

Events Strategy Implementation

Elected Member Briefing

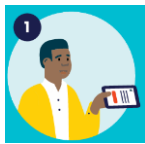
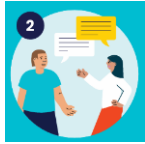
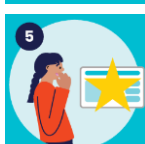
2 July 2026

Events Strategy

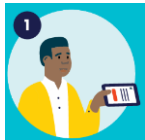
- **Adopted** by Council in July 2025
- **Progress** one year on



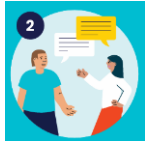
Strategy: Focus Areas

	Simplify	Status:  On track
	Partner	Status:  On track
	Grow	Status:  On track
	Enable	Status:  On track
	Promote	Status:  On track

Implementation



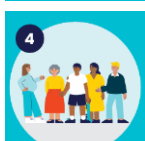
Can do approach = new and repeat business



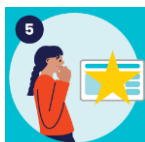
Building relationships = multi-year partnership agreements



Thriving calendar: 110 events compared to ~ 64 last year



Community-led events increased from ~ 36 to 70



Increasing the visibility and offering improved support for event organisers

Key Outcomes

- HCC has supported **110** events compared to approx. 64 in FY24/25
- More community-led events (increase from ~ **36 to 70**)
- Event organiser satisfaction (working with HCC) **Score = 90**
- Our investment is approx. **\$275,000**
- Driving approx. **\$6m** estimated economic benefit
- **Return on Investment = 24** (\$24 for every \$1 spent!)



National Junior Girls Rugby tournament,
October 2025

- 63 teams
- 3 day event
- Tamariki 8 – 16 years
- \$1.2m economic benefit
- Multi-year commitment for 3 years

National Hip Hop Championships,
May 2026

- 1,200 competitors
- 2 day event
- 6th year at the Lower Hutt Events Centre
- World Qualifying event

National Touch Rugby Masters Championship,
March 2026

- 65 teams
- 3 day event
- \$1m economic benefit
- Multi-year agreement for two national tournaments for 3 years

Huttfest,
June 2026

- 80+ groups of 3,200 performers
- 12,500 + attendees over 4 days
- ECE, primary and secondary schools across Hutt Valley
- Celebration of cultural identity in the Hutt since 2012

Managing Success and Growth

- **Competition** for high-value events is increasing
- **Funding** expectations are growing
- **Venue availability** – demand for key venues is increasing
- **Capacity** – maintaining services levels as expectations rise

What's Next?

- **Deliver** secured events
- **Target** events to match our gap analysis
- **Implementation** of our marketing and promotion strategy
- **Potential investment** for more growth through LTP

Maintaining Momentum

- Events Strategy is **delivering outcomes** it was design to achieve
- **Demand and opportunities** continue to grow
- **Focus** on maintaining delivery quality whilst maximising opportunities
- **Sustaining momentum** will require continued partnership, capability and investment

The Strategy is working

***The opportunity now is to build on
the success we've created***