

District Promotion Committee Agenda



Ngaroto Room
Waipa District Council
101 Bank Street, Te Awamutu

Chairperson
His Worship the Mayor JB Mylchreest

Members
PTJ Coles, ML Gower, CS St Pierre, EM Stolwyk, K Burgess, M Gyde

06 August 2020 09:00 AM - 11:00 AM

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1 APOLOGIES

Recommendation

That the apology for non-attendance from Committee Member Gyde be received.



2 DISCLOSURE OF MEMBERS' INTERESTS

Members are reminded to declare and stand aside from decision making when a conflict arises between their role as an elected member and any private or other external interest they may have.



3 LATE ITEMS

Items not on the agenda for the meeting require a resolution under section 46A of the Local Government Official Information and Meetings Act 1987 stating the reasons why the item was not on the agenda and why it cannot be dealt with at a subsequent meeting on the basis of a full agenda item. It is important to note that late items can only be dealt with when special circumstances exist and not as a means of avoiding or frustrating the requirements in the Act relating to notice, agendas, agenda format and content.



4 CONFIRMATION OF ORDER OF MEETING

Recommendation

That the order of the meeting be confirmed.



To: The Chairperson and Members of the District Promotion Committee
From: Governance
Subject: **CONFIRMATION OF MINUTES**

1 EXECUTIVE SUMMARY

To confirm the minutes of the District Promotion Committee meeting held on 4 February 2020.

2 RECOMMENDATION

That the open minutes of the District Promotion Committee meeting held on 4 February 2020, having been circulated, be taken as read and confirmed as a true and correct record of that meeting.

3 ATTACHMENTS

District Promotion Minutes – 4 February 2020



Time: 8.00am
Date: Tuesday 4 February 2020
Venue: Ngāroto Room, Waipā District Council, 101 Bank Street, Te Awamutu

1 PRESENT

Chairperson

His Worship the Mayor JB Mylchreest

Members

PTJ Coles, ML Gower, CS St Pierre, EM Stolwyk, M Gyde

2 APOLOGIES

RESOLVED

11/20/01

That the apology for non-attendance from Committee Member Burgess be received.

Councillor Gower/ Councillor St Pierre

3 DISCLOSURE OF MEMBERS' INTERESTS

Councillor Gower declared an interest in the application from Waikato Kyokoshin Karate Championship 2020 and took no part in discussions for this application.

4 MINUTES OF PREVIOUS MEETING

The last meeting before the Triennial Election was held on 17 September 2019. The Chief Executive and Chairperson were responsible for the correctness of the Minutes of the last meeting before a triennial election.



5 CONFIRMATION OF ORDER OF MEETING

RESOLVED

11/20/02

That the order of the meeting be confirmed.

Councillor St Pierre /Councillor Coles

6 LATE ITEMS

There were no late items.

7 DISTRICT PROMOTION FUND DURING YEAR ALLOCATION REPORT

Events and Marketing Advisor Jess Vanxay presented her report requesting funding from the District Promotion Fund for three events.

It was advised that Waipā District Council has a strong focus on supporting and delivering events that bring social and economic benefits to the district. The District Promotion Fund supports events that promote Waipā district as an attractive place to visit and spend time in.

Following decisions made during the 2018-28 Long Term Plan process, the District Promotion Fund was increased by \$50,000 to \$150,000 per year.

The majority of this fund was allocated at the June 2019 funding round for events taking place between 1 July 2019 and 30 June 2020. However, \$50,000 previously allocated to [RIDE Festival] was made available due to the Cycle Classic not returning to Waipā.

Since then, late applications were received and at the Council meeting on 17 December 2019, three events were allocated a total of \$28,744. This leaves \$21,256 remaining in the District Promotion Fund to be used by the end of the financial year.

Discussed was held around the need for future event applications to demonstrate a waste minimisation and recycling policy.

It was also suggested that Council look at a mobile recycling operation that could be used at Council events to promote recycling in the community.



Councillor Gower had declared his conflict of interest with the funding application for the Waikato Kyokoshin Karate Championships 2020 and took no part in the discussion.

RESOLVED

11/20/03

That

- a) *The report District Promotion Fund During the Year Allocation of Jess Vanxay, Event and Marketing Advisor be **RECEIVED**;*
- b) *The District Promotion Committee **APPROVE** the following funding applications from the remaining District Promotion Fund:*

Event name	Funding requested	Funding approved
Rangiaowhia Commemoration	\$20,000	\$9,000
Red Bull UCI Pump Track World Championship Qualifier	\$14,000	\$7,000
Waikato Kyokoshin Karate Championship 2020	\$3,100	\$3,100

Councillor Coles/ Member Gyde

This leaves a balance of \$2,156.00.

Mayor Mylchreest thanked Jess Vanxay for her great work over the last year and wished her the best for her new position with the University of Waikato.

There being no further business the meeting closed at 8:20am.

CONFIRMED AS A TRUE AND CORRECT RECORD

CHAIRPERSON: _____

DATE: _____



To: The Chairperson and Members of the District Promotions Committee
From: Event and Marketing Advisor
Subject: **District Promotion Fund 2020/21 Allocation Report**
Meeting Date: Thursday 6 August 2020

1 EXECUTIVE SUMMARY

Waipa District Council (WDC) has a strong focus on supporting and delivering events in the community and recognises the social and economic benefits events bring to the district. WDC also understands the positive impact local events will have on the district's recovery in the next 18 months in response to the global COVID-19 pandemic.

The District Promotion Fund supports events that promote the Waipa district as an attractive place to visit and spend time in. These events also contribute to Waipa being a great place to live, work, play and invest.

Following decisions made during the 2020-21 Annual Plan process, the fund has been increased by \$50,000 to \$200,000. The fund is a competitive process where priority is given to applications that best meet the defined eligibility and criteria.

