

# Extraordinary District Promotion Committee Agenda - 21 September 2020



Audio Visual meeting

Chairperson

His Worship the Mayor JB Mylchreest

Members

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

21 September 2020 10:00 AM - 11:00 AM

<b>Agenda Topic</b>	<b>Presenter</b>	<b>Time</b>	<b>Page</b>
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2. Disclosure of Members' Interests	Chairperson	10:01 AM-10:02 AM	3
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4. Confirmation of Order of Meeting	Chairperson	10:03 AM-10:04 AM	5
5. Confirmation of Minutes	Chairperson	10:04 AM-10:05 AM	6
5.1 District Promotion Committee Unconfirmed Minutes - 6 August 2020	Chairperson		7
6. District Promotion Fund 2020/21 Allocation Report	Amber Diprose	10:05 AM-10:25 AM	17
7. Community Event Fund 2020/21 Allocation Report	Amber Diprose	10:25 AM-10:45 AM	35



**1 APOLOGIES**

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## **2 DISCLOSURE OF MEMBERS' INTERESTS**

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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**

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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**

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**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**

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## **1 EXECUTIVE SUMMARY**

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To confirm the minutes of the District Promotion Committee meeting held on 6 August 2020.

## **2 RECOMMENDATION**

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*That the open minutes of the District Promotion Committee meeting held on 6 August 2020, having been circulated, be taken as read and confirmed as a true and correct record of that meeting.*

## **3 ATTACHMENTS**

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District Promotion Committee Minutes – 6 August 2020



**Time:** 9.00am  
**Date:** Thursday, 6 August 2020  
**Venue:** Ngāroto Room, Waipā District Council, 101 Bank Street, Te Awamutu

## **PRESENT**

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### **Chairperson**

His Worship the Mayor JB Mylchreest

### **Members**

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

## **1. APOLOGIES**

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### **RESOLVED**

11/20/04

*That the apologies of Committee Member Gyde for non-attendance be received.*

Councillor Coles/ Councillor Gower

## **2. DISCLOSURE OF MEMBERS' INTERESTS**

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Councillor Coles declared an interest as a member of Destination Cambridge who are involved with the Culinary Cambridge event.

Councillor St Pierre declared an interest as a member of the Pirongia Te Aroaro o Kahu Restoration Society who are involved with the Pirongia Trail Event.

Councillor Gower declared an interest as a member of the Kihikihi Kyokushin Karate Club who have indicated that they will be submitting an application for a future event.

Committee Member Burgess declared an interest as a member of Cambridge Cycling Festival Incorporated Society who are involved with the Cambridge Cycling Festival.



### 3. LATE ITEMS

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There were no late items.

### 4. CONFIRMATION OF ORDER OF MEETING

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**RESOLVED**

11/20/05

*That the order of the meeting be confirmed.*

Councillor Gower /Councillor Stolwyk

### 5. CONFIRMATION OF MINUTES

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**RESOLVED**

11/20/06

*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.*

Councillor Gower / Councillor St Pierre

### 6. DISTRICT PROMOTION FUND 2020/21 ALLOCATION REPORT

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Events and Marketing Advisors Amber Diprose and Claire Culph presented the report requesting funding from the District Promotion Fund for 32 events.

It was advised that Waipā District Council has a strong focus on supporting and delivering events in the community and recognises the social and economic benefits events bring to the district. Waipā District Council 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.

The Committee considered and discussed the merits of each application extensively.

It was advised that the Pirongia Craft Markets are cancelled for the 2020 year due to the impacts of Covid-19.

In response to a query, Ms Diprose advised the Committee that there were no outstanding refunds due to the impact of Covid-19 as most of the previous successful applicants had already conducted their events.

Manager Communication & Engagement, Charlotte Fitzpatrick advised the committee that her team will be reporting back to the Covid-19 Recovery Team due to the funding increase allocated in the 2020-21 Annual Plan.

