

A photograph of a man with a beard and a black singlet performing a handstand. He is upside down, with his arms extended horizontally. The background shows a modern building with large windows and a crowd of people at an outdoor event under a clear blue sky.

HUTT CITY EVENTS STRATEGY

2013-2023

HUTT CITY
TE AWA KAIRANGI



Hutt City's new events strategy will focus on activities that will boost the vibrancy of our city.

FOREWORD FROM MAYOR RAY WALLACE

Hutt City's new events strategy will focus on activities that will boost the vibrancy of our city.

The strategy aims to span the full spectrum of our community including high profile showcase and premier events covering:

- Active Outdoors and Sporting
- Heritage and Culture
- Artistic and Creative, and
- Science and Technology.

Hutt City has a vision of a city as a great place to live, work and play. Communitrak surveys show most people living here love our city.

Our events strategy sets out to provide the extra edge of excitement and plenty of buzz within our city. In so doing we hope to encourage an environment that provides cross-cultural interaction and social engagement.

I commend the strategy as a framework for ensuring Hutt City stands out as the place to be and visit on a regular basis.

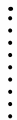
Ray Wallace

Mayor of Lower Hutt





Here we identify the strategies and priorities for Council's event activity.



PURPOSE OF EVENTS STRATEGY

This long-term strategic plan provides a framework for Council's decision making process and articulates Council's role in events. It identifies the strategies and priorities for Council's event activity (including types of events) and the outcomes expected.



A great event is anticipated, experienced and talked about – it has a life well beyond the event itself.

WHY DOES HUTT CITY DO EVENTS?

Hutt City Council actively supports and encourages the hosting of events within the city recognising that events contribute towards making Hutt City a great place to live, work and play. Events enable people to have a sense of pride in the city, a connection with their community, a sense of belonging and engagement, and they provide opportunities for fun and excitement. Events transform the negative into positive, prejudice to acceptance, isolation to connection. Events are also a great way to attract people from outside the city.

A great event is anticipated, experienced and talked about – it has a life well beyond the event itself.

INCREASED COMMUNITY PROFILE

- Events provide opportunities for the community to showcase its cultural assets, do business successfully and promote the region as a great place to live, work and play.
- Events generate regional or national media attention and can attract visitors to the community.
- Events provide a mechanism to positively showcase the city's identity, infrastructure and facilities.

SOCIAL BENEFITS

- Events provide enjoyment, increasing the sense of pride in communities as well as promoting unity through a shared experience. Most of all they create motivation and a positive attitude.
- Events provide opportunities for volunteers to up-skill and support the community, therefore enhancing an individuals self-worth.
- Events create opportunities for cross-cultural awareness and understanding.
- Events are a catalyst for long term community involvement.

ECONOMIC BENEFITS

- Events can deliver direct economic benefit by bringing more money into the economy than would otherwise have been present by:
 - Increased visitors who often stay longer and have a higher average spend, resulting in additional consumer-to-business spend.
 - Event income that is sourced from outside the region but spent in the region to deliver the event, such as sponsorship or national funding resulting in additional business-to-business spend.
 - Events can showcase industry, promote Hutt City as a science and technology centre, as well as provide indirect economic benefits to accommodation, retail, food, beverage and associated service providers.
 - Events can attract creative and talented people and businesses.
-



Events provide enjoyment, increasing the sense of pride in communities as well as promoting unity through a shared experience.



Hutt City Council plays a vital part in the success of individual events due to its role as organiser, funder, partner and promoter of many events.



THE COUNCIL'S ROLE IN EVENTS

Hutt City Council plays a vital part in the success of individual events due to its role as organiser, funder, partner and promoter of many events. Council's role in events may include one or more of the following:

Owner/Provider: Council provides quality public spaces and venues that are used to host events.

Direct supplier: Council directly undertakes the initiation, planning and delivery of events to the community.

Facilitator: Council supports events by providing a coordinating, regulatory and advisory role (e.g. consents, road closures, liquor licencing, environmental health etc.).

We also partner with other organisations to leverage events and can be a catalyst for cooperative arrangements for events.