This year 45 applications were received for the District Promotion Fund, requesting a total of \$347,710 in funding. The purpose of this report is to confirm an allocation of \$186,500 from the District Promotion Fund to the 32 events outlined below:

<i>Event name</i>	<i>Funding requested</i>	<i>Funding recommended</i>
Waka Ama Nationals Sprint Championship	\$30,000.00	\$20,000.00
Gincredible	\$15,000.00	\$8,000.00
Cambridge Equine Festival	\$20,000.00	\$15,000.00
Karapiro 100K Flyer	\$5,000.00	\$3,000.00
Maadi Cup	\$10,000.00	\$10,000.00
Waikato Bay of Plenty Magic Pre-Season Tour	\$19,020.00	\$10,000.00
Armistice in Cambridge	\$15,000.00	\$10,000.00

<i>Event name</i>	<i>Funding requested</i>	<i>Funding recommended</i>
North Island Club Championship	\$3,500.00	\$3,500.00
Feast Waikato	\$5,000.00	\$5,000.00
Kihikihi International Horse Trials	\$6,000.00	\$6,000.00
Spring Challenge Women's Adventure Race	\$20,000.00	\$15,000.00
Combine Armistice events - Fashion Parade, Picnic Concert, Armistice Remembrance Service	\$5,000.00	\$5,000.00
Kiwigrass Academy and Kiwigrass Festival	\$5,000.00	\$5,000.00
Kihikihi Speedway Opening and Fireworks	\$7,500.00	\$7,500.00
NZ and Oceania Canoe Sprint Championships	\$11,940.00	\$4,000.00
Cambridge BMX Twilight Event	\$3,000.00	\$3,000.00
MG Pre-56- National Rally	\$8,000.00	\$5,000.00
Hydro Thunder Championships Series	\$8,000.00	\$5,000.00
AON Junior Rowing Regatta	\$3,500.00	\$3,000.00
North Island Secondary School Championships	\$3,500.00	\$3,000.00
KRI Club Regatta	\$3,500.00	\$3,000.00
Mystery Creek Women's Polo Tournament 2020	\$7,500.00	\$5,000.00
Kihikihi Polo Championships	\$4,000.00	\$4,000.00
NZ Nationals - Individual CrossFit Champs	\$13,000.00	\$5,000.00
North Island Schools Road Cycling Champs	\$5,000.00	\$3,000.00
Yamaha NZ Jet Sports Nationals	\$5,000.00	\$3,000.00
2019 Christmas Regatta	\$3,500.00	\$3,500.00
North Island Pony Clubs Show-jumping Champs	\$3,000.00	\$3,000.00
Waikato River Festival – He Piko He Taniwha Waka Ama Regatta	\$10,000.00	\$3,000.00
The Amazing Dinosaur Discovery	\$20,000.00	\$4,000.00
Red Bull UCI Pump Track World Championship Qualifier	\$10,000.00	\$2,000.00
Cycling New Zealand Age Group Track Cycling Champs	\$5,000.00	\$2,000.00
TOTAL	\$347,710 <i>(including non-funded)</i>	\$186,500

The following appendices are attached to this report:

- Summary of District Promotion Fund applications
- Statistics of all funding applicants

2 RECOMMENDATION

That

- a) The report District Promotion Fund 2020/21 Allocation Report (Document number x) of Amber Diprose, Event and Marketing Advisor be **RECEIVED**;
- b) The District Promotion Committee **APPROVE** \$186,500 of the District Promotion Fund to be allocated as follows:

Event name	Funding Allocated
Waka Ama Nationals Sprint Championship	\$20,000.00
Gincredible	\$8,000.00
Cambridge Equine Festival	\$15,000.00
Karapiro 100K Flyer	\$3,000.00
Maadi Cup	\$10,000.00
Waikato Bay of Plenty Magic Pre-Season Tour	\$10,000.00
Armistice in Cambridge	\$10,000.00
North Island Club Championship	\$3,500.00
Feast Waikato	\$5,000.00
Kihikihi International Horse Trials	\$6,000.00
Spring Challenge Women's Adventure Race	\$15,000.00
Combine Armistice events - Fashion Parade, Picnic Concert, Armistice Remembrance Service	\$5,000.00
Kiwigrass Academy and Kiwigrass Festival	\$5,000.00
Kihikihi Speedway Opening and Fireworks	\$7,500.00
NZ and Oceania Canoe Sprint Championships	\$4,000.00
Cambridge BMX Twilight Event	\$3,000.00
MG Pre-56- National Rally	\$5,000.00
Hydro Thunder Championships Series	\$5,000.00
AON Junior Rowing Regatta	\$3,000.00
North Island Secondary School Championships	\$3,000.00
KRI Club Regatta	\$3,000.00
Mystery Creek Women's Polo Tournament 2020	\$5,000.00
Kihikihi Polo Championships	\$4,000.00
NZ Nationals - Individual CrossFit Champs	\$5,000.00
North Island Schools Road Cycling Champs	\$3,000.00
Yamaha NZ Jet Sports Nationals	\$3,000.00

<i>Event name</i>	<i>Funding Allocated</i>
2019 Christmas Regatta	\$3,500.00
North Island Pony Clubs Show-jumping Champs	\$3,000.00
Waikato River Festival – He Piko He Taniwha Waka Ama Regatta	\$3,000.00
The Amazing Dinosaur Discovery	\$4,000.00
Red Bull UCI Pump Track World Championship Qualifier	\$2,000.00
Cycling New Zealand Age Group Track Cycling Champs	\$2,000.00
TOTAL	\$186,500

Total amount is \$186,500 awarded to 32 events.

c) *The District Promotion Committee **RESOLVE** to not fund the following events:*

<i>Event name</i>	<i>Funding requested</i>	<i>Funding recommended</i>
Cycling New Zealand 'Cambridge 3 Day'	\$5,000.00	-
Cycling Festival Superclass BMX	\$5,000.00	-
Legion of Rowers Regatta (August)	\$1,500.00	-
Legion of Rowers Regatta (April)	\$1,500.00	-
Dynamo Race 1 Team Series Cycling	\$5,000.00	-
Community Skateboard Pump Track Race 2021	\$3,500.00	-
Cycling New Zealand 'Cambridge 3 Day'	\$5,000.00	-
Cycling Festival Superclass BMX	\$5,000.00	-
Legion of Rowers Regatta (August)	\$1,500.00	-
Legion of Rowers Regatta (April)	\$1,500.00	-
Dynamo Race 1 Team Series Cycling	\$5,000.00	-
Community Skateboard Pump Track Race 2021	\$3,500.00	-
Festival One	\$8,000.00	-
KRI Memorial Regatta	\$3,500.00	-
Drome Masters Track Cycling Carnival	\$3,000.00	-
Cambridge to Hamilton Paddle Race	\$8,000.00	-
New Zealand Polo 6 Goal Championship Skene Cup	\$750.00	-
New Zealand Masters Regatta	\$3,500.00	-
NZ Show Horse Council Nationals	\$6,000.00	-
TOTAL	\$54,250.00	

d) *The District Promotion Committee **RESOLVE** to set aside \$13,500 of the District Promotion Fund to be allocated to events that apply during the year.*

3 OPTIONS AND ASSESSMENT

The below information outlines the eligibility and criteria applications are reviewed against.

