



Hawke's Bay Events Fund

Event Development Guidelines 2023



Purpose and Outline

Hawke's Bay Tourism has established a one-off events fund for event managers, promoters, and organisers to apply for funds to assist in the establishment or further development of regional events.

The Hawke's Bay Regional Events Fund is designed to deliver the Ministry of Business Innovation & Employment (MBIE) Regional Events Fund to events in a way that drives visitation and economic benefit to Hawke's Bay and stimulates recovery following Cyclone Gabrielle.

This will be achieved through investment in innovative and sustainable event activity that has a positive impact on the local economy and offers new and exciting experiences within the region.

As a result of the continued impact of Cyclone Gabrielle on the Hawke's Bay visitor economy as well as the region's events sector, Hawke's Bay Tourism wants to work collaboratively with the events industry to support sustainable growth and increase social benefits to Hawke's Bay communities via event participation and affiliated social initiatives.

The Hawke's Bay Events Fund aims to do this by targeting investment for key events to create the greatest impact for the region and build the sector capability. This activity will be underpinned by clear and measurable returns to the Hawke's Bay region that maximise the economic, social, cultural and environmental benefits.

The Hawke's Bay Events Fund is a contestable events fund of \$100,000. All applications will be assessed by the Hawke's Bay Events Fund Panel against the outlined criteria and guidelines.



Application Process

Applications for the Hawke's Bay Events Fund open on Monday 16th October and close Sunday 5th November 2023.

All applicants will be required to complete an application form. [Click here](#) to download the form from our website. For all queries please email hilaryn@hawkesbaytourism.co.nz

All applications will be treated as confidential, including the provision of documentation submitted as part of the application. Applications will be assessed by the information submitted in the application form. Applications that do not address each question appropriately, or are incomplete, may not be considered. Completion of a Hawke's Bay Events Fund Application Form does not guarantee event investment. Events will undergo a due diligence assessment prior to final approval being given by the Hawke's Bay Events Fund Panel. Hawke's Bay reserves the right to consult with key stakeholders such as Hastings District Council, Napier City Council, Central

Hawke's Bay District Council, Wairoa District Council and MBIE as part of its application review process. The Hawke's Bay Events Fund Panel will review each application individually, at the closure of the funding round. All applicants will be notified of the decision to fund or decline funding within 30 working days of the funding round closure date.

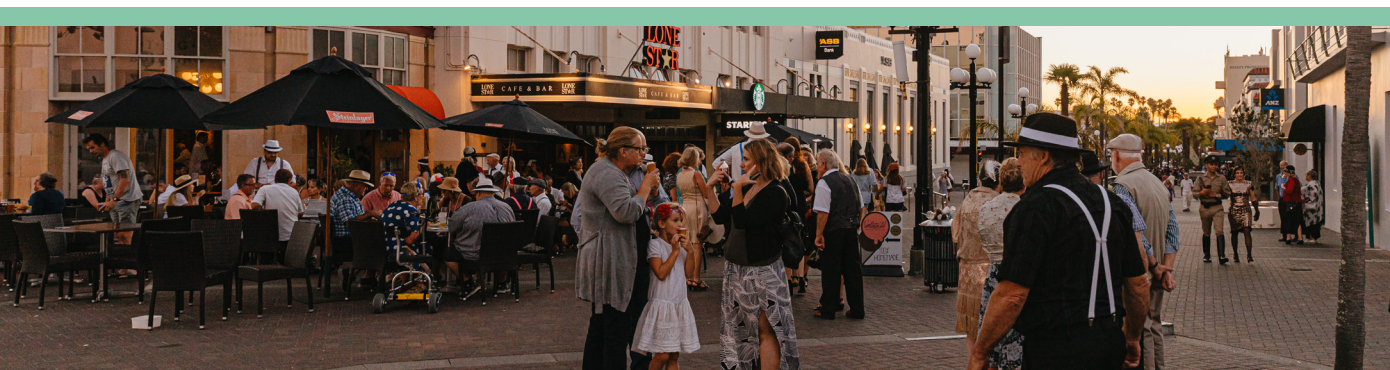
If funding is approved, an Investment Agreement will be issued to the applicant as per the outlined application process.

If funding is not approved, Hawke's Bay Tourism will liaise with the applicant to advise of the reasons for this decision and discuss other support options (potentially non-monetary) that may be available.

Please note: The Hawke's Bay Events Fund is a contestable events fund of \$100,000. There is a maximum of \$25,000 excl. GST per event application.

Timeline for the process

Fund opens for application	Monday 16th October 2023
Last day for applications	Sunday 5th November 2023
Deliberation and decision by Panel	Monday 06 November - Friday 1 December 2023
Funds are contracted	Monday 04 December 2023
Funding issued and event activity	Monday 18th December 2023



Hawke's Bay Tourism Support

Hawke's Bay Tourism recognises the events industry as a high value and important component of the visitor economy. Events have the ability to stimulate positive change across the region and would like to support the growth of this industry and those within in.

