

Full Council

27 June 2024

Report for Agenda Item | Rīpoata moto e Rāraki take [6]

Department: Strategy & Policy

Title | Taitara: Events Funding Round 2024-25

Purpose of the Report | Te Take mō te Pūroko

The purpose of this report is to consider the Events Funding Panel recommendations of \$30,000 or more and to note the Events Funding Panel decisions (under \$30,000) for 2024-25.

Executive Summary | Whakarāpopototaka Matua

The annual Queenstown Lakes District Events funding round allows Council to support events being held between 1 July and 30 June the following year.

\$701,000 was pre-allocated to cover the costs of Council hosting New Years eve in both Wānaka and Queenstown, Waitangi, Matariki and Christmas events. \$384,100 is available to allocate to external events.

There were 29 applications for the 2024/2025 year requesting a total of \$994,767. The funding panel formed at the beginning of this triennium (Councillors Craig Ferguson, Matt Wong, Quentin Smith, and Barry Bruce) considered the applications on 29 May 2024. This panel has the delegated authority to allocate event funding of less than \$30,000, with any funding recommendations above this funding level requiring Council approval.

The decisions and recommendations from the meeting have resulted in the following recommended funding allocation:

Total 2024/2025 Budget Available	Pre-allocated Funds for QLDC run events	Total Contestable Amount Available	Total amount approved by the panel (under \$30k – for noting)	Total recommended by the panel for funding (over \$30K – approval sought)
\$1,085,100	\$701,000	\$384,100	\$257,000	\$127,100

Recommendation | Kā Tūtohuka

That the Council:

1. **Note** the contents of this report and;

2. **Note** the decision of the Events panel for under \$30,000:

Ripe – Wānaka Wine and Food Festival	\$25,000
Wānaka A & P Show	\$25,000
Wheels at Wānaka 2025	\$20,000
Arrowtown Autumn Festival	\$20,000
Winter Games NZ	\$20,000
NZ Golf Open	\$20,000
Proving Grounds (mountain biking event)	\$20,000
Motatapu	\$20,000
Lake Hayes A & P Show	\$15,000
NZ Junior Rugby – Global Games	\$15,000
The WILD (trail running event)	\$15,000
Wao Summit	\$12,000
Central Lakes Polyfest	\$10,000
Queenstown Multicultural Festival	\$10,000
NZ Mountain Film Festival	\$5,000
OUT & About Wānaka	\$5,000

3. **Approve** event funding for \$30,000 or more to the following events:

Challenge Wānaka	\$30,000
LUMA Light Festival	\$35,000
Queenstown Marathon	\$32,100
Wānaka Festival of Colour	\$30,000

Prepared by:



Name: Jan Maxwell
Title: Relationship Manager Arts and Events
31 May 2024

Reviewed and Authorised by:



Name: Michelle Morss
Title: General Manager Strategy and Policy
10 June 2024

Context | Horopaki

1. The Queenstown Lakes District has an Events Strategy (2015) and a separate Events Fund, managed and administered by the Queenstown Lakes District Council (QLDC) Events Office. This fund supports events run by QLDC and has a contestable allocation delivered through an application process.
2. From the total budget \$701,000 was pre-allocated to cover the costs of Council hosting New Years eve in both Wānaka and Queenstown, Waitangi, Matariki and Christmas events. \$381,100 is available to allocate to external events.
3. For the 2024/2025 funding round 29 applications were received via an online portal which streamlines applications, assessments and reporting. Total funding requested was \$994,767.
4. A workshop on event waste reduction and sustainability was held prior to the funding round and the weighting given to this aspect of the application was increased. Experts from within Council in waste and carbon reduction helped create guidelines and templates, and assessed event organisers' plans.
5. All recommendations of \$30,000 or more need to be agreed by Council (as per a Council decision of 26 June 2013). Only six awards of this nature can be made in any year (as per a decision of 19 December 2013).
6. Outside the funding round, the Council Business Improvement Team is working with the Events Office on process improvements in how events are supported across Council. The Policy Team is supporting the Events Office on the development of an Events Policy to replace the existing Events Strategy. The focus is on ensuring events add value across all four aspects of well-being as detailed in Section 3 of the Local Government Act 2002 ('the social, economic, environmental, and cultural well-being of their communities').

