

Regional event fund application guidelines

Table of contents

Introduction.....	3
Applying for funding.....	3
Eligibility.....	4
Ineligibility.....	4
Preparing your application.....	5
Disclosure of interest.....	5
Assessment criteria.....	5
Assessment process.....	8
Supporting information.....	8
Successful applicants.....	9
Terms and conditions of funding	9
Issuing funding.....	10
Post-event requirements.....	10
Auckland Council discretion.....	11
Important privacy information.....	11
Enquiries.....	11

Introduction

Auckland Council recognises the positive contribution events make to the region. As part of its strategy to make Auckland the world's most liveable city, the council has funding available to support regional events.

The key drivers for the council's involvement in regional events are:

- delivering on Auckland-wide strategies such as for sport and recreation, arts and culture
- building regional identity
- showcasing Auckland's assets, what is special about the region.

Regional events are important in providing a range of benefits to the region including:

- building a sense of connection amongst Auckland's diverse and regionally dispersed communities and special interest groups
- developing pride in and enjoyment of Auckland the place
- regional economic multiplier effects i.e. audiences attracted to regional events will normally spend money on transport, food and sometimes tickets and products associated with the event
- adding to the vibrancy of life in Auckland with the diverse range of opportunities in a region-wide annual event calendar.

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

Applying for funding

Before you apply for regional event funding from Auckland Council, please make sure you:

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

Applications are submitted through an online application process at our website: aucklandcouncil.govt.nz, search Grants and Funding.

Before you submit your application, please ensure that you review the checklist on the Regional Event Fund application form.

A panel will review applications and submit them for consideration to a council committee meeting.

Eligibility

To be eligible to apply for funding from the Auckland Council Regional Event Fund, the event and/or event organiser(s) must meet the following criteria.

- The event must be in the Auckland 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 organisation must have no outstanding debt owing to Auckland Council or any Council Controlled Organisations.
- The event/organiser must fully declare any additional council, local board or council-controlled organisation funding, grant or koha/donation for the event.
- The event cannot have already taken place as at the date scheduled for allocation of funds.
- If the application is for a sporting event, the event must be officially recognised by the national body of that sport.
- The applicant must comply with all Auckland Council regulatory and statutory requirements 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.

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 funding through this fund:

- private functions, lunches or dinners
- political events
- events that promote religious, ministry or political purposes
- events run solely for commercial profit or individual gain
- events that denigrate, exclude or offend parts of the community
- events that present a hazard to the community or pose a significant risk to the public or council
- events that have already been held
- events that have breached previous funding agreements with the council, including post-event reporting criteria, and where no commitment has been made to rectify this.

In addition, funding granted through the Regional Events Fund cannot be used for:

- staff salaries and/or wages
- purchasing or leasing a motor vehicle
- rent or accommodation costs
- service and maintenance costs including utilities such as power and phone
- retrospective costs
- overseas travel
- debt repayments
- medical expenses
- prize money or entrance fees
- legal expenses
- purchase of alcohol.

Preparing your application

All applications must be submitted using the online Regional Event Fund application process on the Auckland Council website.

Please make sure that you are as clear as possible about the items for which you are applying for council funding, as once the decision has been made and approved by the council, these details cannot be changed. In the event that you also receive funding from other sources to cover the items the council has already approved funding for, you will be ineligible to uplift this portion of the funding.

Key application requirements

- Complete all sections of the online application form. Incomplete forms will not be considered.
- You must identify how your event aligns to the criteria of the fund. The criteria are outlined on the following page.

There is no maximum amount that an event organiser can apply for. The funds are however limited, and the council is looking to make grants to a number of events.

Disclosure of interest

All applicants must disclose if an Auckland councillor or local board member or a council employee, or their immediate family, has any interest or involvement in the event in any way. This should be outlined in the space provided on the application form.

Any councillor or local board member involved can be present at any meeting where event sponsorship or funding is considered. However, they may not partake in the decision process.

This disclosure of interest aligns with the Guide to the Local Authorities (Members' Interests) Act 1968 and Non-pecuniary Conflicts of Interest 2004.

Assessment criteria

Eligible applications will be prioritised for events funding from the contestable Regional Event Fund based on the following criteria (Auckland Council Events Policy May 2013).

Regional event key priorities

- Extent to which the event supports other council strategic outcomes such as for sport and recreation, arts and culture, community development
- Extent to which the event builds regional identity
- Extent to which the event showcases Auckland's assets (includes harbours and coastline, stadia, renowned and talented people) and what's special about the region
- Extent to which the event has a region-wide impact.

Funding criteria

The degree to which the event delivers the desired impacts for events as outlined in the Events Policy:

- bring people together to share memorable experiences
- celebrate Auckland and its people
- commemorate and respect important occasions
- profile Auckland and its diverse localities
- stimulate economic activity.