Eligibility

Events deemed eligible for consideration are assessed by the District Promotions Committee based on the following:

- a substantial portion of the event must be based in the Waipā district
- the event must occur between 1 August 2020 and 30 June 2021
- the application form must be completed in its entirety and all relevant supporting material included.

Criteria

If the event is eligible for District Promotion Fund support, the following criteria applies:

- the event is able to demonstrate its ability to promote the Waipā district as an attractive place to live, work, invest in or visit
- the event offers potential economic benefit to the district by growing the Waipa economy, increasing visitor numbers and bed nights and increasing international and domestic markets
- Waipa District Council has the opportunity to benefit from the event through promotion using Waipā Home of Champions brand
- applications cannot be funded from more than one of Council's funding programmes
- applications that are not completed with all the relevant supporting material included will not be considered.

20/21 District Promotion Fund round

This report provides information and recommendations for consideration when allocating the \$200,000 District Promotion Fund.

All applications are summarised in Appendix 1 of this report.

In addition to funding, the majority of applicants have requested in kind support with the use of Waipa Home of Champions event equipment. The equipment includes marquees, a generator, inflatable gantry and crowd control barriers, which require availability to be confirmed before confirmation of use. There is a cost to Council for this equipment.

Successful event applicants are advised on what equipment is available for them to use, and the value of the equipment.

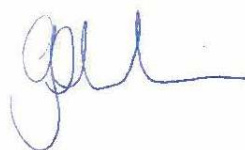
It is important that the events receiving equipment are able to promote the Waipa Home of Champions brand through increased visibility.

Funding is conditional on event organisers providing an adequate health and safety plan and/or completing an event application form. They are also required to return the post-event report from their last funded event.

Applications that are unsuccessful through this funding process can apply to the Community Discretionary Fund. All unsuccessful applicants will be made aware of the Community Discretionary Fund.



Amber Diprose
EVENT AND MARKETING ADVISOR



Reviewed by Charlotte FitzPatrick
MANAGER – COMMUNICATION AND ENGAGEMENT



Approved by Debbie Lascelles
GROUP MANAGER, STRATEGY & COMMUNITY SERVICES

Appendix 1

SUMMARY OF DISTRICT PROMOTION FUND APPLICATIONS.

Each criteria is scored against a mark out of 10, the total score is out of 60.

Rows highlighted in grey represent events that are either ineligible or have not met the criteria

Event Name	Idea and Initiative	Economic Impact/benefit	Leverage opportunities	Local appeal	National appeal	International appeal	Total out of 60	Comments	Funding requested	Funding recommended
Waka Ama Nationals Sprint Championship	9	9	7	7	8	0	40	In its 32nd year, the event hosts over 3,000 participants and over 10,000 spectators throughout the week, this brings in huge economic benefit to the region. This event is our largest national event in attendee numbers and length of time in our district. There are economic, branding and cultural benefits and we should continue to support this unique event. Recommend 50% of fund requested or partial fund.	\$30,000.00	\$20,000.00
Gincredible	9	7	8	7	5	0	36	The event has been hosted in Tauranga in for the past two years and the organisers are keen to bring it to Cambridge. With two years under their belts, they've had time to produce a quality event execution. Although the event is based on artisan Gin, the event uses local service providers, food providers and entertainment. This event will increase spend in the district. This event has the	\$15,000.00	\$8,000.00

								potential to grow and will be a great summer festival for Waipā. The organisers are hoping to host it somewhere central in Cambridge, bringing attendees into town and the event. This will be a new event to Waipā.		
Cambridge Equine Festival	9	5	8	7	7	0	36	This is a new event and sounds very exciting, fresh, and provides a partnership opportunity with the Waipā Home of Champions brand. This multi-day event celebrates the equine industry with three key elements - an equine tradeshow, racing and finishing event with live entertainment. Given the cancelation of Equidays last year, this event fills a gap in the sector for both the district and the wider Waikato region. Given its first year, and as they are still in the early stages of planning, a partial fund is recommended.	\$20,000.00	\$15,000.00
Karapiro 100K Flyer	7	5	6	7	7	2	34	This event was postponed from earlier in 2020 due to the Covid-19 lockdown. The event will be in its second year in Waipā. The organisers have increased their efforts in promoting the event and there is steady growth. As there are some expected numbers from outside Waipā to attend/participate in this event, it's worth offering a portion of funding to use the opportunity to market Waipā Home of Champions and encourage visitors to stay in the district longer. There is potential for this event to grow in the number of spectators and participants.	\$5,000.00	\$3,000.00

Maadi Cup	6	9	6	6	7	0	34	Karapiro Rowing Inc have applied with 10 regattas. We recommend the top five events are funded. This is the largest of the rowing regattas to take place on Lake Karapiro. This event is bi-annual and brings in thousands of attendees, participants and spectators to the district. The week-long event brings a huge economic boost with attendees staying and spending at hotels and local businesses. The leveraging opportunities for Waipā Home of Champions is great, given the scale of the event.	\$10,000.00	\$10,000.00
Waikato Bay of Plenty Magic Pre-Season Tour	9	4	7	5	5	2	32	Having a national sport hosted in Te Awamutu is a great way to boost social wellbeing and gives local businesses the opportunity to leverage through economic spend and sponsorships. It is also a great opportunity for the Te Awamutu Events Centre. The event brings in visitors from all over the Waikato and surrounding areas. Compared to other applications of this level of interest, the numbers are small so the reach for the event is limited. A partial fund is recommended.	\$19,020.00	\$10,000.00
Armistice in Cambridge	8	5	6	8	5	0	32	This two-day military themed event is considered the largest commemorative festival in the country. The event has been hosted in Waipā for a number of years and is considered a destination event for people outside of the district. Waipā Home of Champions will have many leveraging opportunities throughout the various promotional channels. This is one of the largest events in our calendar outside of sporting events. Being two days, the event lends itself to promote economic benefit to the district and uses the services of many local businesses and community organisations.	\$15,000.00	\$10,000.00

