

## 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](mailto: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/>