

Southern Lakes Regional Event Fund **Application Guidelines**

Queenstown / Wanaka / Central Otago



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Introduction – about the Southern Lakes Regional Events Fund

The purpose of the regional events fund is to stimulate inter and intra regional visitation through funding events that will encourage expenditure missed by international visitor markets.

The fund is available to the nine International Marketing Alliance (IMA) groupings of the Regional Tourism Organisations (RTO's). The Southern Lakes IMA (Queenstown, Wanaka, Central Otago & Fiordland) have been allocated \$8.5million over a 2-4-year timeframe.

Destination Fiordland's portion of the fund (\$850,000) has been allocated as a separate amount, while the Queenstown, Wanaka and Central Otago allocation will remain pooled at \$7,650,000, to be invested via bi-annual contestable funding rounds.

Events that receive Southern Lakes Regional Events Fund investment must demonstrate that the event meet the Fund Criteria. Please ensure you read the information contained in these pages and download the Southern Lakes Regional Events Funding Guideline before applying.

Fund Foundation Principles

The Southern Lakes Regional Events Fund is an investment fund to support commercial events that maximise economic benefit to the region, optimise the region's assets and venues and drive out of region visitation.

The Foundation Principles of the fund include prioritising events that;

- Drive out of region visitation
- Bring measurable economic benefit to the region.
- Collaborate with, but do not compete with other regional or large national events.
- Compliment a regional calendar of events that is well-balanced to create year-round stimulation.
- Offer leverage opportunities to local business.
- Engage the local workforce.
- Demonstrate community and social licence.
- Demonstrate a prospect for enduring legacy.
- Utilise current regional infrastructure.
- Use 50% local suppliers.
- Demonstrate strategies to mitigate, reduce and offset carbon footprints.

Application expectations

All applications will be considered on:

- Strength of the funding proposition
- Implications of investment against the pool of funds remaining in the total fund for allocation
- Previous funding and funding from other sources

The Fund Criteria

The Southern Lakes Regional Events Fund is an investment fund to primarily support commercial events that maximise economic benefit to the region, optimise the region's assets and venues and drive out of region visitation. To be eligible for investment the event must be held within the Queenstown Lakes and Central Otago districts. Some events, depending on if the event is new, it's size and the expected investment, will be subject to a pre economic and social impact evaluation. All events will be subject to post economic and social impact evaluation. This relates to the ability of an event to drive and stimulate benefits to the region in the form of new expenditure and or future investment to the region.

Before you apply for regional events fund investment, please make sure you fully understand the eligibility and assessment criteria.

Eligibility and Assessment Criteria

Foundation principles and a robust set of criteria have been created to focus the investment of the Southern Lakes Regional Events Fund. Criteria will be updated as required. Current criteria apply to all investment decisions made within the 2021 period.

The Foundation principles state that the Southern Lakes Regional Events Fund will give priority to events in the Southern Lakes region that are or have the potential to;

- Drive out of region visitation
- Bring measurable economic benefit to the region.
- Collaborate with, but do not significantly conflict with other regional or large national events.
- Compliment a regional calendar of events that is well-balanced to create year round stimulation.
- Offer leverage opportunities to local business.
- Engage the local workforce.
- Demonstrate community and social licence
- Demonstrate a prospect for enduring legacy.
- Utilise current regional infrastructure.
- Use 50% local suppliers.
- Demonstrate strategies to mitigate, reduce and offset carbon footprints.

The organisation responsible for the event must be a legal entity with a demonstrated ability to deliver significant events.

An event is unlikely to receive investment if it

- Is a community focused event, that does not appeal to attendees outside of the region;
- Is looking to support infrastructure or capital works costs;
- Is seeking investment to underwrite an event;
- Will adversely affect an existing event due to timing or any other reason;
- Does not allow sufficient time to develop and activate leverage and legacy planning;
- Does not allow sufficient time to apply for and attain council consent – e.g. resource consent or permits;
- Does not procure 50% of local suppliers;
- Engages out of region human resource at the expense of local resource;
- Is not supported by an experienced event management team;
- Does not provide a complete and up-to-date health and safety plan that incorporates a risk management plan;
- Is generating a large profit or surplus, suggesting that investment is not required;
- Does not meet minimum criteria via mandatory economic impact pre event reporting;
- Does not attempt to mitigate, reduce or offset its carbon footprint;
- Cannot be supported by regional infrastructure;
- Fails to prove that the event has the social licence to take place within the region;
- Primary purpose is to promote religious, ministry or political objectives;

How to apply for funding support

The Southern Lakes Regional Events Fund is contestable. Funding rounds are bi-annual. Applications can be made only once a year at either the March or September funding round.

Before you apply please make sure to read this guide and prepare any required supporting documents.

Expressions of Interest

Applicants must complete the [Expressions of Interest \(EOI\) registration form](#) in the first instance. EOI's can be made year round and applicant support can be sought via the Southern Lakes Business Development Events office (info@southernlakesevents.co.nz).

Applications

An invitation to present a full application (following approval of an EOI), does not guarantee Southern Lakes REF investment. Events will undergo a rigorous due diligence assessment prior to any referral to the Southern Lakes Events Investment Panel (SLEIP), who allocate the fund at their sole discretion.

