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EXECUTIVE SUMMARY

\$1,085,100 TOTAL EVENTS BUDGET 2024-25	QLDC CHRISTMAS SHOW, NEW YEAR'S, WAITANGI DAY AND MATARIKI EVENTS	\$571,000
	LOCAL COMMUNITY SUPPORT (UNDER \$5,000)	\$120,000
	CONTINGENCY EXTERNAL FUNDING	\$10,000
	AVAILABLE CONTESTABLE FUND 2024-25	\$384,100

The total amount applied for in the current events funding round 2024-25 is **\$994,767**.

APPLICATIONS SUMMARY

TOTAL OF 29 APPLICATIONS RECEIVED FOR 2024-25	APPLICATIONS RECOMMENDED FOR FUNDING OVER \$30K	3
	APPLICATIONS RECOMMENDED FOR FUNDING \$30K AND UNDER	17
	APPLICATIONS RECOMMENDED DECLINE FUNDING	0
	REFERRERED TO LOCAL COMMUNITY SUPPORT	4
	APPLICATIONS WITHDRAWN	6

RECOMMENDED FUNDING FOR NEW YEARS, CHRISTMAS, WAITANGI AND MATARIKI EVENTS

In the 2024-25 events funding round, QLDC will continue to support the two New Year's events, Christmas, Waitangi and Matariki events held in the district. There has been an increase in event infrastructure and resource costs for the New Year's events.

The Local Community Support budget will continue to cover the costs approved through this process. Funding support assistance for local community groups will take the form of venue and infrastructure hires and permit costs for community events, fundraisers, and community well-being activations but actual cost items will be reduced to ensure this budget continues to support community led events.

NEW EVENT FUNDING APPLICATION PROCESS

This year the application process was administered using the new best practise grants management software, SmartyGrants. This system will be used to standardise grants administration across the organisation moving forward. Using SmartyGrants to receive and process grant applications provides efficiencies for both applicants and administrators, and through its reporting function can be a tool used to measure the impact of our funding.

OTHER FUNDING

The following events were referred to Local Community Support for funding as they were approved for amounts up to \$5,000 that can be funded through this programme.

- Rhythm and Alps – waste reduction and QLDC equipment hire.
- 2025 Whakatipu Music Festival – venue hire and waste reduction plan.
- Wānaka Beer Fest – waste reduction plan.
- Winter Pride – Pride in the Park community event waste reduction plan.

The Queenstown Marathon has a five-year MOU in place that was previously approved by Council and ends in 2024-25. Funding of \$32,100 covers the internal transfer of venue hire costs only.

TYPES OF APPLICATIONS

LOCATIONS	
Arrowtown	4
Queenstown	5
Wānaka	7
Multiple locations	7
EVENT CATEGORY	
Arts / culture	5
General / festival	7
Sport	7
Wellbeing / community	4

STRATEGIC BACKGROUND

A new events policy is currently under development that will set out the objectives and principles of Council's events vision, as well as how Council will achieve this vision. As this new policy is yet to be implemented, this year's Event Fund was guided by the existing QLDC Events Strategy (2018-2021).

QLDC WELLBEING OUTCOMES – STRATEGIC FRAMEWORK

The Wellbeing Outcomes form part of the new QLDC Strategic Framework, outlining how the community's aspirations and wellbeing drive everything we do. The framework identifies areas we need to prioritise to address local issues and make meaningful progress towards meeting community needs.

The Wellbeing Outcomes underpin our Community Outcomes (eight principles of the Vision Beyond 2050) which reflect the aspirations of Queenstown Lakes communities.

This year, Event Fund applicants were presented with the Wellbeing Outcomes; People, Place and Community, and were asked to select which of these outcomes are supported by their event. Applicants also provided commentary on how they contribute to the selected outcome. This response was considered as part of the overall assessment of the application.

The Wellbeing Outcomes and Strategic Framework are included in the draft QLDC Long Term Plan, presented to Council 27 June 2024.

SCORING OF EVENT APPLICATIONS

Each event application is assessed against a range of criteria, which are scored and weighted. The event funding criteria are:

- Environmental sustainability
- Economic impact
- Community benefit
- Event diversity
- Financial sustainability

Environmental sustainability was given a 25% higher weighting than the other criteria.

The scoring process is aligned with the principles of the Events Strategy.

ENVIRONMENTAL SUSTAINABILITY

In 2019 QLDC declared a climate and ecological emergency in our district and in 2021 Council adopted the Climate and Biodiversity Plan 2022-2025. This has embedded climate action considerations into Council decision making and shows a commitment to a major organisational behaviour shift in this direction.