Funder/Leader: Council sponsors, invests and provides funding support to events organised by others via a variety of contestable funding schemes. Council also has a role in championing and advocating for events in the city and region regardless of whether these events are financially supported by the Council.

Promoter/Communicator: Council communicates and promotes events in Hutt City (and in the wider Wellington region) through a variety of channels.



These events will make a significant contribution to Hutt City's event calendar and public image.

GUIDING PRINCIPLES

For the purposes of this strategy, events are categorised as showcase, premier, city and economic/strategic events.

Showcase and Premier Events will focus on one or more of the following key themes:

- Active Outdoors and Sporting
- Heritage and Culture
- Artistic and Creative
- Science and Technology (with an emphasis on high value manufacturing and services).

These events will make a significant contribution to Hutt City's event calendar and public image. They will help build Hutt City's positioning within the Wellington region, contribute to its sense of place, enhance its cultural and environmental heritage and contribute to the city's identity.

City events will support social interaction, community involvement, economic development and cultural exchange.

All event activities supported, endorsed and promoted by Hutt City Council must be in line with these guiding principles.

In addition, Hutt City Council will not support events where there is a clear clash with or duplication of existing events. Consideration will be given to the wider Wellington region events programme when deciding to initiate or support an event.



EVENTS FRAMEWORK

When assessing any particular event, the characteristics will guide which type of event it is. While few events will ever fit neatly into any particular box it is important to establish a framework to be used as a basis for assessing investment.

An event will have all or most of the distinguishing characteristics, as defined:

.....

CATEGORY	KEY CHARACTERISTICS
Showcase	Event generates significant region wide benefit – both social and economic.
	Economic return of 20:1 or greater.
	Generates significant national and/or international profile.
	Event is intrinsically recognisable as a Hutt City event.
	Generally involves large audiences in excess of 40,000 people.
	Contributes to one or more key themes (see Guiding Principles – page 11).

CATEGORY	KEY CHARACTERISTICS
Premier	Events generally developed and delivered by Hutt City Council.
	Event generates significant city and/or region wide benefit and regional and national media profile.
	More targeted appeal but still attracts a large audience.
	Event unique to Hutt City and has wide recognition and involvement by the community.
	Major contributor to the City's vibrancy and identity.
	Regular (ideally annually).
	Has mass appeal with social and/or economic outcomes.
	Attracts regional and/or national visitors as well as Hutt City residents.
	Generates high levels of media awareness.
	Contributes to one or more key themes (see Guiding Principles – page 11).

CATEGORY	KEY CHARACTERISTICS
City/Local	Typically will be delivered by third parties.
	Mainly community led and requires local input and ownership.
	Contributes to one or more key themes.
	Event is typically targeted at a specific part of the community or geographic area.
	Mainly social events typically celebrating specialness in local suburban areas.
	Builds a shared sense of local community and identity.
	Primary drivers are celebrating identity and community entertainment and delivers some economic benefit.
	Event will generate significant local and some regional media profile.
	Event can be one-off.
	Event is not unique to the City and may be able to be replicated.
	Major contributor to city pride and identity and realising social and cultural benefits.
Event is not for profit.	

CATEGORY	KEY CHARACTERISTICS
Economic & Strategic	Targeted appeal e.g. visitors to city/region.
	Event can be one-off.
	Event may not be unique to the City and may be able to be replicated.
	Primary driver is economic impact.
	Economic return of 20:1 or greater. Aim to attract new money into the economy.



Ensure Premier events have sufficient 'pulling power' to attract a regional and sometimes national audience.

STRATEGIES AND GOALS/ TACTICS

PROVIDE A CALENDAR OF EVENTS THAT ENHANCES HUTT CITY AS A GREAT PLACE TO LIVE, WORK AND PLAY

- Seek out a relevant partner and opportunity to develop a showcase event for Hutt City.
- Run three or four premier events a year, ideally one per season. Maximise the experience of these events and allow them to grow.
- Ensure Premier events have sufficient pulling power to attract a regional and sometimes national audience.
- Partner with The Dowse Art Museum to successfully attract events/exhibitions that will attract domestic and international visitors to the city/region.
- Proactively seek, identify and attract an event that will showcase the science and technology industries.
- Target a return on investment of 20:1 ratio for events where the primary driver is increasing economic activity i.e. where for every dollar invested by Council in an event, 20 dollars is spent in the local or regional economy.
- Develop, support and attract more events in autumn, winter and spring with a four seasons marketing framework to package events together.
- Develop robust measures to be able to monitor and evaluate the social and economic benefits of events.