North Island Club Championship	5	6	5	6	7	3	32	This regatta is over four days of Auckland Anniversary weekend is the second largest regatta for the calendar. There are economic benefits with bed-nights and hospo/retail spend. There is also great marketing opportunities and the amount requested fits the benefits.	\$3,500.00	\$3,500.00
Feast Waikato	9	6	5	5	6	0	31	Feast Waikato is a food and beverage-based event, set for Te Awamutu, using nationally renowned chefs and a local business, offering a national interest and local input. The 'festival' style event runs for the week with a long-lunch style event and an 'open home' component to showcase local growers and food producers, which Waipā has plenty of. From a regional aspect, the event has huge reach with its other events on around the Waikato. There are plenty of opportunities to co-brand with Waipā Home of Champions. The amount requested fits the scale and reach of this application.	\$5,000.00	\$5,000.00
Kihikihi International Horse Trials	8	7	7	5	4	0	31	Over 1000 people attend the trials from outside of Waipā, on top of the local spectators and participants. This year there are no international attendees due to the boarder restrictions. This is a well-attended event with great branding opportunities. A bonus to the event is it's held in Kihikihi using purpose-built facilities. The amount requested fits the benefits to the Waipā Home of Champions brand, but also the positive impact on the area.	\$6,000.00	\$6,000.00

Spring Challenge Women's Adventure Race	8	6	6	3	7	0	30	This event is very unique in being an adventure race and being only for women. The event is in its fifth year, the first year in Waipā. The event attracts people from all over New Zealand, thus showcasing the event venue/course, but also hospitality and entertainment opportunities as people stay multiple nights. To date (on receiving the application) 110 teams had entered; the organiser has a goal of 250 teams.	\$20,000.00	\$15,000.00
Combine Armistice events - Fashion Parade, Picnic Concert, Armistice Remembrance Service	9	5	7	6	3	0	30	This funding request will cover three events, one of which will be very appealing and unique. The Dame Trelise Cooper fashion long lunch. There are many opportunities for branding recognition across the three events. The amount requested is fitting for the offering.	\$5,000.00	\$5,000.00
Kiwigrass Academy and Kiwigrass Festival	7	6	7	6	4	0	30	This event was previously funded from the Community Event Fund but really lends itself to the District Promotion Fund given its regional/national audience. The event runs over a two-day music education academy and then a three-day music festival and includes cultural participation and performance. The event is all ages and as it's over multiple days, means it offers economic benefit. This event is growing and is worth partnering with in supporting that growth into the future.	\$5,000.00	\$5,000.00
Kihikihi Speedway Opening and Fireworks								This event is in its fifth year and has great attendance and growth over time. The Waipā Home of Champions brand is greatly represented at this event and it has massive support from local businesses. Given the mixed and strong views on		

	6	4	7	6	7	0	30	fireworks in the community, this is a great alternative to enjoy fireworks in a public area.	\$7,500.00	\$7,500.00
NZ and Oceania Canoe Sprint Championships	6	6	6	5	5	1	29	This is a unique sporting event in that it brings in amateurs and young people in the sport to paddle and compete alongside Olympians. The event/sport is still quite small in terms of spectator interest. The amount requested doesn't quite cover the return on brand recognition or audience/participant numbers. A partial fund is recommended.	\$11,940.00	\$4,000.00
Cambridge BMX Twilight Event	6	4	7	6	5	1	29	This annual event showcases a world-class and purpose-built facility in Cambridge. Competitors from all around the North Island and some from the South Island. The event lends itself for attendees to spend the weekend in the district but is only one day so economic benefit is lower than other events. The visitor numbers locally are still good and there is still opportunities and a natural fit to promote the Waipā Home of Champions brand. The amount requested fits the scale and opportunities associated with this event.	\$3,000.00	\$3,000.00
MG Pre-56-National Rally	7	5	6	6	4	0	28	This event runs over multiple days and will see a good number of visitors to the district. There are components to this application that are private to event attendees, such as site tours around the district, but these activities will mean spend in hospitality, retail and entertainment. The public car display proposed for Victoria Square will be a great free event for the public to attend. The numbers for this event look promising.	\$8,000.00	\$5,000.00

Hydro Thunder Championships Series	7	5	6	5	4	0	27	This application originally came into the Community Event Fund but looking at the detail and numbers involved, it is a better fit in the District Promotion Fund and has been reviewed against that criteria. The event looks to attract a number of people from outside of the district and runs over two days. The event also partners with local groups for services and in return offering funding. The sport is unique and showcases Lake Karapiro as a venue, not just for rowing or canoe-based events. The co-marketing opportunities both inside and outside of Waipa is a strong offering.	\$8,000.00	\$5,000.00
AON Junior Rowing Regatta	5	5	4	6	7	0	27	This is a secondary school event that is held annually and brings a large number of secondary schools and their families to Waipa for the weekend. The numbers from outside of the district are significant. There are opportunities to promote the Waipā Home of Champions brand.	\$3,500.00	\$3,000.00
North Island Secondary School Championships	5	6	5	5	6	0	27	This event is over a few days and people attend from outside Waipā. The funding amount requested is reasonable and we will be able to promote the Waipa Home of Champions brand through this event. A partial fund is recommended.	\$3,500.00	\$3,000.00
KRI Club Regatta	5	6	5	5	6	0	27	This event is over a few days and people attend from outside Waipa. The funding amount requested is reasonable and we will be able to promote the Waipa Home of Champions brand through this event. A partial fund is recommended.	\$3,500.00	\$3,000.00

Mystery Creek Women's Polo Tournament 2020	6	5	6	6	4	0	27	The event has been running for a few years now and is growing in local and regional attendee numbers. There is scope to leverage the Waipā Home of Champions brand. The event will attract visitors from outside Waipa and is over a few days with opportunity for some economic boost. A partial fund is recommended.	\$7,500.00	\$5,000.00
Kihikihi Polo Championships	8	4	6	4	4	0	26	This event takes place at the annual Kihikihi International Polo. Due to the boarder restrictions we currently face, the organisers have had to adapt quickly to create a new national tournament. The numbers are on the smaller side in comparison to other applications, so although a full fund is recommended, some feedback will be given around encouraging the organisers to push marketing for the event to attract a larger audience.	\$4,000.00	\$4,000.00
NZ Nationals - Individual CrossFit Champs	5	4	6	3	5	0	23	This is a unique sport and has become quite popular in recent years, although it's not overly seen as a general spectator sport. This event utilises the Avantidrome, highlighting one of our facilities. There is potential to push the Waipā Home of Champions brand. This year the event is being streamed on Sky Stream (free-to-air viewing) for the first time. This opens up our branding opportunities to new viewers. As this is the first time it'll be live streamed, viewer numbers are an estimate.	\$13,000.00	\$5,000.00