The extent to which the event expands the variety or range of events on offer:

- is during the seasonal low points such as winter, long weekends, school holidays
- is unique or new
- adds to the range of events on offer for the proposed catchment (arts, cultural, sporting, heritage, entertainment)
- fills an identified gap or priority such as:
 - o celebration of Maori culture or significant occasion
 - o youth events
 - o events for children
 - o celebration of Auckland
- is not directly duplicating a similar event in a similar location at a similar time.

The level of positive community benefits generated by the event:

- fundraising and exposure for community organisations
- increased revenue and exposure for businesses
- capability building of community organisations and individuals
- promoting excellence in performance or sport
- talent development
- cultural expression and better understanding of diverse communities.

The amount of community support, involvement and/or active partnerships in the event from:

- sponsors
- associated community, regional or national organisations
- volunteers
- businesses or corporate
- non-government organisations
- charitable trusts.

For an existing event how effectively the event has been run in the past:

- delivering a quality experience to the participants, volunteers and funders
- meeting its stated objectives
- compliance with consents, permits and licenses
- financial performance.

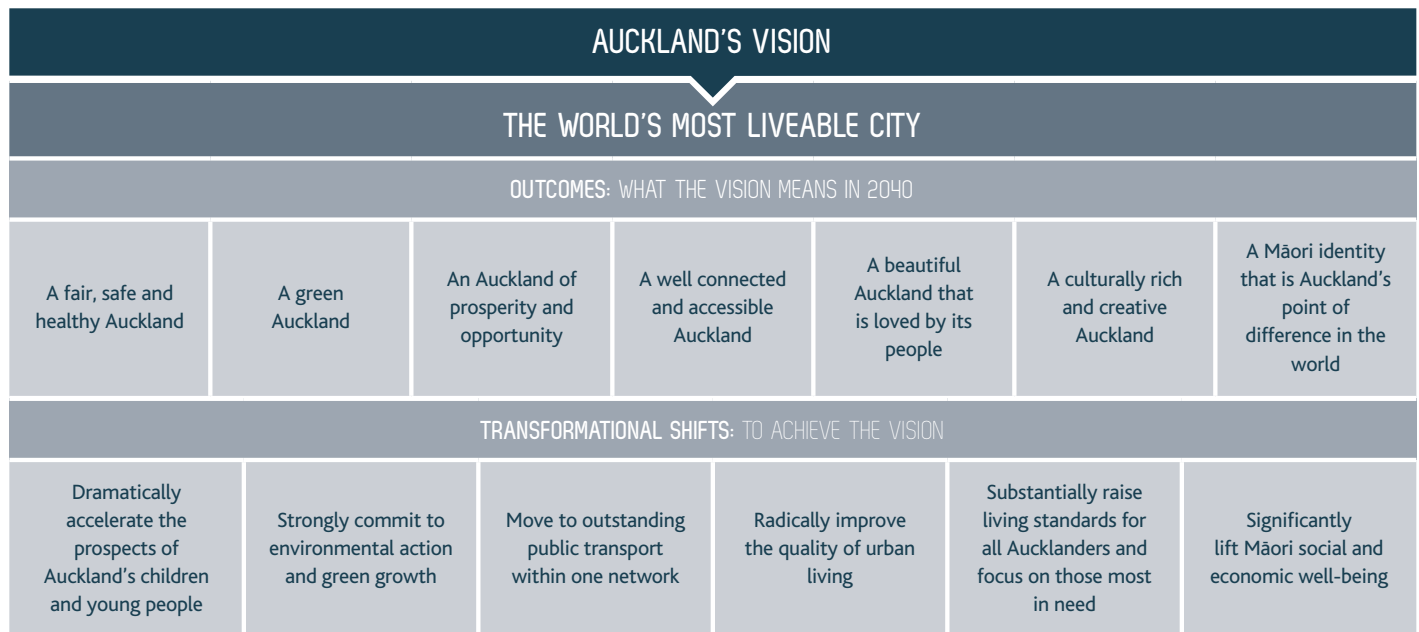
For a new event how well-planned the event is relative to the scale and risks associated with the event.

Other considerations

In addition to the above criteria, the following will be considered:

- the anticipated level of attendance including volunteer support, performers and/or competitors
- potential of the event to grow, possibly into a major event for the region
- how accessible the event is proposed to be:
 - o universal accessibility with specific considerations for disabled persons and where appropriate for older adults and children
 - o transport accessibility
 - o cost, affordability relative to target market
 - o open to anyone who wishes to attend and not restricted to particular sectors of the community
 - o access to knowledge and information through appropriate channels.
- whether the event is one-off or multi-year with a sound strategic plan for its development
- extent to which iwi are to be engaged early in the planning and consulted on the impacts
- the degree to which the event is financially sustainable:
 - o overall cost of the event relative to the scale and benefits of the event
 - o proportion of funding contributed by organisation
 - o the ability to attract/leverage other funders and sponsors
 - o the length of time the event has been run and its dependence on public funds
 - o volunteer contribution, capacity and capability
 - o how any profits generated by the event are distributed
 - o working towards a strategy for events to become more financially sustainable including retaining profits from previous events to underwrite the next event.
- the degree to which the event uses sustainable practices:
 - o transport planning
 - o sound environmental operations and works to promote green initiatives
 - o respects the environment and promotes protection of key assets.
- whether the event is in the appropriate venue for its scale and type, and/or makes the best use of Auckland's event infrastructure
- extent to which the event adds to any cumulative impacts on local neighbourhoods and businesses, balanced against benefits to the region as a whole (relates to its timing and location relative to other events in the calendar)
- whether the event has received funding from any other council group sources
- extent of operational planning to role model exemplary compliance with safety and amenity standards and use opportunities to support other council policies and plans, including any current or future ones relating to waste minimisation, alcohol harm reduction, community safety, smoke free and accessibility.

Auckland Plan



Assessment process

Applications for funding will be assessed initially by an internal panel of experts. All decisions are made by the appropriate Auckland Council political body, which for the Regional Event Fund, is the Arts, Culture and Events Committee.

Supporting information

Events 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.

The plan may include, but not be limited to, a background and history of the event, its aims and objectives, the event's resourcing requirements, and possible risk factors.

Communications plan (essential for all events)

A communications 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 council 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 council will not fund some event-related costs – refer to Ineligibility Criteria.

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 council is granting, and any in-kind support that the council will provide. The funding agreement will also outline the post-event reporting requirements for event organisers.

Terms and conditions of funding

- The Auckland Council Regional Event Fund is capped. The council is not obliged to grant all of its fund in any year, nor to carry over unallocated amounts to future years.
- Auckland Council has the right to share application details with council-controlled organisations (CCO's), and to consult with them on applications.
- The Regional Event Fund is limited to events and will not be applicable to conventions, conferences, trade shows and exhibitions. These types of activities are supported by ATEED.
- 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 Auckland Council 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 Auckland Council's 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 from 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 Auckland Council's consideration of its application or which might have a bearing on the outcomes the council expects to be delivered from the funding.
- If circumstances or information changes after making an application, or after the council awards funding, the applicant must immediately notify Auckland Council.
- Each applicant consents to Auckland Council carrying out due diligence on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to Auckland Council making due enquiries from third parties in this regard, and shall provide access to referees upon request.

Issuing funding

Should your application for funding be successful, the following further documents may be required to facilitate your event through council.

1. A completed copy of the Auckland Event Permit Application – this is available from the Auckland Council Events Team or from the Council website.
2. Copies of all relevant forms or proof of regulatory compliance requirements such as resource and building consents, traffic management plans, environmental health (food hygiene/safety), liquor licensing and temporary signs.
3. A completed and up-to-date health and safety plan that incorporates a risk management plan.
4. Waste minimisation plan.
5. A copy of your public liability insurance certificate on a council-approved template.
6. An outline of the event organiser's strategy to report back to the council on how requirements applicable to the funding agreement will be measured.
7. A full and final event budget.
8. An outline of how the organisers will meet the council's accessibility and other health and well-being requirements (if applicable).
9. Please note that express approval must be sought from council for the use of any Auckland Council logos.

Post-event requirements

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

A post-event report includes

- how the conditions outlined in the contract have been met
- specific inputs, outputs and/or outcomes as outlined in the funding agreement have been achieved
- proof of delivery/success of the event for all measures stated in the application form
- an event evaluation by organisers (including feedback from event attendees) – this might include areas for event development or specific issues encountered at the event
- copies of receipts showing the expenditure of the funding or audited accounts
- detailed outline of all marketing and promotional achievements (i.e., list and include copies of newspaper ads or articles, approximate number of radio and television ads, copies of all promotional material produced, website statistics, and all other marketing material and achievements).
- audited attendance figures (spectators and event participants) including an outline of the methodology used and a breakdown of confirmed figures and estimated totals
- inventory of employment opportunities provided, list of full and part-time positions as well as staff hired for the implementation of the event.

Auckland Council discretion

Auckland Council 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 funding application or decision making process, and to waive any application requirements at its discretion
- require applicants to provide additional information if required
- suspend or cancel the funding process in whole or in part
- 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.

Important privacy information

The personal information that you provide in this form will be held and protected by Auckland Council in accordance with our privacy policy (available at www.aucklandcouncil.govt.nz/privacy and at our libraries and service centres) and with the Privacy Act 1993. Our privacy policy explains how we may use and share your personal information in relation to any interaction you have with the council, and how you can access and correct that information. We recommend you familiarise yourself with this policy.

Enquiries

Contact Auckland Council's events funding team on 09 301 01 01 or email cdaceventsfuning@aucklandcouncil.govt.nz