to share memorable experiences
  - celebrate the Tairāwhiti region and its people
  - commemorate and respect important occasions
  - profile Tairāwhiti and its diversity
- The organisation responsible for the event must be a legal entity such as a trust, company, or incorporated society, and must be able to provide evidence of this status if requested.
- The applicant must disclose any debt owed by the organisation responsible for the event.
- The applicant must declare any additional funding, grant, or koha/donation for the event.
- The event must not have already taken place as at the date scheduled for allocation of funds.
- The applicant must comply with all regulatory and statutory requirements (government and council) relating to the preparation and delivery of the event, including obtaining all necessary permits and consents.
- The event must be held within the planned timeframe.
- The event must be sustainable – the applicant must demonstrate that the event will be viable even without funding from the REF.

**Please note:** all events will require public liability insurance; however, the amount of cover will be assessed on an individual event basis.

## Ineligibility

Some types of events and event-related costs are not eligible for REF funding:

- Private functions, lunches, or dinners.
- Events which do not bring in visitors from out of region (for example, annual Santa parade).
- Political events.
- Events that promote religious or political purposes.
- Events that abuse, exclude, or offend parts of the community.
- Events that present a hazard to the community or pose a significant risk to the public.
- Events that have already been held.
- Events that have breached previous funding agreements, including post-event reporting criteria (unless the Trust is satisfied that the applicant has remedied, or has committed to remedy, such breaches).
- Events that cannot demonstrate financial, environmental, cultural, and social sustainability.

In addition, REF funding cannot be used for:

- Staff salaries and/or wages.
- Purchasing or leasing a motor vehicle.
- Purchase of assets such as software and intellectual property.
- Purchase of real estate, rent or accommodation costs.
- Service and maintenance costs including utilities such as power and phone.
- Retrospective costs.
- Domestic and overseas travel.
- Debt repayments.
- Medical expenses.
- Prize money or entrance fees.
- Legal expenses.
- Purchase of alcohol.
- Infrastructure costs.
- Any expenditure that cannot be directly linked to increased visitation and spend.

## Applying for funding

Before you apply for funding, please make sure you:

- Have read this guide carefully to ensure you fully understand the fund objective, eligibility, criteria, and post-event requirements.
- Prepare information required in the application including:
  - Budgets, business plan, and communications plan
  - All supporting information including references and previous post-event reports.
  - NZBN or Charities number, and GST number if applicable
  - Pre-coded bank deposit slip, recent bank statement or verified bank document. The applicant's name needs to be the same as the bank account name.

For a full list of application questions refer to Application questions on page 6.

## Assessment criteria

Applications will be assessed as follows:

- The degree to which they meet the eligibility criteria
- The degree to which they align with the Trust's strategic priorities

Applications for funding will be assessed initially by a funding advisor appointed by the Trust.

## Supporting information

### Event Business Plan (essential for new or developing events)

An events business plan lists the key steps you will take to stage a successful event and serves to guide your event towards achieving its objectives and vision.

Your events business plan should set out and justify your event in a logical framework. The plan should act as a blueprint for the event and is a vital resource for potential investors and funders.

### Marketing & Communications plan (essential for all events)

The plan should outline your communications and marketing objectives, and all intended promotional and marketing activity, your media strategy, internal and external stakeholder communications activity, as well as a crisis management plan.

This plan should include dates and details about its implementation. Your plan will help the Trust to assess whether your event will be able to attract your target audience.

### Event Budget (essential for all events)

A detailed budget outlining all event expenses and income is an essential part of the application for funding. Budget information should be based on quotes from suppliers you intend to use.

Ensure you include all the relevant regulatory costs involved in your event, such as resource consent fees, costs for the preparation of traffic management plans by an approved contractor, building consents etc.

**Please note:** The Regional Events Fund will not fund some event-related costs – refer to Ineligibility on page 3.

## Post-event requirements

After the event, all successful applicants will be required to formally report to the Trust on the use of monies granted.

An Event Report must be provided to the Trust no more than eight (8) weeks after the Event (or single running of the Event) and must include the following:

- how the conditions and Event KPIs outlined in the agreement have been met
- a copy of the final profit and loss statement.