North Island Schools Road Cycling Champs	6	2	5	5	5	0	23	This event has been held in Waipā for a number of years and has, on and off, received funding in the past. This year the event is including the Criterium Champs which widens the participant and spectator numbers. As this event is for school age people, the spectator numbers are a benefit as families travel with the participants. The event is a one-day event. The event uses local Lions groups to manage parking.	\$5,000.00	\$3,000.00
Yamaha NZ Jet Sports Nationals	8	4	3	3	3		21	This event is unique in that it's jet ski racing. The numbers are low compared to other applications. The event needs to attract spectators to watch the event and should be encouraged to look into more promotion to get people to the lake, particularly Waipā audiences. The event has huge potential to gain a good following.	\$5,000.00	\$3,000.00
2019 Christmas Regatta	5	5	3	4	4	0	21	This regatta kicks off the season in December and is a similar size to the North Island Club Champs. Offering the same level of benefit with the additional benefit of being held in December, as opposed to the peak of the event season in early 2021.	\$3,500.00	\$3,500.00
North Island Pony Clubs Show-jumping Champs	6	3	5	3	3	0	20	This application was to the Community Event Fund, but the event has a regional/national audience so has been moved to the District Promotion Fund. The event promotes St Peter's (accommodation) as well as the Pony Club venue to its local and regional/national audience. The event isn't as big as it could be for general public spectators, although it attracts people from the horse-world. It's the only applicant of its kind, offering something unique for the Waipā Home of Champions Brand to leverage off.	\$3,000.00	\$3,000.00

								Large music/arts festival over four days with a target audience of families. Limited leverage opportunities in respect of branded equipment at the event but opportunity to have branding on marketing material and push notifications on the events app. The audience tends to stay on site at the event, so the application doesn't lend itself to massive economic benefit to local businesses. The event is also looking to move to private land with rural zoning, this is current being reviewed for consent. There are concerns around safety and appropriateness of this venue.		
Festival One	5	3	4	2	6	0	20		\$8,000.00	\$0.00
Waikato River Festival – He Piko He Taniwha Waka Ama Regatta	5	2	5	4	4	0	20	The Waikato River Festival has had previous aspirations for funding, but things haven't come to full effect in the recent years and funding hasn't been able to be paid out. This application is just for the Waka Ama event within the festival so may be more attainable. However, the application is light on detail and the audience and marketing opportunities are on the lighter side compared with other events. A partial fund is recommended in the first year with encouragement to grow the event in future.	\$10,000.00	\$3,000.00
The Amazing Dinosaur Discovery	6	3	4	5	2	0	20	This event is run by Zirka Circus and is a new take on the traveling circus show. The idea is unique and will showcase something new to the district. The amount requested doesn't fit the offering and as this is a first time for this event a partial fund is recommended. At this stage the venue, Victoria Square, may not be appropriate. There has been damage done in the past by Circus tents and vehicles and is not suited in the district plan for people to camp out on, which has been indicated in discussions with the organisers. So, we will be working with them on an alternative venue plan.	\$20,000.00	\$4,000.00

Red Bull UCI Pump Track World Championship Qualifier	7	2	5	4	2	0	20	This event is a great use of the new pump track facility in Cambridge for these types of events. The numbers are small and general spectator attraction growth is recommended to ensure future funding. There should be great interest in an event like this from the public but local advertising needs improvement.	\$10,000.00	\$2,000.00
KRI Memorial Regatta	4	3	3	5	4	0	19	This is a small regatta with minimal benefit to the district and marketing opportunities. It's recommended to fund the larger regattas.	\$3,500.00	\$0.00
Drome Masters Track Cycling Carnival	6	4	4	3	2	0	19	This event is very small in numbers, which limits the amount of brand benefit and economic impact to justify funding from the fund. Recommended to not fund this year but encourage them to look at building their participant and audience numbers to apply in the future.	\$3,000.00	\$0.00
Cambridge to Hamilton Paddle Race	6	3	3	3	3	0	18	This event has been running for 30 years and is a unique take on using the Waikato River as an event destination. The event does attract people from outside of the district; however, numbers are small, and the economic benefit is also small. Attendees are encouraged to stay in local hotels however the event ends in Hamilton and is technically only over one day. The marketing opportunities are there but due to the small numbers it's not recommended to fund. We need to see this event growing in size, using more local suppliers and activating the start venue in Waipā more.	\$8,000.00	\$0.00
New Zealand Polo 6 Goal Championship Skene Cup	7	2	3	3	3	0	18	This event is unique in that it's a learning opportunity for young players in the sport to play alongside senior players in a Polo match. The event is over a couple of days however the numbers don't justify funding and the opportunities for marketing are low, due to the scale of the event.	\$750.00	\$0.00

New Zealand Masters Regatta	4	3	2	5	3	0	17	This is a small regatta with minimal benefit to the district and marketing opportunities. It's recommended to fund the larger regattas.	\$3,500.00	\$0.00
NZ Show horse Council Nationals	7	2	4	2	2	0	17	Previously this event has been held in Taupo but has made the move to Takapoto Estate. This event is the only qualifying event for New Zealand of its kind. The numbers are low, and it would require growth in the participant and audience numbers to recommend funding.	\$6,000.00	\$0.00
Cycling New Zealand Age Group Track Cycling Champs	5	3	4	3	2	0	17	The Cycling New Zealand application is one of two and is small compared with the typical world cup events we see at the Avantidrome. This event is run over a week and does promote bed-nights and local spend although the numbers for this event are small and the leverage opportunities are not of great benefit. It's recommended to fund one Cycling New Zealand application; a partial fund is recommended due to the scale of the event.	\$5,000.00	\$2,000.00
Cycling New Zealand 'Cambridge 3 Day'	5	3	3	3	2	0	16	The Cycling New Zealand application is one of two and is small compared with the typical world cup events we see at the Avantidrome. The numbers for this event are small and the leverage opportunities are not of great benefit.	\$5,000.00	\$0.00
Cycling Festival Superclass BMX	6	1	4	3	1	0	15	This event is small and only over a day. The benefits, in particular marketing, are very small so no funding is recommended for this event.	\$5,000.00	\$0.00
Legion of Rowers Regatta (August)	4	2	2	4	2	0	14	This is the smallest regatta with the least overall benefit to the district and marketing opportunities. It's recommended to fund the larger regattas.	\$1,500.00	\$0.00

