

Southern Lakes Regional Events Fund

# Business Event Incentive Scheme Application Guidelines

Queenstown / Wānaka / Central Otago





# Southern Lakes Regional Events Fund

***The purpose of the Southern Lakes Regional Events Fund is to stimulate inter- and intra-regional domestic visitation. It does this by supporting events which will encourage expenditure missed by international visitor markets.***

The Southern Lakes Regional Events Fund has been created from part of the Government's \$50m Regional Events Fund (REF)<sup>1</sup>.

The Southern Lakes International Marketing Alliance has been allocated \$8.5million over a two to four year timeframe.

This funding supports commercial events which maximise economic benefit to the region, optimise the region's assets and venues, and encourage out of region visitation.



<sup>1</sup> The Regional Events Fund was allocated to nine international marketing alliance (IMA) groupings of RTOs across New Zealand.

# About the Business Events Incentive Scheme (BEIS)

***Within the Regional Events Fund, the Southern Lakes Events Investment Panel (SLEIP) has earmarked budget to encourage conversions for high value business event leads. The aim of this is to accelerate conference and incentive visitation into the Queenstown, Wānaka and Central Otago regions.***

This scheme will be open for applications over three funding rounds in 2021 and 2022. Successful applications will receive the support of \$150 per actual attendee to the event.

## **This funding can be used to/for:**

- Travel expenses to the region
- Boost delegate numbers through strategic marketing campaigns (public events only)
- Offset costs which would have otherwise prevented the event from being able to take place in Queenstown, Wānaka or Central Otago

## **Round 3 Open: 21 February - 18 March 2022**

- Open to conferences and incentives taking place between 1 April 2022 and 31 December 2022.





# Queenstown

***Queenstown is one of the world's leading business event destinations. Sophisticated and cosmopolitan, adventurous and innovative, majestic yet welcoming – Queenstown has the credentials to make your business event the most memorable yet.***

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From the moment you step out of your plane, see the mountain peaks soaring around you and breathe in the pure mountain air, you'll know why Queenstown is one of the world's best event destinations.

Event organisers are well catered for in Queenstown with a wide range of spectacular venues to choose from, as well as sophisticated event experts who can provide that special touch in planning your event, incentive, or conference.

Your attendees will be spoiled for choice during their time in Queenstown. The alpine town offers an abundance of relaxation activities and exhilarating adventures - regardless of personal interest, age or skill level, there is an activity for everyone. From golf, biking, skiing, spa and wellness, adrenaline activities, to food and wine, the list is extensive and extraordinary.

If you are looking for the perfect location to impress, there is nowhere else quite like Queenstown.



Find out more at...  
[www.queenstownNZ.co.nz](http://www.queenstownNZ.co.nz)



# Queenstown Convention Bureau

*The Queenstown Convention Bureau will help you find the right venues, suppliers, and accommodation, and give you expert local advice.*

Our services are free and impartial. Whether you're planning a conference, an incentive trip, a meeting, or an executive retreat, we're here to help you make your business event unforgettable.

If you want to discuss your event requirements or for further information and support around the Business Event Incentive Scheme, please contact:

Sarah McDonald  
QCB New Zealand Business Development & Marketing Manager

027 4488 030 | [sarahm@queenstownNZ.nz](mailto:sarahm@queenstownNZ.nz)



## Newsletter

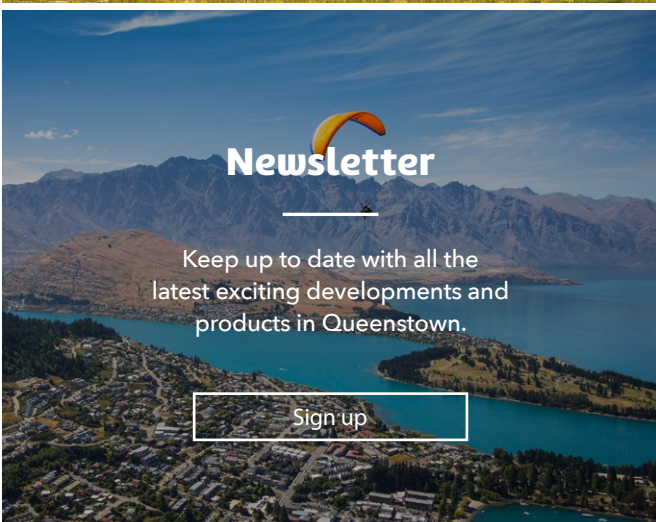
Keep up to date with all the latest exciting developments and products in Queenstown.

