



# Open Briefing: Events Strategy, Introducing our strategic direction

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**19 February 2025 – 4.30 pm**

## Attendees

**Elected Members:** Mayor Barry, Cr Barratt, Cr Briggs (via audio visual link), Cr Brown (via audio visual link), Cr Dyer, Cr Edwards, Deputy Mayor Lewis (via audio visual link), Cr Mitchell, Cr Morgan, Cr Parkin, Cr Shaw, Cr Stallinger (via audio visual link), Cr Tupou, K Yung (via audio visual link) (Petone Community Board and S Freeman (via audio visual link) (Petone Community Board).

**Staff:** J Griffiths, Director Strategy and Engagement; J Kingsbury, Director Economy and Development, H Ellison, Events Lead, F Gregory, Head of Customer, Communications and Engagement, K Stannard Head of Democratic Services and H Clegg, note taker.

## Apologies

M Fisher, Chair, Petone Community Board

## Presenter

Hayley Ellison, Events Lead

## Key Objectives of the Briefing

The purpose of the briefing is to provide an update on the progress of formulating an Events Strategy and the rationale behind its development.

# Introduction

## Presentation by Hayley Ellison, Events Lead

### **Slide 1 – Events Strategy, Introducing our strategic direction.**

An Events Strategy will provide strategic direction to help bring events to the city.

### **Slide 2 – Why, What and How?**

To enable members to respond to questions from the public regarding events, the city strategically attracts sporting, cultural, and music events. When discussing these events with their coordinators, clear priorities are evident, enabling focused engagement with relevant industries.

### **Slide 3 – Why are we doing this?**

Work with industries to attract events to the city, rather than having Council officers undertake that work. Form partnerships within the industries and target funding.

### **Slide 4 – What do we want to achieve?**

Maximum economic and social benefits for the city, the ability to identify and create opportunities within the city, recognising Lower Hutt's position in the region, and attracting add-on events when major events are held in other parts of the region.

### **Slide 5 – How can we make it happen?**

Forming sustainable partnerships with industries, annual or regular events are preferred. This involves reviewing funding strategies to achieve the best outcomes, as there is not enough funding to support all potential events. The goal is to identify the best ways to support events, navigate regulatory requirements, and assist in utilising existing great venues and developing networks for marketing.

### **Slide 6 – When? Early engagement is already underway to inform the Strategy**

Consideration by Council's Policy, Finance, and Strategy Committee meeting in June 2025, with a recommendation to Council in July 2025.

## Next steps

### Slide 7 – Next Steps

Investigate the types of events most enjoyed by the community, assess the factors that influence attendance, encourage members to promote public participation in the consultation phase, which remains open until 2 March 2025, and define success and measure it.

## Questions and discussion points

### Slide 8 – Questions

The Events Lead provided the following advice:

- direct contact was made with known event industry contacts through phone calls and follow-up emails. Officers are collaborating with WellingtonNZ to identify new contacts and promote events through the Regional Events Calendar. Additionally, retaining existing events is a top priority.
- focusing on the formation and maintenance of partnerships is crucial.
- evaluating strategies to secure long term partnerships for annual events is a top priority.
- officers had not yet engaged with Upper Hutt City Council.
- Nuku Ora was already included on the partnership list alongside top sporting agencies, as these organizations could bring events to the city, benefiting from the flow-on effects such as food, entertainment, and accommodation spending.
- Rotary was included on the list of organisations to be contacted.
- officers were collaborating with various national and regional sporting bodies, especially those organising adult sports events and multi-day competitions, to arrange child-friendly activities and sporting fixtures that aligned with these events.

The Director Strategy and Engagement provided the following advice:

- officers aimed to encourage and sustain community funding for events such as the Petone Fair.
- the Events Strategy will provide guidance on the types of attractions and events that can maximise the additional investment allocated in Council's Long Term Plan to drive positive economic outcomes.

# Briefing materials

## **Attachment 1** – Presentation

The briefing closed at 4.46pm