Our support includes (but is not limited to):

- Support to complete the Hawke's Bay Tourism Events Fund application where applicable
- Use of Hawke's Bay Tourism marketing channels to support the event
- Leveraging events within the Hawke's Bay region where applicable
- Facilitating connections to promote collaboration wherever possible
- Support of the event evaluation



Eligibility

The Hawke's Bay Events Fund supports events within the Hawke's Bay region which do one or more of the following:

- Drive domestic visitation to, and around, the Hawke's Bay region
- Contribute to the Hawke's Bay economy through increased visitor spend
- Offer new and/or innovative experiences
- Enhance the quality of peoples' lives via event participation and affiliated social initiatives
- Build the Hawke's Bay events industry capability
- Have longevity and work towards a legacy impact
- Are environmentally and economically sustainable
- Actively engage and seek partnership with Māori, hapu and iwi

To be eligible to apply for support from the Hawke's Bay Events Fund the following criteria must be met and the event must:

- Take place in the Hawke's Bay region
- Not compete directly with an existing event
- Be run by a legal entity such as a not-for-profit charitable trust, incorporated society or company, or work under an umbrella organisation that meets this criteria
- Be financially transparent and include declaration of all sources of funding applied for
- Be run by an event manager



Funding Priorities

Hawke's Bay Tourism's activity is underpinned by a desire to maximise the value of every opportunity and deliver clear and measurable returns to the Hawke's Bay region and its people. The objective is to target investment towards events and event activity that create the greatest opportunities to provide event legacy outcomes.

The Hawke's Bay Events Fund Panel acts on behalf of Hawke's Bay Tourism and will consider approving investment for events and event activity that first and foremost, demonstrate the ability or desire to:

- Be held in Hawke's Bay year on year, or have a rotation that sees the event return to Hawke's Bay regularly
- Boost event numbers through strategic marketing campaigns
- Encourage opportunities for people to travel to Hawke's Bay for the event and extend their stay in the Hawke's Bay region
- Complement a regional calendar of events and fill gaps created by seasonality
- Present an event budget and/or consider undertaking a financial feasibility study
- Undertake responsible hosting of events where alcohol is available for purchase
- Deliver an event via an experienced event manager
- Comply with applicable laws, regulations, rules and professional code of conduct or practice
- Implement environmentally sustainable initiatives to reduce waste and carbon footprint
- Actively engage and seek partnership with Māori, hapu and iwi
- Offer new and exciting events within the Hawke's Bay region
- Provide legacy outcomes to the region
- Builds brand awareness for Hawke's Bay Food and Wine Country among target audiences.

Scope of Funding

The following activities will be considered in scope for event funding:

- Direct event costs such as venue hire, stage, lighting and performance costs
- Event related health and safety costs, traffic management, road closure, temporary fencing, ambulance and medical services, public liability insurance
- Waste minimisation, infrastructure costs including event utility requirements
- Event management and costs to secure additional sponsorship
- Event signage, advertising and promotional costs
- Research, feasibility studies or evaluations
- Marketing and marketing support

Anything outside of these activities will not be considered for event funding such as:

- Retrospective event funding
- Business as usual operations and costs that are not specifically event related
- Support staff salaries and/or wages, rents or other overhead costs except as a proportion of the total event cost
- Require debt servicing or refinancing costs
- Are private functions, lunches, dinners meetings – 'private' is defined as any event where the general public are not able to attend or purchase tickets
- Stock or capital market investment
- Overseas travel
- Medical expenses
- Markets, raffles or prize money
- Payment of fines, court costs, IRD penalties or retrospective tax payment
- Purchase of vehicles and any related ongoing maintenance repair, overhead costs or road user charges





Assessment Criteria

All applications will be assessed across a range of criteria which considers the event and event activity impact on economic, cultural, social and environmental factors, including regional profile and sustainability.

Economic	<ul style="list-style-type: none">• Visitors from outside Hawke's Bay• Visitors overnighiting• Sponsorship potential for the future• Event potential for the future• Organiser capabilities• Spread of events within the calendar year and throughout the region• Preference will be given to events occurring in spring/summer/autumn seasons of 2023/2024• Preference will be given to events that have not already received funding from MBIE
Cultural	<ul style="list-style-type: none">• Showcase the Hawke's Bay region• Event identity – a unique Hawke's Bay event• Diversity and inclusion of the event• Partnership with Māori, hapu and iwi
Social	<ul style="list-style-type: none">• Event creates employment opportunities and engages local contractors• Accessibility of the event• Enhancement of, or complimentary to, existing events• Involvement from a significant part of the local community (e.g. as participant, volunteers or general supporters)
Environmental	<ul style="list-style-type: none">• Plans to best manage the environmental impact of event (e.g. is it a zero waste event)• Local infrastructure to support the event

Investment Agreement

Each successful applicant will be required to enter into an investment agreement with Hawke's Bay Tourism. This agreement will outline the key terms of the investment, including detail about how the event will deliver on the agreed outcomes, reporting requirements and full accountabilities for utilisation of the investment.