Investment Limit

The minimum funding allocation is \$25,000.

Process



Terms and Conditions of Funding

- The REF is capped. The SLEIP is not obliged to grant all its fund in any period.
- The Southern Lakes events office has the right to consult with QLDC and CODC on applications without sharing commercially sensitive material, regarding venues, consent, permits and traffic management etc.
- All potential or actual conflict of interests which could compromise the decision on the application or bring the process into disrepute must be declared;
- All applicants must disclose any other funding sources for the event (either confirmed or in the process), as well as any corporate or commercial sponsorship arrangements.
- Applicants must not directly or indirectly seek to influence the SLEIP funding 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 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 and 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 SLEIP's consideration of its application.
- If circumstances or information changes after making an application, or after the SLEIP awards funding, the applicant must immediately notify the Southern Lakes event office.
- Each applicant consents to having due diligence carried out on its application, including the organisations and personnel involved, and relevant track records. The applicant consents to the Southern Lakes Events office making due enquiries from third parties in this regard and shall provide access to referees upon request.
- Additional terms and conditions of funding are contained in the Funding Agreement Contract.

Final investment in an event will come with conditions pertaining to what event relation costs can and cannot be used for.

Event related costs not eligible for investment;

- Capital costs
- For the purchase of alcohol
- For staff salaries or wages
- Stock or capital market investment
- Payment of fines, court costs, IRD penalties or retrospective tax payment
- Purchase of insurance cover
- Purchase of vehicles and any related ongoing maintenance repair, overhead costs or road user charges
- Rent or accommodation costs
- Service or maintenance costs including utilities such as power or phone
- Any retrospective costs
- Overseas travel
- Debt servicing or refinancing costs
- Medical expenses
- Prize money or entrance fees
- Payment of any legal expenditure including costs or expenses related to mediation disputes, ACC,

- Employment Tribunal, Small Claims Tribunal, professional or disciplinary body hearings
- Money to be redistributed as grant funding, sponsorship, bequest, donations, to aid funding or aid to other recipients.
- Events that have breached previous funding agreements, including post-event reporting criteria.

Timeframes for applications

The Southern Lakes Regional Events Fund is allocated bi-annually. Applications for each round will be open for 4-6 weeks prior to allocation of the fund. Applicants must complete an Expression of Interest in the first instance.

Application window open	Outcome communicated	Event Dates
January 11 2021 - February 11 2021	Early March 2021	March 1 2021- February 28 2022
July 1 2021 - 15 August	Early September 1 2021	September 1 2021 - August 2022

Expressions of Interest Stage

Applicants can register expressions of interests all year round.

Applicant support is provided as appropriate, via the Southern Lakes Business Development Office (info@southernlakesevents.co.nz).

Submission Stage

Once approval has been given to proceed via the EOI process the applicant will be asked to submit a full application. Eligible applications will be assessed using the information given to the answers to each question in the application form, as well as required supporting documentation. Applications that do not address each question adequately may not be considered.

To ensure all application criteria is met the following is requested in this process;

- Events Business Plans
- Communications Plans (essential for all events)
- Event Budgets
- Health and Safety / Risk Management Plans
- Lists of key suppliers
- Copy of public liability insurance certificates
- Evidence that the event/applicants are aware of and will comply with all of QLDC and CODC regulatory and statutory requirements relating to preparation and delivery of the event, including obtaining the necessary permits and consents within the allowable timeframes.

After the submission has undergone due diligence, successful applicants will be referred to the Southern Lakes Events Investment Panel made up of representatives from the regions RTO's and 2 x independent members. All investment decisions are made by the SLEIP are full and final.

Successful applicants

Once funding has been approved, all successful applicants will receive a funding agreement. This is a formal contract which outlines what is expected of event organisers and the amount of funding the SLEIP is granting. The funding agreement will also outline the post-event reporting requirements for event organisers.

Issuing funding

75% of funding will be available at time of confirmation of funding

25% within 2 weeks of completion of the event post event criteria (refer Post Events below).

Post Event requirements

After the event, all successful applicants will be required to formally report to the SLEIP on the following:

- An overall summary of the event addressing how the conditions outlined in the contract have been met including proof of delivery/success of the event for all measures stated in the application form;
- A description of the overall success/failure of the event via a post event economic/social impact evaluation;

- Copies of receipts showing the expenditure of the funding or verified event P&L Audited attendance figures including an outline of the methodology used and a breakdown of confirmed figures and estimated totals;
- An analysis of how the Funding has enabled the Recipient to achieve the expected outcomes of investment;
- Any other information requested by SLEIP.

SLEIP Discretion

The SLEIP reserves the right to:

- Accept or reject any application at its sole discretion
- Change the criteria, parameters, date, timeline or any other aspect of the funding application or decision making process, and to waive any application requirements at its discretion.
- Require applicants to provide additional information if required
- Suspend or cancel the funding process in whole or in part
- Impose conditions on the approval or payment of funding, such as a requirement to generate a certain number of entries for an event.
- Do any other act that it sees fit in relation to the funding process.