



Winter Festival Programme Guidelines

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Auckland
Tourism, Events and
Economic Development
An Auckland Council Organisation



The *Destination AKL 2025* strategy has set a new direction for Auckland's visitor economy, highlighting the need to focus on both destination marketing, and destination management. A key focus of the strategy is to develop and attract events in the shoulder and off-peak seasons.

The strategy calls for those involved in the visitor economy to work collaboratively to ensure a more sustainable future for our region.

Major events have a key role in implementing *Destination AKL 2025* and as such, ATEED seeks to work collaboratively with the events industry to support the sustainable growth of events in Auckland and maximise the economic, social and environmental benefits events bring to the region.

ATEED's activity is underpinned by a desire to maximise the value of every opportunity and deliver clear and measurable returns to Auckland. This means targeting our major events investment to activity that creates the greatest impact and provides value for money.

About the Winter Festival Programme

ATEED aspires to make Auckland a more captivating and enticing winter destination and attract more domestic and international visitors during the quieter winter months. To do this, we are establishing and promoting a uniquely Auckland winter festival.

The festival will centre on themes of lighting up the region and showcasing Auckland's food and beverage offering as well as encompassing Auckland's unique Māori and Pasifika identity. It will group together a range of existing and new events that align to the festival themes.

We will work with the events, tourism, accommodation, restaurant and tech sectors – and other partners – to establish the festival.

ATEED will develop a festival identity and promote it as the centrepiece of a winter domestic tourism campaign, as well as curate the event line-up and invest in events where necessary.

The festival will first occur in July 2019 then evolve and grow with each subsequent year.

The festival programme will enhance both local and domestic perceptions of Auckland as a winter destination, providing a catalyst for visitors to come to Auckland and encouraging them to participate in more tourism activity while they are here.

BECOMING PART OF THE WINTER FESTIVAL PROGRAMME

Organisations can take part in Auckland's Winter Festival Programme in one of two ways.

They can apply for event funding or apply to be included on a marketing-only basis, to be promoted in the context of the festival identity in Auckland's winter marketing campaign.

Eligible events must be in the Auckland region and include some elements that tie in to the festival themes of food and beverage and/or lighting.

Events that do not require investment but want to be included in the festival programme and marketing campaign simply need to demonstrate a good fit with the festival programme, and the ability to deliver a high quality event. These events will be included in the festival line-up and marketing campaign and can use the festival branding to promote their event but will not receive direct financial support from ATEED.

If events require financial support they can apply to have activity funded through ATEED's Winter Festival Programme. ATEED will use its investment to support the development of an exciting and enticing range of events for the festival. The investment will be used to support new activity, or activity to align an existing event to the festival rather than contribute towards expenses of delivering existing events.

OBJECTIVES

While each individual event is not expected to drive visitation on their own, the overall festival will contribute to making Auckland an appealing winter destination.

Event organisers seeking investment will need to clearly articulate what the ATEED investment will be used for. ATEED investment will be targeted with a specific focus on activity that aligns with one or more of the following festival objectives:

- Promoting tourism - increasing visitor nights, targeting high-value visitors, promoting longer stays, and increased tourism activity – during the festival period
- Providing exclusive experiences only available during the festival
- Encouraging regional dispersal
- Telling Auckland's unique story
- Promoting or showcasing Auckland's food and beverage offering
- Creating a varied and interesting festival line-up
- Encouraging a spread of events throughout the festival period

Eligibility

To be eligible for investment, an event must meet the following criteria:

- Be delivered in Auckland during the festival period: 1-31 July 2019
- Include elements of food and beverage and/or lighting
- Be a public facing event (and not a trade show or convention)
- Not receive funding from another ATEED investment programme
- Applications must be for 25% or less of the total event budget
- If the event/activity is available at other times of the year, some elements must only be available during the festival period
- Events will need to either commit to meeting the zero waste guidelines on zerowasteevents.org.nz or identify a minimum of three actions to move towards being zero waste event in future.

ELIGIBLE COSTS

ATEED's Winter Festival Programme investment will support activity that contributes to any of the programme objectives during the festival period. ATEED investment will be prioritised for activity that is above and beyond what the event organisers would undertake without ATEED investment.

EXAMPLES OF ELIGIBLE ACTIVITY INCLUDE:

- Seed funding for a new event
- Costs incurred moving an event to the festival period
- New elements to grow an event
- New activity or changes to incorporate the festival themes of lighting and/or food and beverage
- Activity to create Auckland exclusives – experiences only available in Auckland and/or only available during the festival period
- Activity to showcase Auckland
- Activity to increase the capacity of an event
- Initiatives to promote regional dispersal of visitors
- Initiatives to support local businesses

Assessment criteria

Funding decisions will largely be based on the additional impact generated by ATEED's investment. This is the value that the activity supported by ATEED investment adds to the outcomes of the event that wouldn't otherwise happen.

The assessment will also consider the event viability including organiser capability, growth potential/ plans, and marketing activity.

The full range of impacts the event itself generates will also be considered as listed below, including any negative impacts such as ease of movement, disorder and environmental impacts.