Committee member Burgess commended Waipā District Councillors for the increase to funding for Waipā events.

The staff recommendation was amended to include funding to be allocated to an additional five events:- the Community Skateboard Pump Track Race 2021, Festival One, Drome Masters Track Cycling Carnival, Cambridge to Hamilton Paddle Race and the NZ Show Horse Council Nationals.

In total, a sum of \$187,500.00 of funding was approved.

With a combination of the additional events and a variation to the funding allocated to each specific application, the balance remaining for future applications was amended in recommendation d) to \$12,500.00.

#### **RESOLVED**

11/20/07

*That*

- a) *The report District Promotion Fund 2020/21 Allocation Report (Document number 10442399) of Amber Diprose, Event and Marketing Advisor be **RECEIVED**;*
- b) *The District Promotion Committee **APPROVE** \$187,000 of the District Promotion Fund to be allocated as follows:*



<i>Event name</i>	<i>Funding Allocated</i>
Waka Ama Nationals Sprint Championship	\$20,000.00
Gincredible	\$5,000.00
Cambridge Equine Festival	\$10,000
Karāpiro 100K Flyer	\$3,000.00
Maadi Cup	\$10,000.00
Waikato Bay of Plenty Magic Pre-Season Tour	\$12,000.00
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	\$10,000.00
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	\$6,000.00
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	\$4,000.00
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
Community Skateboard Pump Track Race 2021	\$2,000.00
Festival One	\$3,000.00
Drome Masters Track Cycling Carnival	\$1,000.00
Cambridge to Hamilton Paddle Race	\$2,000.00
NZ Show Horse Council Nationals	\$4,000.00
<b>TOTAL</b>	<b>\$187,000.00</b>

Total amount is \$187,000.00 awarded to 37 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	-
KRI Memorial Regatta	\$3,500.00	-
New Zealand Polo 6 Goal Championship Skene Cup	\$750.00	-
New Zealand Masters Regatta	\$3,500.00	-
<b>TOTAL</b>	<b>\$25,750.00</b>	<b>-</b>

- d) *The District Promotion Committee **RESOLVE** to set aside \$12,500 of the District Promotion Fund to be allocated to events that apply during the year.*

Committee Member Burgess / Councillor Coles

## **7. COMMUNITY EVENT FUND 2020/21 ALLOCATION REPORT**

Events and Marketing Advisors Amber Diprose and Claire Culph presented the report to confirm an allocation of funding from the Community Events Fund to 18 events.

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, Waipā District Council realised the impact community-led events will have on the social wellbeing of people within the next 12 months.

Community events create opportunities to build and celebrate community pride and for communities to connect and celebrate diversity. Community events contribute to Waipā being a great place to live and maximise the use of 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 would have scored highly in the following categories:



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

### RESOLVED

11/20/08

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
Ngāti 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
<b>TOTAL</b>	<b>\$39,000</b>

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	-
<b>TOTAL</b>	<b>\$14,800</b>	<b>-</b>

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.*

Councillor St Pierre / Councillor Coles

## 8. DISTRICT PROMOTION AND COMMUNITY EVENT FUND LATER APPLICATIONS

Events and Marketing Advisors Amber Diprose and Claire Culph presented the report and answered questions of the Committee.

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.

Discussion was held around the need for another committee meeting in the near future to consider the later applications, a date is yet to be confirmed.

**RESOLVED**

11/20/09

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*

Councillor St Pierre / Councillor Stolwyk

There being no further business the meeting closed at 11.10am.





**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 - August**  
**Meeting Date:** Monday 21 September 2020  
**File Reference:** 10455863

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## **1 EXECUTIVE SUMMARY**

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Waipa District Council has a strong focus on supporting and delivering events in the community and recognises the social and economic benefits events bring to the district. Council 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 District Promotion Fund allocation meeting, it was resolved to keep \$13,000.00 aside for future funding requests.

The purpose of this report is to confirm an allocation from the District Promotion Fund to the events outlined below.