[Sign up](#)

## Meet Queenstown

Queenstown's Essential Business Events Guide. Information on events in Queenstown, venues and services, accommodation, and activities.

[Download Guide](#)



# Lake Wānaka

***It begins with the landscape, there's an energy, a feeling, that sets Wānaka apart.***

Located in the stunning Alps of the South Island, just a 60 minute drive from Queenstown International Airport, visitors from around the world are drawn to the Wānaka region by its outstanding beauty. Unique and captivating at the same time, it inspires you to discover and gives you the freedom to explore. Wānaka's mountain and lakeside setting and proximity to Mt Aspiring National Park, makes it the ultimate base for outdoor activities. Explore nearby Mt Aspiring National Park - a UNESCO World Heritage Area - and discover pristine rivers, waterfalls, native forests, glaciers and mountains. Guided tours into the National Park are available - choose from jet-boat tours, scenic flights, heli-hiking or a fly-walk-jet combination!

Alternatively explore Wānaka at your own pace, with over 750km of tracks and trails that are perfect for walking, hiking and mountain biking.

For the adventure seekers there's canyoning, skydiving, via ferrata, off road 4WD tours and airborne adventures. Summer is perfect for jetboating, kayaking, and paddleboarding and in winter the snow-covered mountains, draw skiers and snowboarders from around the globe to three world class ski fields. But it's not just the outdoor enthusiasts who have plenty to do, stroll the streets and be inspired by galleries, stylish shops and be spoilt for choice with a great selection of cool cafés, excellent restaurants, artisan produce, world class vineyards, boutique breweries and an award-winning distillery that will keep even the most discerning gourmet satisfied.



Find out more at...  
[www.lakeWānaka.co.nz](http://www.lakeWānaka.co.nz)



# Central Otago

***There are few places in the world which will leave you with a lasting sense of difference. Central Otago is undoubtedly one of them from its landscapes, seasons, people, products and experiences.***

The Central Otago region is just 60 minutes from Queenstown by road and offers many unique areas to explore. A World of Difference awaits with a rugged sense of individualism instilled as the people here learned to live with nature's extremes.

Understandably this place has shaped who we are and what we do. That same pioneering spirit which braved the elements to break the land is still alive and well. This place genuinely delivers difference in all things - the products and experiences are truly Central Otago. The fine flavours, fine wools, rich history and reputation have spread well beyond our borders. When the world gets busier, Central Otago is a refreshing counterpoint - a rare and precious thing.

In Central Otago, thrill-seeking is more like thrill-meandering. Whether you're wandering, pedaling, paddling or driving, every which way you look makes the heart beat faster. From rugged, rocky outcrops, to the vast, open plains, iconic flat top mountains, and bigger-than-big sky, and at the end of it all, a world class glass of wine.



Find out more at...  
[www.centralotagoz.com](http://www.centralotagoz.com)

# Information for Applicants

## **Business Events eligibility and assessment criteria for Applications**

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This scheme is applicable only for New Zealand based delegates visiting the regions of Queenstown, Wānaka and Central Otago from other regions in New Zealand.

- Group size of minimum 75pax and above, travelling and attending the program together.
- Minimum stay of three nights for the main business event. This must be in Queenstown, Wānaka or Central Otago with two night stays taking place on weeknights (Sunday - Thursday night).
- Stay for the main Business Event (Conference or Incentive) will be outside New Zealand public holidays and school holidays.
- The majority of the delegates attending the event must be from within New Zealand.
- Declaration will be required of the following statement: *'The event is not yet determined to take place in Queenstown, Central Otago or Wānaka and is at the tendering/research phase of planning. A successful application which meets the above criteria will support the conversion of this event to come to the region.'*
- The organisation must have a registered New Zealand business number.
- The criteria states that the Business Events Incentive Scheme under the Southern Lakes Regional Events Fund will give priority to events that meet all of the above criteria.

## **Eligible organisations**

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Associations, Conference Organisers, Corporate Companies or Incentive Organisers can submit an application form. Applications should come from the Corporate Company or the Organisation that is taking on the financial responsibility to organise and deliver the Business Event. The funds will be paid directly to the organisation which has the financial responsibility of the event (the end client, not the event management company if one is engaged).

