

Events Strategy

Introducing our strategic direction

Elected Members briefing
February 2025



Why?

**Open for
events
business**

What?

**Thriving
calendar of
events**

How?

**Sustainable
partnerships**



Why are we doing this?

**Te Awa
Kairangi ki
Tai is open for
events
business**

- Events enhance social, cultural and economic wellbeing
 - Council is an enabler
 - Target funding effectively
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What do we want to achieve?

**A thriving
calendar of
events
enabling a
vibrant city**

- What is our unique selling point?
- Attract new opportunities
- Leverage Wellington-based events to benefit Lower Hutt

How can we make it happen?



Sustainable partnerships

- Build and maintain partnerships that bring events to our city
 - Encourage long-term commitments
 - Making it easy to navigate the red tape
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When?

December	January	February	March	April	May	June
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Initiate

Engage

Evaluate

Drafting and
Consultation

Finalising and
Approval



Next Steps

February–March

- Early engagement is underway

March–April

- Develop the vision, objectives & measures of success

May

- Draft strategy to Council



Pātai / Questions?

