

# REGIONAL EVENT FUND APPLICATION GUIDELINES

This guide outlines the regional events funding (REF) application process, eligibility requirements, the criteria applications will be assessed against and post-event requirements for successful applicants.

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## Introduction

Tairāwhiti is a destination rich in culture and history where the sense of whanau is strong, and whakapapa runs deep.

Trust Tairāwhiti (the Trust) acknowledges that 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.

The purpose of the Regional Event Fund (REF) is to stimulate out of region visitation through funding events that will encourage expenditure.

## Objectives of the fund

The key focus areas are:

- Attract and build a balanced portfolio of events that reflect the destination's strengths, values, culture, and visitor attraction strategy.
- Build event sector capability to enable development and delivery of quality, sustainable and responsible events in Tairāwhiti.
- Grow the regional economy through events.

## 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 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:

- Read this guide carefully to ensure you fully understand the eligibility requirements, assessment criteria and post-event requirements.
- Prepare required information such as budgets, business plan, and communications plan.
- Collate all supporting information including references and previous post-event reports.

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

## Funding criteria

The degree to which the event delivers the desired impacts for events:

- Bring people together to share memorable experiences.
- Celebrate the region, and its people.
- Commemorate and respect important occasions.
- Profile Tairāwhiti and its diversity.
- Stimulate economic activity.

## 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 that the Regional Events Fund will not fund some event-related costs – refer to the Ineligibility section on page 4.

## 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 event organisers, 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 post-event reporting requirements for event organisers.

## **The Trust's discretion**

The Trust reserves the right to:

- Require applicants to provide additional information if required.
- 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.
- Do any other act 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 should 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 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.