DEVELOP STRONG PARTNERSHIPS TO INCREASE INVESTMENT IN HUTT CITY EVENTS

- Collaborate with neighbouring councils, Positively Wellington Tourism and other partners to support a greater Wellington region events programme or in the hosting of international events i.e. FIFA U20 Men's World Cup 2015; ICC Cricket World Cup 2015, New Zealand International Arts Festival.
- Identify appropriate event opportunities for Hutt City and assist relevant stakeholders in developing them, including supporting of bids, advice and assessment for funding support.
- Work with the accommodation, tourism, retail and hospitality sectors to identify any gaps in business in order to be the best possible city-wide hosts and to maximise leverage opportunities.
- Where possible align larger events with the Regional Amenities Fund.
- Attract funding from other sources to support event growth and development.

ENSURE EVENTS ADD VIBRANCY TO OUR CITY

- Continue to offer a contestable Event Support Fund (\$100,000 in 2013/14) aimed at supporting third-party events.
- Distribute funds to support a vibrant mix of quality, well-managed community events that take place in local neighbourhood settings.
- Recognise our multicultural society by working with different ethnicities to identify and support events including our relationships with mana whenua and sister cities, i.e. Diwali, Chinese New Year, European festivals.
- Link community-based events to national and international promotions.
- Encourage and support the use of public spaces for smaller local events and activities.



Recognise our multi-cultural society by working with different ethnicities to identify and support events.

DEVELOP AND COORDINATE INFRASTRUCTURE AND SUPPORT SERVICES FOR EVENTS

- Actively support the use of Hutt City's parks, venues, public spaces and facilities (halls, museums, theatre, stadium, libraries and swimming pools) to host events.
- Ensure the importance of events. Event use will be factored into planning and development of the city's venues, landscaping, infrastructure and public spaces.
- Support or create events that utilise The Dowse Square to add vitality to the city centre.
- Improve the coordination and management of Civic venues to provide increased levels of service to event providers.
- Work alongside neighbouring council's to co-host events that require multiple venues.
- Continue to offer a one-stop shop service for event organisers to navigate Council processes and regulatory functions and to provide professional advice.
- Train community groups in event management principles and support community groups in good-practice event management.
- Continue to develop a set of online event management and marketing aids, which supplement national guidelines and industry best practice.
- Ensure relevant Hutt City events are promoted via Council networks, media channels and website.
- Promote a single integrated event calendar across all Hutt City Council channels with the view of extending this across the region.
- Promote the use of Volunteering New Zealand Networks event organisers in order to build a strong volunteer base for Hutt City events.
- Provide assistance for events to be environmentally friendly and sustainable via the City Development team.
- Establish an interdivisional project team to coordinate and manage event planning, funding and facilitation for events including regulatory requirements, tourism, marketing, communications and city infrastructure.
- Develop marketing and communications plans for Showcase and Premier events that become a cornerstone of overall city promotion marketing.
- Provide communication and marketing advice and support to event organisers to maximise marketing leverage.
- Redevelop economic assessment tool to measure return on investment to enable more accurate pre-event assessments and to support funding decisions.

- Continue to enhance the capability of the i-SITE to support events via accommodation coordination and provision of promotional materials and visitor information including real-time accommodation booking.
 - Ensure Council's identity is communicated at all Council funded events (by way of signage, advertising and/or presence).
 - Develop a separate and responsive process to consider event bids or unexpected event opportunities once existing budget is allocated.
 - Consider reallocation of existing funds from other Council funding schemes and support mechanisms to ensure sufficient funds are available for strategy implementation.
 - Provide cohesive and consistent whole of Council approach to event support.
 - Review the structure of how events are led and delivered within Council.
-







huttcity.govt.nz

HUTT CITY
TE AWA KAIRANGI