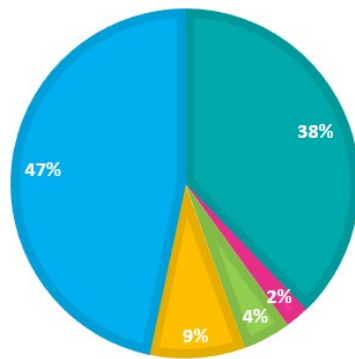
Legion of Rowers Regatta (April)	4	2	2	4	2	0	14	This is a small regatta with minimal benefit to the district and marketing opportunities. It's recommended to fund the larger regattas.	\$1,500.00	\$0.00
Dynamo Race 1 Team Series Cycling	4	2	4	2	2	0	14	This event has low numbers and hasn't shown enough growth in recent years. The benefits are a good offer but given the low numbers, the wider benefit may not be worth the investment.	\$5,000.00	\$0.00
Community Skateboard Pump Track Race 2021	6	0	3	2	2	0	13	This event is too small and lacks leverage possibilities due to the size. Funding is not recommended from either the District Promotion or the Community Event fund. More work needs to go into scaling the event up and perhaps it'll be more eligible in future years.	\$3,500.00	\$0.00

Appendix 2

STATISTICS OF APPLICANTS

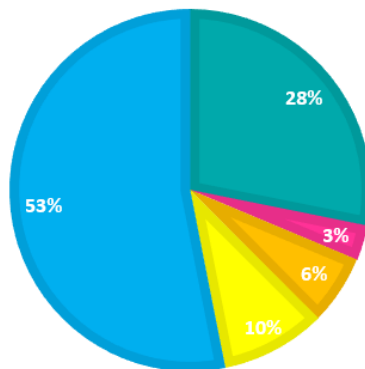
District Promotion Fund applicant locations

1. Cambridge	17
2. Mystery Creek	1
3. Te Awamutu - includes Kakepuku etc	2
4. Ohaupo	
5. Pirongia	
6. Kihikihi	4
7. Lake Karapiro	21



Successful District Promotion Fund application locations

1. Cambridge - includes Avantidrome, CBD etc	9
2. Mystery Creek	1
3. Te Awamutu (includes Kakepuku etc.)	2
4. Ohaupo	
5. Pirongia	
6. Kihikihi	3
7. Lake Karapiro	17





To: The Chairperson and Members of the District Promotions Committee
From: Event and Marketing Advisor
Subject: **Community Event Fund 2020/21 Allocation Report**
Meeting Date: Thursday 6 August 2020

1 EXECUTIVE SUMMARY

Council has committed \$50,000 as part of the 2020/21 Annual Plan to support community events. Following the COVID-19 shutdown of the country, Waipa District Council realised the impact community-led events will have on the social wellbeing of our people in the next 12 months.

Community events create opportunities to build and celebrate community pride and for our communities to connect and celebrate our diversity. Community events contribute to Waipā being a great place to live and maximise the use of our facilities and public spaces.

The fund is a competitive process where priority is given to applications that best meet the defined eligibility and criteria.

The successful applicants will score highly in the following categories:

- idea and initiative
- local appeal
- leveraging opportunities for Waipa District Council (community driven rather than visitor driven).

The purpose of this report is to confirm an allocation of funding from the Community Events Fund to 18 events outlined in the following table:

<i>Event name</i>	<i>Funding requested</i>	<i>Funding recommended</i>
Cambridge Christmas Festival	\$3,000.00	\$3,000.00
Stragglers Rod and Kustom Charity Car Show and Family Fun Day	\$5,000.00	\$5,000.00
Culinary Cambridge	\$20,000.00	\$8,000.00
Waipā Fun Run	\$3,000.00	\$3,000.00
Pirongia Trail Run	\$3,000.00	\$3,000.00
Green Fest	\$6,500.00	\$5,000.00
Community Pump Track Race 2021	\$6,000.00	\$4,000.00
Ngati Apakura and Rangiaowhia Commemoration	\$25,000.00	\$6,000.00
My Secret Life: Ian Sinclair	\$300.00	\$300.00
Aperture – The life and work of Ans Westra	\$500.00	\$500.00
Brave Caitlin Smith’s Imaginary Band	\$400.00	\$400.00
Carnivorous Plant Society	\$400.00	\$400.00
Dr Ian Chapman & the Cosmic Jive Trio present David Bowie & the Art of Being Different	\$400.00	\$400.00
TOTAL	\$ 88,000 <i>(including non-funded)</i>	\$39,000

Appendices attached to this report are:

- Summary of Community Event Fund applications
- Statistics of applicants to show funding breakdown

2 RECOMMENDATION

That

- a) *The report titled Community Event Fund 2020/21 Allocation Report (Document number 10442505) of Amber Diprose, Event and Marketing Advisor be **RECEIVED**;*
- b) *The District Promotion Committee **APPROVE** \$39,000 of the Community Event Fund to be allocated as follows:*

<i>Event name</i>	<i>Funding Allocated</i>
Cambridge Christmas Festival	\$3,000.00
Stragglers Rod and Kustom Charity Car Show and Family Fun Day	\$5,000.00
Culinary Cambridge	\$8,000.00
Waipā Fun Run	\$3,000.00
Pirongia Trail Run	\$3,000.00
Green Fest	\$5,000.00
Community Pump Track Race 2021	\$4,000.00
Ngati Apakura and Rangiaowhia Commemoration	\$6,000.00
My Secret Life: Ian Sinclair	\$300.00
Aperture – The life and work of Ans Westra	\$500.00
Brave Caitlin Smith’s Imaginary Band	\$400.00
Carnivorous Plant Society	\$400.00
Dr Ian Chapman & the Cosmic Jive Trio present David Bowie & the Art of Being Different	\$400.00
TOTAL	\$39,000

Total amount is \$39,000.00, awarded to 18 events.

c) *The District Promotion Committee **RESOLVE** to not fund the following events:*

<i>Event name</i>	<i>Funding requested</i>	<i>Funding recommended</i>
Open Day at Cambridge Community House	\$1,500.00	-
Mothers and Daughters	\$5,000.00	-
Ulysses NZ AGM	\$3,000.00	-
Shadows of Shoah - 75-year Auschwitz liberation commemoration	\$5,000.00	-
Big Latch On	\$300.00	-
TOTAL	\$ 14,800	-

- d) *The District Promotion Committee **RESOLVE** to set aside \$11,000 of the Community Event Fund to be allocated to events that apply during the year.*

3 OPTIONS AND ASSESSMENT

The below information outlines the eligibility and criteria applications are reviewed against.

Eligibility

- a substantial portion of the event must be based in the Waipa district
- the event must occur between 1 August 2020 and 30 June 2021
- the application form must be completed in its entirety and all relevant supporting material included.
- previously successful applicants must have completed and returned their post event report

Criteria

If the event is eligible, the following criteria applies:

- organisations applying must be a legally constituted not-for-profit community group or club (charitable trust or incorporated society).
- the event is able to demonstrate its ability to promote Waipa district as an attractive place to live.
- the event creates opportunities to build and celebrate community pride and for our communities to connect and celebrate our diversity.
- Waipa District Council has the opportunity to benefit from the event through promotion using Waipa Home of Champions brand.
- applications cannot be funded from more than one of Council's funding programmes.
- applications that are not completed with all the relevant supporting material included will not be considered.