Economic	Tourism	Contribution to regional GDP Visitor nights
	Business	Percent and value of contracts awarded to Auckland companies Impact on local/aligned businesses
	Growth potential	Forecast growth
Profile	Regional identity	Extent to which the event is distinctly Auckland
	Sectors of interest	Alignment with ATEED sectors of interest
	Media coverage	Quality and volume of media exposure
Social	Volunteering	Number of volunteers Value of volunteer hours
	Satisfaction	Level of satisfaction among event attendees
	Pride in region	Attendee pride in the region resulting from the event
	Participation	Opportunities for disadvantaged groups to participate
	Education	Opportunities to upskill the Auckland events industry Education opportunities for Auckland residents
	Māori outcomes	Economic and social benefits for Māori including: <ul style="list-style-type: none"> • Developing Māori capability • Supporting the Māori economy • Celebrating and showcasing Māori culture
	Accessible	Meeting standards of accessibility

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Sustainability	Environmental	Environmental impact of the event
	Financial	Long-term business stability
Portfolio fit	Seasonality	Events that drive visitation outside of the peak tourism months
	Genre	The spread of arts, cultural and sporting events in the ATEED portfolio and Auckland-wide events landscape
	Regional spread	Regional distribution of the economic and social benefits

ATEED's role

ATEED will develop the winter festival identity and deliver an annual marketing campaign to promote the festival. In addition to the financial investment some events will receive, all events will receive the following:

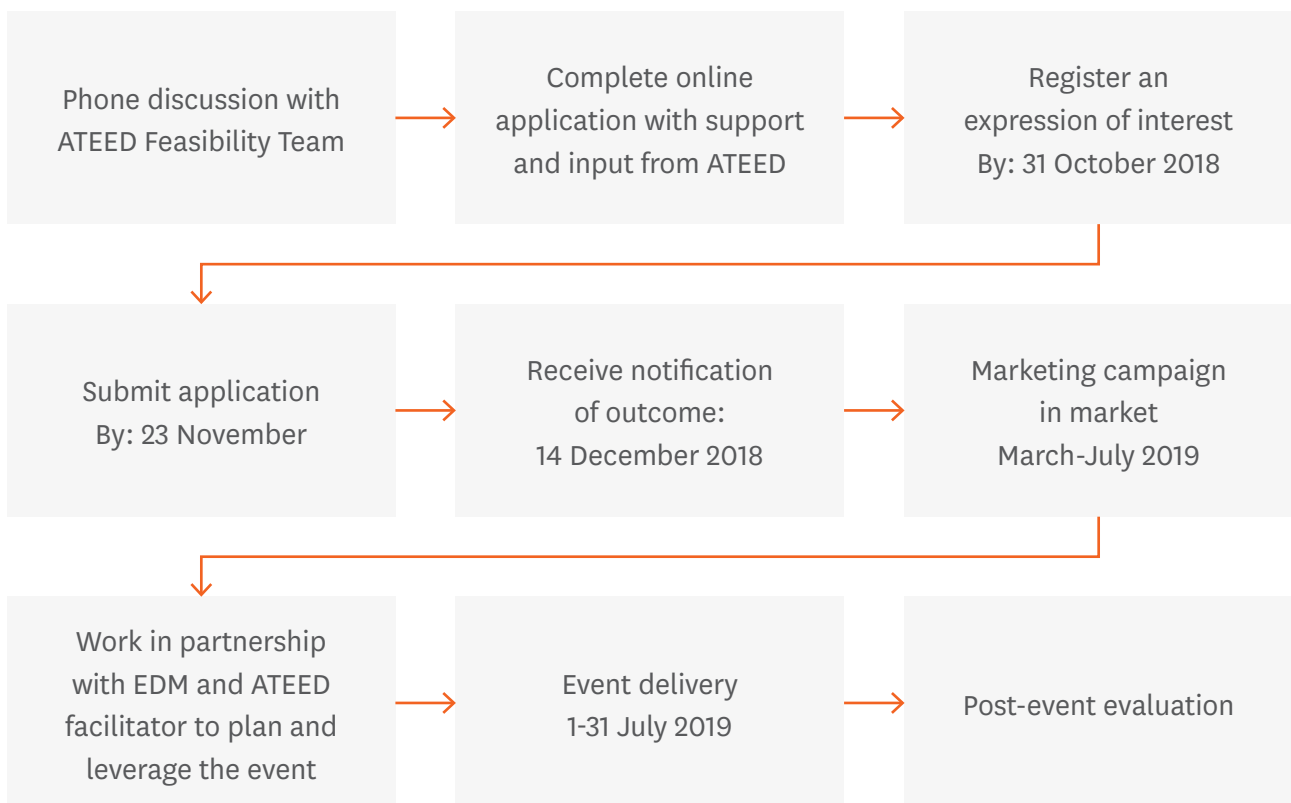
- Access to festival identity assets, including logos, imagery, a marketing toolkit and guidelines
- All relevant event information included in a festival microsite, an extension of aucklandnz.com (all festival advertising will drive to this site)
- Support to apply for investment
- Expert advice to support the development of growth or marketing plans
- Facilitation support with permitting
- Supporting the event evaluation

How and when to apply

The Winter Festival Programme will be accepting expressions of interest from 1-31 October 2018, with full applications due by 23 November.