The investment agreement will also include details of how Hawke's Bay Tourism will work in partnership with event organisers to maximise the positive impacts for the region and minimise disruption or other negative outcomes. Event investment decisions will be made by the Hawke's Bay Events Fund Panel and the required contractual terms of any investment are solely at Hawke's Bay Tourism's discretion.

Terms and Conditions

All investment decisions are at the discretion of the Hawke's Bay Events Fund Panel convened by Hawke's Bay Tourism, and they reserve the right to:

- Accept or reject any application at its sole discretion.
- Change the criteria, parameters, date, timeline or any other aspect of the investment application or decision-making process, and to waive any application requirements at its discretion.
- Require applicants to provide additional information.
- Suspend or cancel the investment process in whole or in part.
- Impose conditions on the approval or payment of investment, such as a requirement to successfully obtain a level of private investment or generate a certain number of entries for an event.
- Engage a third party to audit the applicant's financial statements.
- Publish or otherwise publicly release information in relation to the investment amounts requested from and/or invested by Hawke's Bay Tourism.
- Carry out due diligence investigations on any participants that submit proposals.
- Seek independent advice or cross-reference on any information provided by the applicant.
- Do any other act that it sees fit in relation to the investment process. Applications and applicants for the Hawke's Bay Events Fund must:
- Cover all their own costs associated with the application and investment process (including preparation of their application, providing further information and access to referees, and negotiation of any investment agreement etc).
- Include sufficient information about the event, how the investment will be used and the expected outcomes to enable proper consideration of the application by the Panel and which are sufficient to form the basis of an investment agreement if the application is successful. Any undertakings, dependencies, assumptions or conditions must be clearly identified.
- Nominate a contact person within their organisation for purposes of the application, and applicants must only engage with Hawke's Bay Tourism in respect of the application via Hawke's Bay Tourism nominated contact person(s).

Terms and Conditions cont.

- The one-year Hawke's Bay Events Fund administered by Hawke's Bay Tourism is capped. Hawke's Bay Tourism is not obliged to invest all of the funding.
- Hawke's Bay Tourism has the right to share application details with local councils, and to consult with them on applications.
- The applicant should detail any actual or potential conflict of interest (including anything which might have the appearance of a conflict of interest) which could compromise the decision on the application or bring the process into disrepute. For example, the applicant should identify any situation where a person involved with the event has a connection with someone who is an elected representative, serving on the board of, is a contract provider to, or working within Hawke's Bay Tourism, Local Councils.
- All applicants must disclose to Hawke's Bay Tourism any other central government or local government funding sources for the event or the applicant's organisation, either confirmed or in process, as well as any corporate or commercial investment arrangements.
- Applicants must not directly or indirectly seek to influence the Panel's investment decisions in any improper or unethical manner (or in any way which might have the appearance of being so), nor attempt to solicit or garner non-public information from Hawke's Bay Tourism, Local Councils which might give an unfair advantage in the application process.
- Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to the Panel's consideration of its application or which might have a bearing on the outcomes Hawke's Bay Tourism expects to be delivered from the proposed investment (including any disputes or potentially contentious matters, or any potential public relations issues). If circumstances or information changes after making an application, the applicant must immediately notify Hawke's Bay Tourism.
- Each applicant consents to Hawke's Bay Tourism carrying out due diligence in respect of the application, including the organisations and personnel involved, financial due diligence and relevant track records either as part of the application assessment process or as part of any subsequent contract negotiation. The applicant consents to Hawke's Bay Tourism making due enquiries from third parties in this regard and shall provide access to all information which may be requested, and to referees.
- No investment decision is binding on Hawke's Bay Tourism until a formal written agreement to Hawke's Bay Tourism satisfaction is entered into by Hawke's Bay Tourism and the applicant.
- Successful applicants will be required to work with Hawke's Bay Tourism to include Hawke's Bay destination brand content in event marketing and at events including cross-promotion of other events where possible and agreed by both parties. Hawke's Bay Tourism preference is for integrated marketing plans to be developed to optimise event and destination promotion.
- Hawke's Bay Tourism is not obliged to grant all or a certain percentage of the funds applied for. Acceptance of an application also does not mean that the applicant is entitled to the full amount applied for or can expect to receive a specified amount or percentage.
- The Terms and Conditions outlined here in the Hawke's Bay Events Fund - Events Development Guidelines will also form part of the Terms and Conditions of the Investment Agreement entered into with each successful applicant.



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