The following appendices are attached to this report:

- Summary of District Promotion Fund applications

## 2 RECOMMENDATION

That

- a) The report titled *District Promotion Fund 2020/21 Allocation Report of Amber Diprose, Event and Marketing Advisor* be **RECEIVED**;
- b) The District Promotion Committee **APPROVE** the following recommendations from the District Promotion Fund to be allocated to the following event:

Event name	Funding requested	Funding recommended
Cambridge Cycling Festival	\$5,000.00	\$5,000.00
<b>TOTAL</b>	<b>\$5,000.00</b>	<b>\$5,000.00</b>

- c) The District Promotion Committee **RESOLVE** the following recommendations from the District Promotion Fund not to be allocated to the following event:

Event name	Funding requested	Funding recommended
New Zealand National Bridge Congress	\$5,000.00	-
<b>TOTAL</b>	<b>\$5,000.00</b>	<b>\$0</b>

- d) The District Promotion Committee **RESOLVE** to set aside \$8,000 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 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.

## 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 Waipa 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 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.

## 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.

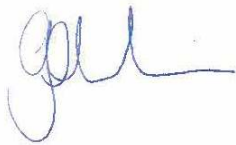
It is important that the events receiving equipment are able to promote the Waipa Home of Champions brand through increased visibility.

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.

The events highlighted in grey are the non-funded events from the previous allocation round.

The events being reviewed in this report are highlighted in teal.

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. <b>Recommend 50% of fund requested or partial fund.</b>	\$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	\$15,000.00	\$5,000.00

								providers and entertainment. This event will increase spend in the district. This event has the 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	\$10,000.00
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 also 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	\$12,000.00
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 also uses the services of	\$15,000.00	\$10,000.00

								many local businesses and community organisations.		
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
Cambridge Cycling Festival	8	4	8	8	3	0	31	This annual event brings families together from all over the district, not just Cambridge. There is also a small portion that come from outside of the district. With the added opportunity to be a farewell event for local Olympians, this could be an attractive offering to welcome in more spectators. The event uses numerous local suppliers, bringing some economic benefit to the district. There are many opportunities to leverage this event, with marketing the Waipā Home of Champions brand to leveraging council projects such as Innovating Streets. Fully funding this event is recommended as the amount requested is fitting to what's being offered.	\$5,000	\$5,000
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	\$5,000.00	\$5,000.00



								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.		
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	\$10,000.00
Combine Armistice events - Fashion Parade, Picnic Concert, Armistice	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

Remembrance Service										
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	6	4	7	6	7	0	30	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 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	\$6,000.00

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 pretty 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 Waipā 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 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
KRI Club Regatta	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 Waipā 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 Waipā 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	\$4,000.00	\$4,000.00

								marketing for the event to attract a larger audience.		
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	\$4,000.00
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	\$5,000.00	\$3,000.00

								Waipā audiences. The event has huge potential to gain a good following.		
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
Festival One	5	3	4	2	6	0	20	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.	\$8,000.00	\$3,000.00

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	\$1,000.00
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	\$2,000.00
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	\$4,000.00
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, is 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
New Zealand National Bridge Congress	6	1	3	1	2	0	13	This is a unique event on the national stage, but unfortunately the numbers are very low. Due to the nature of the event, and in comparison, to other events applying for funding this year, there does not appear to be enough benefit to Waipā to justify funding.	\$5,000.00	0
Community Skate Board 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	\$2,000.00



**To:** The Chairperson and Members of the District Promotions Committee  
**From:** Event and Marketing Advisor  
**Subject:** **Community Event Fund 2020/21 Allocation Report - August**  
**Meeting Date:** Monday 21 September 2020  
**File Reference:** 10455898

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## 1 EXECUTIVE SUMMARY

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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 realises the impact community-led events will have on the social wellbeing of our communities in the next 18 months.