This report provides information and recommendations for consideration when allocating a portion of the \$50,000 Community Events Fund.

Applications are summarised in Appendix 1 of this report.

In addition to funding, the majority of applicants have requested in kind support with the use of Waipa Home of Champions event equipment. The equipment includes marquees, a generator, inflatable gantry and crowd control barriers, which require availability to be confirmed before confirmation of use. There is a cost to Council for this equipment.

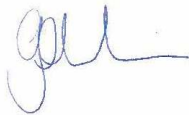
It is important that the events receiving equipment are able to benefit the Waipa Home of Champions brand through increased visibility.

Funding is conditional on event organisers providing an adequate health and safety plan and/or completing an event application form. They are also required to return the post-event report from their last funded event.

Applications that are unsuccessful through this funding process can apply to the Community Discretionary Fund. All unsuccessful applicants will be made aware of the Community Discretionary Fund.



Amber Diprose
EVENT AND MARKETING ADVISOR



Reviewed by Charlotte FitzPatrick
MANAGER – COMMUNICATION AND ENGAGEMENT



Approved by Debbie Lascelles
GROUP MANAGER, STRATEGY & COMMUNITY SERVICES

Appendix 1

SUMMARY OF DISTRICT PROMOTION FUND APPLICATIONS.

Each criteria is scored against a mark out of 10, the total score is out of 40.

The applications outlined below score highly in areas around ideas and initiative, community pride, leverage opportunities and local appeal. These events have benefit to the community but have more of a focus on towns, than the wider district.

Rows highlighted in grey represent events that are either ineligible or have not met the criteria

Event Name	Idea & Initiative	Community Pride	Leverage opportunities	Local appeal	Total out of 40	Comments	Funding requested	Funding recommended
Cambridge Christmas Festival	7	7	5	8	27	This is a new applicant to the fund. This event runs annually at one of our key venues, Cambridge Town Hall. Running for just over two weeks, this event celebrates Christmas, offering the community an accessible event to attend with friends and family and enjoy a simple joy of Christmas time. The Town Hall is decorated with trees designed in different themes each year. This festival brings people in and attracts some to spend in the shop, the funds from this are given back to the community through donations service groups and back into the event. The event also brings people in from outside of Cambridge, who go on to spend at hospo and retailers in town.	\$3000	\$3000

Stragglers Rod and Kustom Charity Car Show and Family Fun Day	7	6	6	8	27	This event is run annually and attracts over 4000 visitors including car enthusiasts who attend to showcase their vehicles. Although it is, simply put, a car show, the event emphasises family fun, it's accessible to attend being a donation and utilises local businesses/service providers to bring the event together. There are opportunities to leverage the Waipā Home of Champs brand through social media, local advertising, posters and publications. Being a non-sporting event, this offers some diversity to our calendar.	\$5000	\$5000
Culinary Cambridge	7	6	6	7	26	We're seeing a trend in food/beverage style events. This event has been under way for a while now, although still fairly new. The application originally came into the District Promotion Fund but is a better fit to the Community Event Fund while it gathers momentum and growth. It is worth funding some of this event. There are leveraging opportunities there that would be discussed with Destination Cambridge.	\$20,000	\$8000
Waipa Fun Run	5	6	7	7	25	The event is held in the Cambridge CBD, bringing people into town. The community is engaged in this event, with it successfully running for 10 years. The amount requested is appropriate for the size of the event. The organisers value the Waipā Home of Champions brand and are open to co-marketing opportunities. The event is unique as it attracts professional runners down to school age children.	\$3000	\$3000
Pirongia Trail Run	8	4	6	7	25	This unique event is great for the Pirongia community and as a plus it makes use of a Waipa asset, Mt Pirongia. This is a great way for participants from outside of Waipā to see Mt Pirongia and its town. With the event promoting healthy and active living outdoors, this would be great for our Waipa Home of Champions brand to be associated with this event.	\$3000	\$3000

Green Fest	8	4	6	6	24	This event is hosted by Mainstream Green, the organisation that has been leading the way in some amazing community initiatives around sustainability. The event is a first and lends itself to a Community Event Fund application rather than the District Promotion, which it originally applied too. It has the potential to grow though and perhaps partner with other similar events of its type, instead of having a bunch of small food and beverage themed events perhaps having less but larger events.	\$6500	\$5000
Community Pump Track Race 2021	6	5	5	4	20	This is a community-focused event for the public to join in with the Red Bull UCI Pump Track World Championship Quals. The event makes use of the new facility at the Cambridge skate and pump track. There are opportunities for leverage, although the event is small.	\$6000	\$4000
Ngati Apakura and Rangiaowhia Commemoration	9	3	2	5	19	This application is very light on information and detail. The commemorations are important to the district and council recognises their significance on a national level also, however the amount requested does not get proven in the application. A partial fund is recommended based off two key services - traffic management and marquee hire. Feedback will be given to the organisers to provide council with a more detailed application in future will be passed on to the organiser.	\$25000	\$6000
My Secret Life: Ian Sinclair	7	4	4	4	19	This application is in a suite of touring showcases. This is a new application to the fund and something in Te Awamutu involving the arts. Although small in numbers the event uses local groups, such as the venue and Te Awamutu Light Operatic Society as hosts. The amount requested is fitting to the opportunity the event offers the Te Awamutu community. It'll be great to associate the Waipā Home of Champions brand with an event that's not sporting related. The performer for this event is New Zealand renowned journalist Ian Sinclair who has grown his passion for music into a touring show.	\$300	\$300

