

# Events Support Scheme







The purpose of events funding is to enhance the social, cultural, and economic development of our region through the provision of high-quality events.

Events can deliver immediate economic results, increased awareness of our region and support for our communities to prosper.

Our aim is to fund and support events that showcase the diversity and richness of our community, promote community engagement and participation, stimulate local business activity, and generate tourism and economic benefits for the region.

We seek to support events that are accessible, inclusive, and environmentally and self-sustainable, and that align with our guiding principles and values as a council.

By investing in events, we aim to foster a sense of community pride and belonging, celebrate our local identity, and contribute to the overall well-being and prosperity of our region.

## Guiding Principles



Taking into consideration our purpose, we can outline our guiding principles when regarding the support of events.

**Please note that events do not need to tick all boxes below.**

- Empower and enable the community
- Build a sense of community or regional pride
- Take advantage of existing built infrastructure and the natural Rangitikei landscapes/environment
- Striving to be self-sustainable in the future
- Commit to reasonable environmental sustainable practices
- Be accessible and inclusive, considering the views of all ages, cultures, abilities and socioeconomic groups
- Provide opportunities for local businesses and organisations
- Support and encourage collaboration and sharing for better use of resources and sustainability
- Increase awareness and knowledge of the value events bring to the Rangitikei
- Demonstrate a good fit with the existing events calendar by way of date, location and type

## Desired Outcomes

In line with our guiding principles above, Rangitikei District Council supports events that have the desired outcomes below:

- Creates an increase in local spend in the district
- Creates an increase in day or overnight visitors to the district
- Creates an increase in positive awareness of the district
- Adds strength to RDC's brand positioning
- Pitches stories of the event to media
- Uses a venue that is under-utilised or has recently been invested in
- Provides experiences or opportunities that are not already available in the region
- Event is well reported on and in a timely manner- media links and photos encouraged
- If ticketed, a reasonable cost and delivers value for money for Rangitikei residents

## The 6 Key Objectives

	Achieve staged growth of an events portfolio designed to maximise opportunities, provide measurable economic benefits for our region and grow the visitor economy
	Strengthen aspects of Rangitikei District Council's brand positioning that will showcase culture, community and our natural environment and will reinforce pride in our region
	Encourage active community participation and engagement, therefore getting locals and visitors to try new things and discover new places
	Supporting the growth of local talent, as well as local businesses and organisations to directly or indirectly benefit from events
	A strong emphasis on Kaitiakitanga – guardianship of the land. Events that protect and enhance our regions natural environment
	Create positive results that help future generations

## Categories

Each event will be assessed under the below category that it naturally aligns with based on its characteristics or objectives.

- Large Events
- Regional Events
- Local Community Events

### Large Events:

The event must align with four of the six objectives, with increased economic outcomes and growing the visitor economy being at least one of these.

**At a minimum, a Large Event must:**

- Attract at least 3,000 attendees
- Have the potential for increased social and economic benefits
- Have an existing out-of-town audience who would be attracted to attend
- Have the potential to attract positive regional and/or national media coverage
- Align with RDC's guiding event principles



### Regional Events:

The event is one that aligns with three of the six objectives but doesn't necessarily have to completely take place in the Rangitikei.

**At a minimum, a Regional Event must:**

- Be regionally significant
- Have some physical presence in the Rangitikei and provide opportunities for the community and/or local businesses and organisations
- Have the potential for increased social and economic benefits
- Have the potential to attract local and/or regional media coverage



### Local Community Events:

The event is largely community led with a targeted appeal or focus on a special interest area, sector of the community or geographical space. This also covers the delivery of not for profit events and fundraising events. It has an expectation of being accessible and inclusive. A Local Community Event must align with at least two of the following strategy objectives:

- Encourage active community participation and engagement, therefore getting locals and visitors to try new things and discover new places
- Supporting the growth of local talent, as well as local businesses and organisations to directly or indirectly benefit from events
- A strong emphasis on kaitiakitanga – guardianship of the land. Events that protect, enhance and celebrate our regions natural environment







## Levels of Funding and Support available

### 1 Financial Support

This type of funding is ideal for emerging events as seed funding to help them get started, established and then as support to continue as needed. Community style events or fundraisers fit into this category well.

### 2 In-Kind Support

This type of support is ideal for regional or larger events and events that are requesting Council specific services such as consent fee waivers and rubbish removal.

### 3 Reciprocal Support

This type of support is ideal for larger events that might have good media positioning or an alternative high value offering that brands Council in a positive light within the community, regionally or nationally.

## What Won't Be Considered For Funding

- Events that directly compete with other Rangitikei District Council funded events
- Travel and accommodation expenses related to developing or promoting an event
- Establishment costs for a new organisation
- Organisation or event manager overheads
- Individuals
- Funding cannot be applied for or granted retrospectively
- If the post-event report is not submitted by the deadline the applicant will not be eligible for event funding the following or subsequent years.



## How To Apply

### 1 This is now an online application and reporting process via Smartygrants.

If you need assistance in completing your form, please contact us by: visiting the Council's offices at 46 High Street, Marton or 102 Hautapu Street, Taihape or phoning the Council on 0800 422 522 or emailing [info@rangitikei.govt.nz](mailto:info@rangitikei.govt.nz)

- 2 Once completed and the funding round closes, your application will be reviewed by our events panel. You may be required to attend a meeting or offer more information for the panel to better understand the event.
- 3 Should your application be successful, Rangitikei District Council will outline the terms of funding being provided. All applications will receive guidance on the decisions made.
- 4 The RDC team will be in regular contact to ensure strong marketing for the event is tied in with overall promotion of Rangitikei as a destination.
- 5 After the event, an event report will be completed and sent to Rangitikei District Council to assess the success of the event

## When Funding Is Available

- We will hold two funding round applications each year.
- The first round will be open for February/March and the second round open for August/September.
- Applicants will be notified on decisions within one month of a round closing
- If the timing of your event does not align with these timings, please contact us





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[www.rangitikei.govt.nz](http://www.rangitikei.govt.nz)

P 06 327 0099 | 0800 422 522 (24 hrs)

E [info@rangitikei.govt.nz](mailto:info@rangitikei.govt.nz)

46 High Street, Private Bag 1102, Marton 4741

*Making this place home.*