If you wish to take part in the programme in any capacity the first step is to call and register your interest with a member of the Major Events team at ATEED by emailing majorevents@aucklandnz.com to request a call back.

Whether your event is ready to roll out, or still at concept stage, the team will work with you to see if it fits with the festival programme. If it does, you will be provided with a link to an online application form and given guidance on how to complete it.



Information for applicants

Successful applicants will be required to enter into investment agreements with ATEED, which set out the key terms of the investment, capture how the event will deliver on the agreed outcomes, and provide full accountabilities for utilisation of ATEED's investment (including audit). The investment agreement will also include details of how ATEED will work in partnership with event organisers to maximise the social and economic impacts for the region and minimise disruption or other negative outcomes.

All investment decisions, and the required contractual terms of any investment, are solely at ATEED's discretion.

ATEED RESERVES THE RIGHT TO:

- Accept or reject any application at its sole discretion.
- Change the criteria, parameters, date, timeline or any other aspect of the investment application or decision-making process, and to waive any application requirements at its discretion.
- Require applicants to provide additional information.
- Suspend or cancel the investment process in whole or in part.
- Impose conditions on the approval or payment of investment, such as a requirement to successfully obtain a level of private investment or generate a certain number of entries for an event.
- Engage a third party to audit the applicant's financial statements.
- Publish or otherwise publicly release information in relation to the investment amounts requested from and/or invested by ATEED.
- Carry out due diligence investigations on any participants that submit proposals.
- Seek independent advice or cross-reference on any information provided by the applicant.
- Do any other act that it sees fit in relation to the investment process.

APPLICATIONS AND APPLICANTS FOR ATEED MAJOR EVENTS INVESTMENT MUST:

- Align with *Auckland's Major Events Strategy 2018-2025* or have the potential in the short-term to align subject to event development.
- Cover all their own costs associated with the application and investment process (including preparation of their application, providing further information and access to referees, and negotiation of any investment agreement etc.).
- Include sufficient information about the event, how ATEED investment will be used and the expected outcomes to enable proper consideration of the application by ATEED and which are sufficient to form the basis of an investment agreement if the application is successful. Any undertakings, dependencies, assumptions or conditions must be clearly identified.
- Nominate a contact person within their organisation for purposes of the application, and applicants must only engage with ATEED in respect of the application via ATEED's nominated contact person(s).

Terms and conditions:

- ATEED major events investment is capped. ATEED is not obliged to invest all of its funding in any year, nor to carry over unallocated amounts to future years.
- ATEED has the right to share application details with Auckland Council, or Auckland Council-controlled organisations (CCOs), and to consult with them on applications.
- ATEED major events investment is limited to public-facing events and will not be applicable to conventions, conferences and trade shows. These types of activity may be supported by other areas of ATEED.
- The applicant should detail 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. For example, the applicant should identify any situation where a person involved with the event has a connection with someone who is an elected representative, serving on the board of, is a contract provider to, or working within ATEED, Auckland Council or any CCO.
- All applicants must disclose to ATEED any other central government or local government funding sources for the event or the applicant's organisation, either confirmed or in process, as well as any corporate or commercial investment arrangements.
- Applicants must not directly or indirectly seek to influence ATEED's investment 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 from ATEED, Auckland Council or CCO sources 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, at all times, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to ATEED's consideration of its application or which might have a bearing on the outcomes ATEED expects to be delivered from the proposed investment (including any disputes or potentially contentious matters, or any potential public relations issues). If circumstances or information changes after making an application, the applicant must immediately notify ATEED.
- Each applicant consents to ATEED carrying out due diligence in respect of the application, including the organisations and personnel involved, financial due diligence and relevant track records either as part of the application assessment process or as part of any subsequent contract negotiation. The applicant consents to ATEED making due enquiries from third parties in this regard, and shall provide access to all information which may be requested, and to referees.
- No investment decision is binding on ATEED until a formal written agreement to ATEED's satisfaction is entered into by ATEED and the applicant.
- Successful applicants will be required to work with ATEED to include Auckland destination brand content in event marketing and at events including cross-promotion of other ATEED events where possible and agreed by both parties. ATEED's preference is for integrated marketing plans to be developed to optimise event and destination promotion.
- ATEED is not obliged to grant all or a certain percentage of the funds applied for. Acceptance of an application also does not mean that the applicant is entitled to the full amount applied for or can expect to receive a specified amount or percentage.
- As an Auckland Council council-controlled organisation and in line with Auckland Council protocols, ATEED is committed to being transparent about its activities and its major events investments and is governed by the Local Government Official Information and Meetings Act 1987 (LGOIMA). Given the public interest in ATEED investment and ratepayer contribution to major events, ATEED regularly publicly discloses its financial and other involvement in and/or contribution to any/all events in ATEED's Major Events Portfolio at its sole discretion.
- These Terms and Conditions will also form part and be included as part of the Terms and Conditions of the Investment Agreement entered into with the successful applicant.

FOR MORE INFORMATION

Major Events Team

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