Analysis and Advice | Tatāritaka me kā Tohutohu

7. This report identifies and assesses the following reasonably practicable options for assessing the matter as required by section 77 of the Local Government Act 2002.
8. Option 1 Accept the Panel's recommendation of allocation of \$384,100 contestable funding with the following events being allocated \$30,000 or more

Challenge Wānaka	\$30,000
LUMA Light Festival	\$35,000
Queenstown Marathon	\$32,100
Wānaka Festival of Colour	\$30,000

Advantages:

- The events funding will be used as per its original intent to provide support for events that are both well managed and sustainable within our district.

Disadvantages:

- That despite being used as per its original intent, Council could be criticised for supporting events that may impact the community negatively.

9. Option 2 Accept the Panel's recommendation, with amendments.

Advantages:

- Council can make changes to the detail of the recommendation to better reflect its values.

Disadvantages:

- Reduces the integrity of the assessment and panel process.

10. Option 3 Decline event funding for all applicants.

Advantages:

- The events budget would not be used this year for the purpose for which it was created, freeing up funding for other purposes.

Disadvantages:

- The events strategy criteria would not be met, and the funding not used for the purposes for which it was created, and some events may not be able to continue due to financial constraints.

11. This report recommends **Option 1** for addressing the matter because it enables the fund to be used for the purpose it was intended, and maintains the integrity of the assessment and panel process.

Consultation Process | Hātepe Matapaki

Significance and Engagement | Te Whakamahi I kā Whakaaro Hiraka

12. This matter is of low significance, as determined by reference to the Council's Significance and Engagement Policy 2021 as the approval of the recommendation option will align with existing policies, strategies and previous Council resolutions.

13. The persons who are affected by or interested in this matter are the residents and ratepayers of the Queenstown Lakes District and the event organisers who have applied for funding support.

14. The Council has through the application process consulted with event organisers and the Events Panel to make these recommendations.

Māori Consultation | Iwi Rūnaka

15. The Council has not specifically consulted with iwi as part of the events funding assessment process.

Risk and Mitigations | Kā Raru Tūpono me kā Whakamaurutaka

16. This matter relates to the Strategic/Political/Reputation risk category. It is associated with RISK10056 Ineffective provision for the future planning and development needs of the district within the QLDC Risk Register. This risk has been assessed as having a moderate residual risk rating.

17. The approval of the recommended option will allow Council to retain the risk at its current level. This will be achieved by the process of application review and recommendations from the Events Office and Events Panel that align with the Events Strategy and are following Council's decision-making on this matter.

Financial Implications | Kā Riteka ā-Pūtea

18. The recommended funding amounts and Events Funding Panel decisions are within the events funding budget of \$1,080,100 for 2024/25.

Council Effects and Views | Kā Whakaaweawe me kā Tirohaka a te Kaunihera

19. The following Council policies, strategies and bylaws were considered and aligned with:

- 2015 Events Strategy
- The principles of the Vision Beyond 2050 including both Breathtaking creativity, Pride in sharing our places and Zero carbon communities.
- Destination Management Plan – 'Identify opportunities to support local events, activities, facilities and initiatives which help reinforce community identity, values and a unique sense of place.'
- Arts and Culture Policy – 'supporting and encouraging the creative and performing and visual arts sector'
- Economic Development Strategy – 'Encourage higher contribution visitor activity.'
- Community Pricing Policy – In-kind support pricing
- The QLDC Disability Policy through consideration of accessibility identified in the event planning process.

- Climate Change and Biodiversity Plan 2022-2025 through supporting events to reduce carbon and waste impacts.

Local Government Act 2002 Purpose Provisions | Te Whakatureture 2002 o te Kāwanataka ā-Kiaka

20. Section 10 of the Local Government Act 2002 states the purpose of local government is (a) to enable democratic local decision-making and action by, and on behalf of, communities; and (b) to promote the social, economic, environmental, and cultural well-being of communities in the present and for the future.

The Events Office activity and funding will attract and support the future delivery of events held in the district in the most efficient, effective, and appropriate way, benefitting both business and households (economically and culturally). As such, the recommendation in this report is appropriate and within the ambit of Section 10 of the Act.

21. The recommended option:

- Can be implemented through current funding under the Long Term Plan and Annual Plan.
- Is consistent with the Council's plans and policies; and
- Would not significantly alter the intended level of service provision for any significant activity undertaken by or on behalf of the Council or transfer the ownership or control of a strategic asset to or from the Council.

Attachments | Kā Tāpirihaka

A	Events Panel Report
B	Final Budget Recommendation