Regional Event Fund (REF)

Terms of Agreement between Ashburton District Council (ADC) and Event Organiser

Purpose of Regional Event Fund

The purpose of the REF is to stimulate 'out of region' visitation through funding events that will encourage expenditure missed by international visitor markets.

REF funding is available to event organisers who can provide an application that:

a. Has a duration of two to four years
b. Describes how the funding will drive 'out of region' domestic visitation (with the region defined as being bordered by the Rakaia and Rangitata Rivers)
c. Confirms that funding will not be used for out of scope activities.

In Scope Activities

REF funding can be used for some or all of the following activities:

- Event funding for new and existing events that drive 'out of region' visitation

Out of scope

REF funding cannot be used:

- For events that are already supported through the Major Events Fund (MEF)
- For events that are currently supported by the Domestic Events Fund (DEF)
- For events which do not drive out of region visitation (for example, a community farmers market, annual Santa parade)
- As a substitute for existing committed funding (from Local Government or Trust Funds that significantly contribute to regional events). However, it can be used to provide additionality to an existing event
- To competitively bid with other regions for the same event

Application Criteria

1. **Feasibility and viability**
   Ashburton District Council wants to ensure that the funded event is likely to be successful in attracting out of region visitors, including by having the supporting events supply chain. This includes having adequate transportation links, accommodation, waste management facilities and an approach for how the event will meet the Event Sector Voluntary Code.
2. **Stimulate domestic tourism and visitation**
   Must demonstrate how the event will draw visitors from outside the Mid Canterbury region and are not events targeting purely the local community.
3. **Collaborate, not compete**
   Funding must not be used to promote inter-regional competition e.g. no poaching events or similar events at the same time.
4. **Management / reporting –**
   For transparency and accountability, the event organiser will provide a post-event report to the panel;
   - Estimated impact of funding e.g. number of attendees, spend and its impact in driving out of region visitation
   - Budget vs Actual - The total spent for the 6-month period against the application
   - Funding contributions from other sources
   - Any other information that may be relevant

Payment

75% of funding will be available at time of confirmation of funding.
25% within 2 weeks of completion of the event post event criteria

Please complete the form, and return to economicdevelopment@adc.govt.nz with the following:

- your completed application
- your bank account details and third party verification (such as a bank statement or screenshot of your internet banking)
- your GST number (if applicable)

Terms of Agreement

- Funding is allocated for one financial year i.e. 1 July to 30 June
- There are two funding rounds per financial year;
  - Applications open 1 March and close 1 April each year – for events taking place between 1 July and 31 January
  - Applications open 1 September and close 1 October each – for events taking place between 1 February and 30 June
- You will be notified in writing the outcome of the application
- Preference will be given in the first instance to events that;
  - Are ticketed, or where people are required to pre-register
  - Support Mid Canterbury businesses, unless a local business is unable to supply
  - Have at least 60% of the targeted participants/audience from outside the district
  - Generate at least one night's stay in the district for at least 60% of the participants/audience (commercial provider, staying with friends or family, holiday park/freedom camping)
- Events must comply with the requirements of event economic evaluation.
- You must comply with Health and Safety regulations and the Event Sector Voluntary Code within a Covid-19 context https://www.majorevents.govt.nz/resource-bank/covid-19-information-for-event-organisers/

Applicant Details

Please provide the details of the applicant organisations or entities requesting funding.

Event Management	
Name of Organisation:	
Entity Type:	Choose an item.
Registered Offices / Place of Business:	
Organisation's Website:	
Contact Name and Role:	
Email Address:	**Telephone:**

Event Description

Executive summary
Word limit of 200   *This is the 'elevator pitch' section of the investment plan for the event. Please highlight the:*   • *Purpose of the event,*   • *High-level outline of how it will support the goals of the region,*   • *Key focus areas, and*   • *How you will know it's been a success.*

Regional context
Word limit of 500   *Please describe:*   • *The context of the region covered in this plan,*   • *The importance of your event to the region*   • *Priorities and existing events, why does your event stand out in the region?*   • *Existing capability and capacity to manage and administer the event*   • *Anything else that will help us to understand the context of your event*