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

Following decisions made during the 2020-21 District Promotion Committee allocation meeting, it was resolved to set aside \$9,000.00 for future requests for funding.

The purpose of this report is to confirm an allocation of funding from the remaining \$11,000.00 Community Events Fund to two applications.

Appendices attached to this report are:

- Summary of Community Event Fund applications

## 2 RECOMMENDATION

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*That*

- a) *The report titled Community Event Fund 2020/21 Allocation Report (Document number 10455898) of Amber Diprose, Event and Marketing Advisor be **RECEIVED**;*
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- b) *The District Promotion Committee **APPROVE** \$6,500.00 of the Community Event Fund to be allocated to the following events:*

<i>Event name</i>	<i>Funding requested</i>	<i>Funding recommended</i>
Bicycle Revolution – Events and Activations	\$15,000.00	\$5,000.00
Misty Flicks Short Film Showcase	\$3,441.00	\$1,500.00
<b>TOTAL</b>	<b>\$ 15,000.00</b>	<b>\$6,500.00</b>

- c) *The District Promotion Committee **RESOLVE** that \$4,500 of the Community Event Fund remains 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.

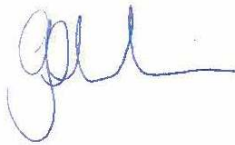
It's important that the events receiving equipment are able to benefit the Waipa Home of Champions brand through increased visibility.

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 events highlighted in grey are the non-funded events from the previous allocation meeting.

This application is highlighted in teal.

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.	\$3,000.00	\$3,000.00

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.	\$5,000.00	\$5,000.00
Bicycle Revolution – Events and Activations	7	6	7	6	26	This is a unique application in that it's for a suite of events and activations under a programme of cycling-friendly promotions. This is a new concept bringing together a range of 'products' from previous ad-hoc events to a consolidated, planned programme. As it's the first year of the suite of activities, it's recommended to partially fund the application.	\$15,000.00	\$5,000.00
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's definitely worth funding some of this event. There are leveraging opportunities there that would be discussed with Destination Cambridge.	\$20,000.00	\$8,000.00
Misty Flicks Short Film Showcase	9	6	5	5	25	This is a new application with two locations, Te Awamutu and Cambridge. The event showcases Waikato made films and is at an affordable price for attendees. This event will utilise the two	\$3,441.00	\$1,500.00

						cinemas in each town. Although the application is light on branding opportunities, there are some benefits to Waipā Home of Champions being associated with an arts-themed event and some leverage plans could be created. A partial fund is recommended. Note, the application has been moved to the Community Event Fund, from its original application to the District Promotion Fund.		
Waipā 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.	\$3,000.00	\$3,000.00
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 Waipā 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 Waipā Home of Champions brand to be associated with this event.	\$3,000.00	\$3,000.00



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.	\$6,500.00	\$5,000.00
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.	\$6,000.00	\$4,000.00
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.	\$25,000.00	\$6,000.00
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	\$300.00	\$300.00

						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.		
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 Waipā Home of Champions brand with an event that's not sporting related. The event timing will be in the shoulder season.	\$500.00	\$500.00
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.	\$400.00	\$400.00

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.	\$400.00	\$400.00
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.	\$400.00	\$400.00
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	\$1,500.00	-

						Event Fund. It's recommended that the organisers approach the Cambridge Community Board for the discretionary fund.		
Mothers and Daughters	6	0	2	2	<b>10</b>	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 Waipā based businesses, the event tends to use Hamilton based suppliers. It's not recommended to fund this event.	\$5,000.00	-
Ulysses NZ AGM	2	2	2	2	<b>8</b>	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 relevant community board for support on this group's community service.	\$3,000.00	\$2,000.00
Shadows of Shoah - 75-year Auschwitz liberation commemoration	4	0	2	2	<b>8</b>	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.	\$5,000.00	-

Big Latch On					NA	Ineligible. The event date was 31 July 2020, outside of the funding allocation process.	\$300.00	-
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