All applications will be reviewed by the Southern Lakes Events Incentive Panel (SLEIP) with outcomes communicated via email.

Complex applications will go to a monthly meeting for review.

Once the application is confirmed, a funding agreement will be issued.

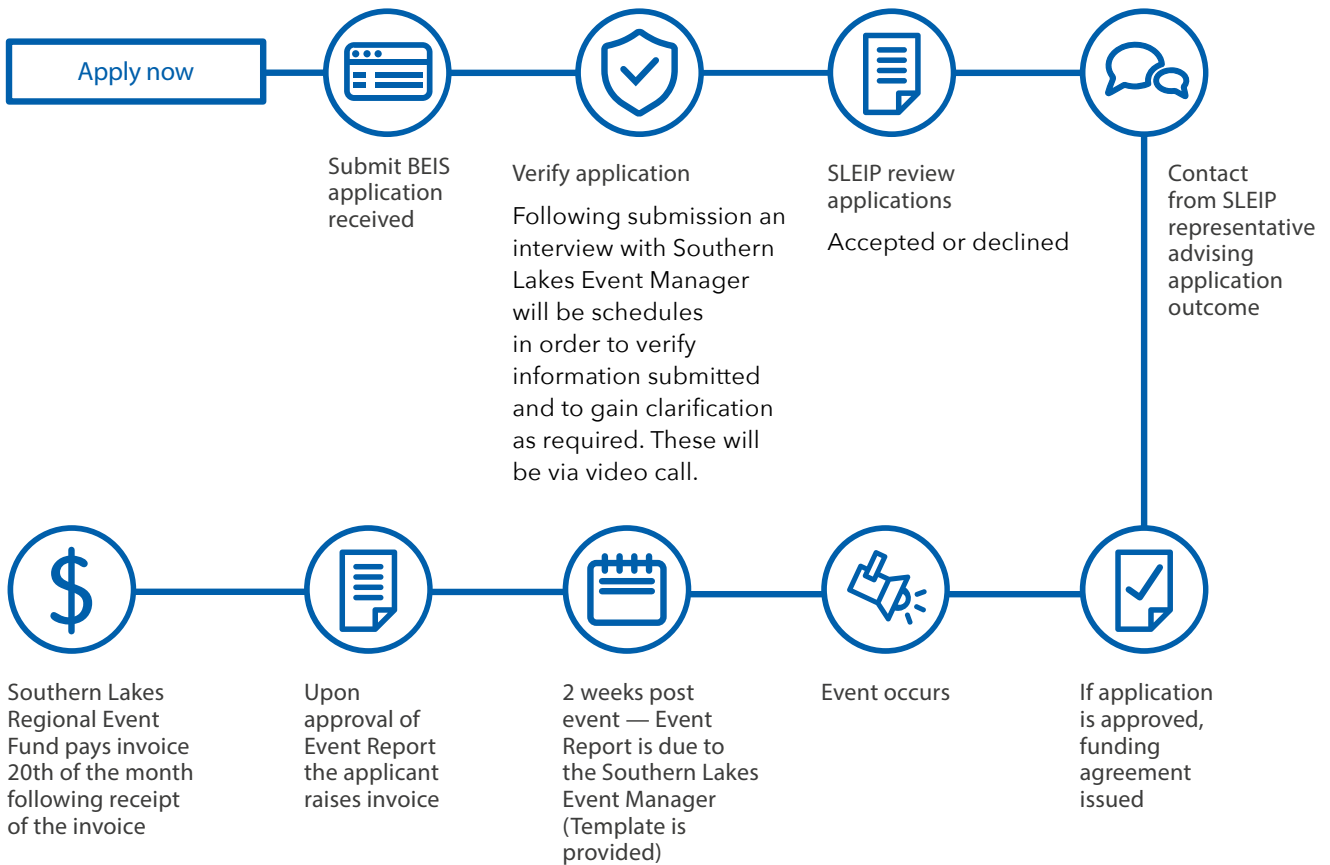
A post event report will be due to the Southern Lakes Event Manager two weeks after the completion of the event.

Upon the acceptance of the report by the SLEIP, the funding will be paid based on the final number of attendees who physically attended the event. This will take place on the 20th of the month following receipt of the funding invoice submitted to the SLEIP.

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# The Application Process



Thank  
You

***We look forward to receiving your application and discussing your proposal in more detail. For more information, please visit our website. If you have any questions, in the first instance please contact:***

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or

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