For the 2024-2025 events funding round, we have prioritised the development and support of events' sustainability measures, to help mitigate negative the environmental impacts that events may cause including generation of waste and Greenhouse Gas (GHG) emissions.

Environmental sustainability has been prioritised as a weighted assessment criterion, and applicants have been directed to include sustainability items in their budget for QLDC funding.

All applicants were required to provide both an Event Waste Minimisation and Management Plan and a Green House Gas (GHG) Emissions Reduction plan to demonstrate a commitment to environmental sustainability in our district. These plans were reviewed by the QLDC Senior Sustainability Advisor and Resilience and Climate Action Advisor.

Through this funding round and use of the new templates, we have identified that all events are at different stages of implementing their sustainability initiatives. We are working alongside QLDC sustainability teams to develop and upskill event organisers for future funding rounds, particularly in the carbon emission reduction area. Therefore, our focus this year is on waste reduction.

To support event organisers in developing their sustainability measures, a workshop 'How to Run a Sustainable Event' was held for local event organisers in both Queenstown and Wānaka. Delivered in partnership with Wao, Wastebusters and EAS, the purpose of the events were to provide strategies and tips for waste minimisation and reduction of carbon emissions, as well as introducing the new QLDC resources. The half day workshop included a panel discussion with people on the ground who are doing innovative work in this area.

LUMA

29/05/2025 - 02/06/2025 // Event Owner: LUMA Light Festival Trust // This event has been run previously in the Queenstown Lakes District //

Held annually in Queenstown Gardens, LUMA transforms spaces through light and art installations, creating immersive experiences for attendees. It showcases innovative artworks, interactive displays, and performances, celebrating creativity and community spirit.

Originally conceived to enliven the Queen's Birthday Weekend, traditionally a quiet period economically and event-wise, this time is transformed into a vibrant celebration marking the start of winter and illuminating the darker days of the year.

The festival serves as a cornerstone in a broader district cultural strategy, wherein arts and culture play pivotal roles in enhancing community well-being and fostering social sustainability. By encouraging participation, nurturing community, and civic pride, LUMA contributes to solidifying the district's reputation as a cultural hub and destination.

OVERALL WEIGHTED SCORE	21/25
EVENT FUND CRITERIA	
ENVIRONMENTAL SUSTAINABILITY	4/5
ECONOMIC IMPACT	5/5
COMMUNITY BENEFIT	4.5/5
EVENT DIVERSITY	4/5
FINANCIAL SUSTAINABILITY	4/5
Non weighted total:	21.5/5
FUNDING AMOUNT REQUESTED	\$60,000
FUNDING AMOUNT RECOMMENDED	\$35,000

RECOMMENDATION

Recommended: \$35,000 towards traffic management, use of Closed Loop and Sustainable Queenstown (Dishrupt).

REASONS

The key reasons LUMA has been recommended for this level of support are:

- LUMA is an all-ages event, appealing to everyone and is a key event in our district's events calendar.

- It is a fully accessible event for the community, strongly supported by local businesses, and includes local schools and community groups in creating installations.
- LUMA has developed a strong sustainability focus since it first started and continues to showcase the importance of waste reduction at events.
- Feedback from people in the hospitality industry reporting a 40% increase in sales and revenue during the build-up, and when LUMA is on.

SUSTAINABILITY

- Free buses and dedicated entry for bus users a good initiative, with "use the free LUMAbus" campaign.
- LUMA will engage with Queenstown Lakes Climate and Biodiversity Plan 2022-2025 – Objective 1.21 - Design and deliver campaigns for the public that encourage emissions reduction, underpinned by behaviour change science. Use campaigns to inform and educate, enabling behaviour change through design (e.g., wayfinding on active travel routes) and incentives/disincentives. This may include active travel, waste minimisation, and recycling.

EVENT STRATEGY FUNDING OBJECTIVE ACHIEVED

Enhance the District's profile and reputation as a leading events destination in New Zealand and leverage events to improve the regional, national and/or international profile of the district.

Support the arts and culture of our district.