Target audience
Word limit of 500   *Please describe:*   • *Target markets to attract to the region (e.g. geographical regions targeted/demographics),*   • *Type of event*   • *Your focus, new or scaled up existing event.*

How funding will stimulate out of region visitation

Word limit of 1000

Please describe how you will stimulate out of region visitation. Please specify:
- *Your approach to developing or investing in the event for the duration of the funding period,*
- *How you might leverage exiting events funding from Local Government, Trusts or private sector funding sources,*
- *How you will collect information to measure success e.g. number of out of region visitors/economic impact/ Customer satisfaction.*

Feasibility and viability

Word limit 500

Please describe how you will ensure the available infrastructure is adequate to host, manage and deliver the event. You may also wish to describe:

- *How the existing infrastructure meets the needs to support the delivery of the event,*
- *Capacity constraints of supporting events of a certain scale and/or nature*
- *Committing to partnering with other regions or stakeholders to deliver the event*
- *The supply chain that is available to support the event,*
- *How events will meet Event Sector Voluntary Code within a COVID-19 context (e.g. Managed Isolation and Quarantine facilities).*https://www.majorevents.govt.nz/resource-bank/covid-19-information-for-event-organisers/
- *Anything else that may pose a risk to delivering the Plan.*

Collaborate, not compete

Word limit 500

Please describe:
- *How you will coordinate and collaborate with other regions or organisations to ensure value for money,*
- *How you have undertaken an events scan for competing or similar events to avoid duplication,*
- *How you reduce the risk of:*
  - *Funding being used to competitively bid for existing events*
  - *Duplicate funding for events in New Zealand (e.g. two regions paying for the same cost to bring an international act to New Zealand).*
  - *Regions delivering similar events at the same time to reduce event fatigue and to ensure events, both new and existing, are not competing for the same visitors.*
- *How you will work with others involved with national or multi-regional events to ensure a coordinated approach and funds are appropriately managed.*

Budget

Optional project costs budget template

EVENT NAME
EVENT DATE

INCOME

Funding request details	Budgeted amount	Actual amount
Add request details here	*Amount requested*	*Update this amount during the project*

OTHER INCOME

	Budgeted amount	Actual amount
List all expected and confirmed project income	*Budgeted amount*	*Update this amount during the project*
TOTAL INCOME	$0.00	$0.00

EXPENDITURE	Item Price	Quantity	Budgeted amount	Actual amount	Amount paid by grant
List all expected and confirmed project expenses				*Update this column during the year*	
TOTAL EXPENDITURE			$0.00	$0.00	$0.00
Operational Surplus/Deficit			$0.00	$0.00	

Declarations

1. The event organiser is compliant and will continue to comply with all applicable laws, regulations, rules and professional codes of conduct or practice including but not limited to health and safety and employment practices.

   Yes: ☐   No: ☐

2. Has the event organiser ever been insolvent or subject to an insolvency action, administration or other legal proceedings?

   Yes: ☐   No: ☐

3. Has the event organiser ever been insolvent or subject to an insolvency action, administration or other legal proceedings, or actively involved in any organisation which has?

   Yes: ☐   No: ☐

4. Has the event organiser ever been adjudged bankrupt or is an undischarged bankrupt?

   Yes: ☐   No: ☐

☐ The statements in the application are true and the information provided is complete and correct, and there have been no misleading statements or omissions of any relevant facts nor any misrepresentations made;

☐ I have secured all appropriate authorisations to submit the Plan application, to make the statements and to provide the information in the application;

☐ I consent to this application being publically released. I have identified any commercially sensitive and personal information.

☐ I understand that the falsification of information, supplying misleading information, or the suppression of material information in this application, may result in the application being eliminated from the assessment process and may be grounds for termination of any contract awarded as a result of this application process.

☐ The applicant consents to ADC/EMC undertaking due diligence including any third party checks as may be required to fully assess the application.

Signatories to the application

[Name]
[Role]
Event Organiser

….. / …… / ……

[Name]
[Role]
Event Organiser

….. / …… / ……

[Name]
[Role]
ADC Panel

….. / …… / ……

[Name]
[Role]
ADC Panel

….. / …… / ……