Aperture – The life and work of Ans Westra	6	4	4	4	18	This application is in a suite of touring showcases. This is a new application to the fund and something in Te Awamutu involving the arts. Although small in numbers the event uses local groups, such as the venue and Te Awamutu Light Operatic Society as hosts. The amount requested is fitting to the opportunity the event offers the Te Awamutu community. It'll be great to associate the Waipa Home of Champions brand with an event that's not sporting related. The event timing will be in the shoulder season.	\$500	\$500
Brave Caitlin Smith's Imaginary Band	6	4	4	4	18	This application is in a suite of touring showcases. This is a new application to the fund and something in TE Awamutu involving the arts. Although small in numbers the event uses local groups, such as the venue and Te Awamutu Light Operatic Society as hosts. The amount requested is fitting to the opportunity the event offers the Te Awamutu community. It'll be great to associate the Waipā Home of Champions brand with an event that's not sporting related. The event timing will be in the shoulder season and is part of New Zealand Music Week.	\$400	\$400
Carnivorous Plant Society	6	4	4	4	18	This application is in a suite of touring showcases. This is a new application to the fund and something in Te Awamutu involving the arts. Although small in numbers the event uses local groups, such as the venue and Te Awamutu Light Operatic Society as hosts. The amount requested is fitting to the opportunity the event offers the Te Awamutu community. It'll be great to associate the Waipā Home of Champions brand with an event that's not sporting related. The event timing will be in the shoulder season. This event has had great public reviews on a national level.	\$400	\$400

Dr Ian Chapman & the Cosmic Jive Trio present David Bowie & the Art of Being Different	6	4	4	4	18	This application is in a suite of touring showcases. This is a new application to the fund and something in Te Awamutu involving the arts. Although small in numbers the event uses local groups, such as the venue and Te Awamutu Light Operatic Society as hosts. The amount requested is fitting to the opportunity the event offers the Te Awamutu community. It'll be great to associate the Waipā Home of Champions brand with an event that's not sporting related. The event timing will be in June, when our event season is practically finished. The key themes of this event around empowerment, wellbeing and the celebration of being different will be benefit to those attending.	\$400	\$400
Open Day at Cambridge Community House	4	4	2	4	14	This is a very niche event in opening the refurbished Cambridge Community House Facility. As the general public interest is small and marketing opportunities are limited, it's not recommended to fund this from the Community Event Fund. It's recommended that the organisers approach the Cambridge Community Board for the discretionary fund.	\$1500	-
Mothers and Daughters	6	0	2	2	10	This event is very unique in terms of a family focused, weekend for mothers and daughters, essentially a camp. The application is light on detail and doesn't include audience numbers, a request for more information was sent but no response has been received in the time for this review. The leverage opportunities are minimal, and the economic impact is not there for Waipa based businesses, the event tends to use Hamilton based suppliers. It's not recommended to fund this event.	\$5000	-
Ulysses NZ AGM	2	2	2	2	8	This event is an AGM and will be closed off to the public in that it's not a public event. An AGM style event does not reach enough of the criteria to warrant funding. It may be worth talking to a	\$3000	-

						relevant community board for support on this group's community service.		
Shadows of Shoah - 75-year Auschwitz liberation commemoration	4	0	2	2	8	The application is light on detail and lacks key information such as anticipated audience numbers. Although it's unique and offers a historical element to the events calendar it's not scoring high enough against the criteria or offering enough leverage opportunities to warrant funding.	\$5000	-
Big Latch On					NA	Ineligible. The event date was 31 July 2020, outside of the funding allocation process.	\$300	-

Appendix 2

STATISTICS OF APPLICANTS

COMMUNITY EVENT APPLICATION LOCATIONS

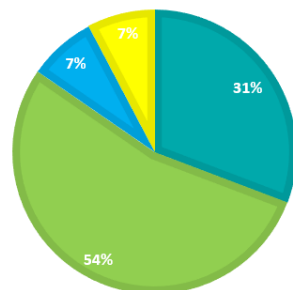
1. Cambridge	7
2. Mystery Creek	
3. Te Awamutu - includes Kakepuku etc	7
4. Ohaupo	
5. Pirongia	1
6. Kihikihi	
7. Lake Karapiro	2
Not applicable (i.e. online)	1
	18



SUCCESSFUL COMMUNITY EVENT LOCATIONS

1. Cambridge - includes Avantidrome, CBD etc	4
2. Mystery Creek	
3. Te Awamutu (includes Kakepuku etc.)	7
4. Ohaupo	
5. Pirongia	1
6. Kihikihi	
7. Lake Karapiro	1
	13

SUCCESSFUL COMMUNITY EVENTS LOCATIONS



DISTRICT PROMOTION COMMITTEE REPORT



To: The Chairperson and Members of the District Promotions Committee
From: Event and Marketing Advisor
Subject: **District Promotion and Community Event Fund Later Applications**
Meeting Date: Thursday 6 August 2020

1 EXECUTIVE SUMMARY

Following the allocation of the District Promotion and Community Event Funds, and the recommendation that some funding be held aside for applications received during the year, below outlines a list of events that have indicated applications will be received in the coming months. These events have been affected by the COVID-19 lockdown and are currently working on their event plans.

These events have indicated applications will be received;

- Balloons visit Waipā - This event was cancelled due to COVID-19 lockdown. The organisers have agreed to bring the event to Te Awamutu and re-use the funds allocated from the 2019/20 allocation to the 2021 event. Council's Communication team will be expected to run the event and will require funding to do this. A request for this will be formalised in the coming months.
- Misty Flicks - A film festival. Potential to host events in Cambridge and Te Awamutu in the summer.
- Cambridge Cycling Festival - This event's date has been affected by the Covid-19 lockdown. This may be held at the end of 2020 or the usual date in April 2021. An application will be received in the next month.
- Cambridge Autumn Festival - this event was cancelled due to Covid-19 lockdown. It's an annual event so I'm expecting an application for funding will be received at some stage.
- Kihikihi Kyokushin Karate club - this event's date has been affected by the Covid-19 lockdown.
- Kihikihi Community Feast by the Women's Refuge - A new event that is being worked on with support from Council staff on the funding process.

2 RECOMMENDATION

That

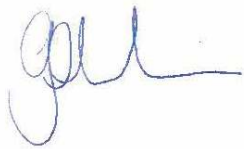
- a) *The report District Promotion and Community Event Fund Later Applications of Amber Diprose, Event and Marketing Advisor (Document number 10441754) be **RECEIVED**;*
- b) *The District Promotion Committee **RESOLVE** to accept applications for funding, that will be received during the next year. The list includes, but is not limited to the following:*
 - *Balloons visit Waipā, council's hosting*
 - *Misty Flicks film festival*
 - *Cambridge Cycling Festival*
 - *Kihikihi Kyokushin Karate club*
 - *Kihikihi Community Feast by the Women's Refuge*

3 OPTIONS AND ASSESSMENT

Not applicable.



Amber Diprose
EVENT AND MARKETING ADVISOR



Reviewed by Charlotte FitzPatrick
MANAGER – COMMUNICATION AND ENGAGEMENT



Approved by Debbie Lascelles
GROUP MANAGER STRATEGY AND COMMUNITY SERVICES