QUEENSTOWN LAKES WELLBEING OUTCOME IDENTIFIED

PEOPLE: Healthy and fulfilled people

PLACE: A healthy natural environment

COMMUNITY: Belonging & Identity

THE CHALLENGE WĀNAKA FESTIVAL OF TRIATHLON

13/02/2025 - 15/02/2025 // Event Owner: Challenge Wānaka Sports Trust // This event has been run previously in the Queenstown Lakes District //

Challenge Wānaka's has been part of New Zealand's annual triathlon calendar since 2007, featuring events for all ages and abilities, and welcoming participants from around the world. The event is part of the leading global 'Challenge Family' triathlon series now hosting over 35 events worldwide.

The festival is run by the Challenge Wānaka Sports Trust, a charitable trust that supports other local charities and organisations, and subsidises youth, adaptive and community participation.

The festival includes triathlon-based events catering for all ages and abilities, welcoming participants from around the world and professional triathletes, whilst also promoting active lifestyles and growing grassroots athletes.

OVERALL WEIGHTED SCORE	18/25
EVENT FUND CRITERIA	
ENVIRONMENTAL SUSTAINABILITY	4/5
ECONOMIC IMPACT	3.5/5
COMMUNITY BENEFIT	4.5/5
EVENT DIVERSITY	4/5
FINANCIAL SUSTAINABILITY	3.5/5
Non weighted total:	19.5/25
FUNDING AMOUNT REQUESTED	\$50,000
FUNDING AMOUNT RECOMMENDED	\$30,000

RECOMMENDATION

Recommended: \$30,000 towards waste management and audit, reusable cups, waste contractor and Park n Ride.

REASONS

The key reasons Challenge Wānaka Festival of Triathlon has been recommended for this level of support are:

- Challenge Wānaka is unique in that it offers an event for everyone, from the junior, intermediate, and secondary school events, which encourage the younger generation to get involved in triathlon, to the original Challenge Wānaka Half and Aqua bike for the more seasoned triathlete.
- Significant community and economic benefit demonstrated in the application.

SUSTAINABILITY

- Will collect data for baseline to compare future years. Transport initiatives and support for Te Kakano proposed.
- Purchase of reusable cups for aid stations included in budget and signage for waste station, to be clarified if these will be loanable.

EVENT STRATEGY FUNDING OBJECTIVE ACHIEVED

Support development of one existing Major Economic Event to grow incremental visitation to 10,000 plus visitors / \$10m economic benefit per event per annum.

QUEENSTOWN LAKES WELLBEING FRAMEWORK OUTCOME IDENTIFIED

PEOPLE: Healthy & fulfilled people

WĀNAKA FESTIVAL OF COLOUR

29/03/2025 - 06/04/2025 // Event Owner: Southern Lakes Arts Festival Trust // This event has been run previously in the Queenstown Lakes District //

Wānaka Festival of Colour features an eight-day celebration showcasing a diverse and engaging programme of arts experiences of both free and ticketed events.

The festival presents a diverse range of performances, thought-provoking discussions, and interactive events that engage the community and visitors of all ages, demographics, and diverse backgrounds. The programme includes free and affordable ticketed and community events showcasing established and emerging local and national artists, reflecting the rich artistic and cultural landscape of the region, alongside renowned international acts.

OVERALL WEIGHTED SCORE	18.9/25
EVENT FUND CRITERIA	
ENVIRONMENTAL SUSTAINABILITY	4/5
ECONOMIC IMPACT	3.5/5
COMMUNITY BENEFIT	4/5
EVENT DIVERSITY	3.5/5
FINANCIAL SUSTAINABILITY	3.5/5
Non weighted total:	18.5/25
FUNDING AMOUNT REQUESTED	\$76,000
FUNDING AMOUNT RECOMMENDED	\$30,000

RECOMMENDATION

Recommended: \$30,000 towards venue hire, waste reduction and GHG emissions plan and advice.

REASONS

The key reasons Wānaka Festival of Colour has been recommended for this level of support are:

- Strong cultural offering for Wānaka community, held at a less busy time for the town. There are community programs, opportunities for school, free events and a diverse mix of cultures represented in programming.
- The application talks to a commitment of using local suppliers. There are concerns about the funding and sponsorship opportunities dropping for this year's program and the ask of QLDC has increased.

SUSTAINABILITY

- The event will collect travel, electricity, and LPG data.
- There will be use of a shuttle bus, carpool, EV, and active transport initiatives.

EVENT STRATEGY FUNDING OBJECTIVE ACHIEVED

Continue to support events financially especially when the event celebrates and provides a diverse art, educational and cultural programme.

QUEENSTOWN LAKES WELLBEING FRAMEWORK OUTCOME IDENTIFIED

PEOPLE: Healthy and fulfilled people

COMMUNITY: Connected communities, belonging & identity
