

## **P25-002     EVENTS RESERVE POLICY**

Adopted by Council 12 August 2025

### **POLICY PURPOSE**

The purpose of the Event Reserve Policy is to guide the management and use of the Events Reserve to support the attraction and delivery of significant and/or major events in the New Plymouth District which would not be able to be attracted from other existing budgets.

### **POLICY OBJECTIVES**

The objectives of the Events Reserve are to:

- a) Support the attraction of significant and/or major events to the district that:
  - i) Enhance the district's image locally and internationally.
  - ii) Attract significant visitor numbers and spending.
  - iii) Utilise Council-owned venues effectively.
  - iv) Address seasonal tourism gaps.
- b) Complement but not substitute the contestable Major Events Fund administered by Venture Taranaki.
- c) Recognise that some significant events require significant future investment such as sporting World Cup or significant tours (such as a Lions Tour) and major non-sports international entertainment acts.
- d) Increase NPDC revenue to invest in this reserve.

### **EVENT TYPES**

The Event Reserve is designed to be flexible and responsive to the evolving needs of the events landscape, as such it can be used for the following types of events:

- a) Support for a series of smaller events  
The Reserve can be used to enable a calendar of smaller-scale events that collectively contribute to community vibrancy, local economic activity, and venue utilisation in a significant way.
- b) Attraction of major event opportunities  
Alternatively, the reserve may be partially or fully retained each year to support the attraction of high-impact major events that require significant upfront investment.

## **ELIGIBLE EXPENDITURE**

Funds from the reserve may be used to:

- a) Provide promoter incentives to bring significant and/or major events to New Plymouth unable to be met from other budgets. This includes but is not limited to:
  - i) Paying appearance fees.
  - ii) Subsidising or covering accommodation and travel costs for artists or athletes.
  - iii) Contributing towards city and event host responsibility.
- b) Contribute to and/or subsidise operational, logistical and production costs. This includes but is not limited to:
  - i) Procurement of technical services i.e. big screens, AV equipment, technical staff.
  - ii) Hireage of infrastructure e.g. the platform over Bowl of Brooklands Lake and temporary seating.
  - iii) Support marketing and promotional activities.

## **ASSESSMENT CRITERIA**

Applications to access the Event Reserve will be assessed on the following to maximise the long-term benefits for the New Plymouth District:

- a) Event type (e.g., concert, sporting event, theatre performance) and timing (taking into consideration competing events and affordability).
- b) The potential economic impact of the event(s), including the number of out-of-town visitors (target: minimum 30% of total audience), visitor spend, bed nights, and local business engagement (including employment generation).
- c) The return on investment (ROI).
- d) Other funding sources.
- e) The strategic value of the event in terms of branding, media exposure, and alignment with district goals.
- f) Locations of other event occurrences in Aotearoa/New Zealand.
- g) Cultural and heritage representation, especially unique regional aspects.
- h) Alignment with other NPDC goals and objectives.

## **APPROVAL PROCESS**

The approval process recognises that strict confidentiality and timely negotiations are required in the events sector. Applications will be developed by the Venues and Events Team and submitted to the Manager Venues and Events a minimum of 6 months prior to the event date. Requests that do not meet the 6-month timeframe must outline the extenuating circumstances for consideration.

Each application will be assessed on a case-by-case basis and approvals provided as per the New Plymouth District Council Delegations Register. Information outlined in the application will be commercially sensitive and will not be publicly available.

## **REPORTING**

Where funds have been drawn down from the Reserve to support an event, Council Officers will provide a post event report that will include Councils commitment, spend and return of investment.

## **POLICY REVIEW**

This policy will be reviewed in three years from the date the policy is adopted.