## Successful applicants

Once funding has been approved, all successful applicants will receive a funding agreement. This is a formal contract which outlines what is expected of recipients, the amount of funding the Trust is granting, and any in-kind support that the Trust will provide. The funding agreement will also outline the reporting requirements for recipients and will incorporate a sunset clause that determines the money will be forfeited within the period stipulated, if not uplifted in accordance with the agreement conditions.

## The Trust's discretion

The Trust reserves the right to:

- require applicants to provide additional information
- impose conditions on the approval or payment of funding, such as a requirement to successfully obtain a level of private funding or generate a certain number of entries for an event
- take any other action that it sees fit in relation to the funding process.

## Part of the terms and conditions of funding

- The Regional Events Fund is capped and the Trust is not obliged to continue to allocate amounts to the Fund.
- The Trust is not obliged to grant all its funds in any year, nor to carry over unallocated amounts into future years.
- The Trust has the right to share application details with local government, Gisborne District Council, and to consult with them on applications.
- The applicant must detail in their application any actual or potential conflict of interest (including anything which might have the appearance of a conflict of interest) which could compromise the decision on the application or bring the process or the Trust into disrepute.
- All applicants must disclose to the Trust any other central government or local government funding sources for the event (either confirmed or in process), as well as any corporate or commercial sponsorship arrangements.
- Applicants must not directly or indirectly seek to influence funding decisions in any improper or unethical manner (or in any way which might have the appearance of being so), nor attempt to solicit or garner non-public information which might give an unfair advantage in the application process.
- Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, always, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to the Trust's consideration of its application or which might have a bearing on the outcomes the Trust expects to be delivered from the funding.
- If circumstances or information change after making an application, or after the awarding of funding, the applicant must immediately notify the Trust.
- Each applicant consents to the Trust carrying out a due diligence review on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to the Trust making enquiries from third parties in this regard and shall provide access to referees upon request.
- All applicants must disclose any affiliation, personal or professional relation with council staff, elected officials, local board members or the Trust's trustees or employees, or if their immediate family, has any interest or involvement in the event in any way.
- The information the Trust collects from an applicant (such as the names and contact details of officers) is being collected so that the Trust can assess the application for funding. All personal information provided to the Trust in connection with an application will be held, and may be used or disclosed only in accordance with, [Trust Tairāwhiti's Privacy Policy](#) and the Privacy Act 2020.

## Application questions

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### Contact details

Please correct the following errors and try again:

- Declaration
  - First name \*
  - Last name \*
  - Role
  - Phone number \*
  - Email \*
- Additional contact person
  - First name - Additional contact person \*
  - Last name - Additional contact person \*
  - Role - Additional contact person
  - Phone number - Additional contact person \*
  - Email - Additional contact person \*

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### Applicant details

Organisation name/Applicant name \*

Applicant is a \*

NZBN or Charity number GST number

Website URL

Street address \*

Address line 2

Suburb \* Town/City \*

Postcode \* Country \*

New Zealand

Postal address (If different to physical address)

This organisation/individual is a Trust Tairāwhiti beneficiary

- has a power account in the Gisborne District Council territorial authority boundary or
- has at any time been listed on a roll of voters entitled to vote at an election of councillors of the Gisborne District Council Region or
- is a ratepayer in the Gisborne District Council territorial authority boundary

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## Project details

This application is for \*

Regional Event Fund

Project / Programme / Event name \*

Project / Programme / Event detail (provide as much information as possible) \*

Total cost (\$) \*

Funding sought from Trust Tairāwhiti (\$) \*

Please note: If GST registered funds requested must exclude GST

Do you have other funders?

Yes

No

Start date

21 / 06 / 2024

End date

21 / 06 / 2024

Event location \*

Event frequency \*

This is an existing event

Yes

No

Number of attendees \*

Estimated % of Tairāwhiti residents ticket sales

Estimated % of regional visitor ticket sales

Proof of bank account details \*

Choose File no file selected

Name on bank account \*

Bank account number \*

Event plan \*

Choose File no file selected

Event marketing plan \*

Choose File no file selected

Budget \*

Choose File no file selected

Review and accept the Regional Event Fund Guidelines \*

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