



Marlborough Regional Events Strategy

2020 - 2022



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Introduction

Marlborough is famous for its unique proposition of offering something for everyone - world class wineries, aquaculture, forestry, stunning Marlborough Sounds, amazing diversity in landscapes, arts and cultural heritage, sports and a strong community. Events celebrate and highlight all of these attributes and act as important catalysts for community well-being, economic growth and increased visitation and civic pride. They make Marlborough a great place to live, work and play.

Events are critical tools to growing a destination's visitor economy and therefore have a crucial role to play in the Marlborough region. They enhance the appeal of a destination showcasing our region to potential visitors and residents. Their importance was initially advocated for by the Grow Marlborough group and currently through the Smart + Connected Visitor Economy Strategy. They have both identified the benefits and economic returns events bring to the region. Sports, business, arts and culture and community sectors all organise events which provide benefits to Marlborough.

As with previous iterations, whilst managed and implemented by Marlborough District Council's Regional Events Advisor, this Strategy requires a collective, collaborative, regional approach with goals and actions for all key partners. It is intended to be aligned with and supported by the following regional strategies/frameworks:

- Smart + Connected Marlborough Visitor Economy Strategy (Destination Marlborough)
- Council's Economic Development Performance Measurement Framework
- Business Events Marlborough Strategy

This Regional Events Strategy has been developed by Marlborough District Council in consultation with the tourism and event sectors and key partners. It builds on the 2016-2019 Strategy maintaining the workload achieved to date and building on the lessons learned from its implementation, whilst developing new ideas and goals.

Progress made on the Strategy's goals will be reported on quarterly to Council's Planning, Finance and Community Committee and reviewed annually.

Event Definition:

For the purpose of this Strategy, events are described as:

“ An occasion, activity, gathering, display or celebration of an educational, celebratory, competitive or commemorative nature that is open to the public and occurs for a limited time. ”

“ A formal meeting of people with a shared interest, typically one that takes place over several days, with speakers and seminars. ”



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Note: Privately hosted events fall outside of these definitions and are therefore not included in this Strategy.

What's New for the 2020 - 2022 Strategy?

- Updated aspirational long-term vision
- Stronger strategic focus on a collaborative, regional approach
- Actions included for Community events
- Funding information has been included as an Appendix
- The following changes have been made to the Strategy Aims:



Havelock Mussel & Seafood Festival

2016 - 2019 STRATEGY AIMS	2020 - 2022 STRATEGY AIMS	COMMENTS
Support, Attract & Grow New Events	Support, Attract & Grow Sustainable Events	Gives a focus on both Existing and New events
Maximise Economic Benefits	Maximise Community Well-Being: Economic, Environmental, Social & Cultural Benefits	Aligns with the national well-being focus
Environmental Sustainability	Minimise Waste at Marlborough Events	Minimising waste is a main focus for events nationally
Creating Legacies	N/A	Aim deleted with Actions incorporated across other Strategy Aims
Council's Event Provision	N/A	Aim deleted with Actions incorporated into Aim 1 - 'Support, Attract & Grow Sustainable Events'
N/A	Encourage Excellence in Event Management	New Aim for 2020 - 2022

Our Vision & Aims

Vision:

“To be recognised as a premier destination for events.”

Marlborough hosts **year round, quality** events that are interesting and enjoyable for our **community** and **visitors**.

Through our events we will **attract** locals and visitors to regularly play and stay in Marlborough. Our events will be good for our **economy, society** and **environment**. They will **showcase** what it is to ‘live’ Marlborough.



Te Pātaka o Wairau
Māori Night Market

Aims:

The Marlborough Regional Events Strategy 2020 - 2022 continues to focus and build on the previous Strategy with the following aims:

- Support, Attract and Grow Sustainable Events
- Maximise Community Well-Being: Economic, Environmental, Social and Cultural Benefits
- Provide a Balanced Events Calendar
- Showcase Marlborough
- Minimise Waste at Marlborough Events
- Encourage Excellence in Event Management

Goals and Actions have been set for each of the Aims for the period of this Strategy with responsibilities assigned to the following partners:

- BBA: Blenheim Business Association
- DM: Destination Marlborough
- EO: Event Organisers
- MCOC: Marlborough Chamber of Commerce
- MDC: Marlborough District Council
- REA: Regional Events Advisor

The Goals and Actions listed are additional to the on-going Actions currently delivered by Council’s Regional Events Advisor (see Appendix 1 on Page 16).

Aim 1: Support, Attract and Grow Sustainable Events

Stimulate Marlborough's economy by supporting, promoting, nurturing and growing existing events and attracting new events that bring visitors and new spending to Marlborough.

GOAL	LEAD	2020	2021	2022
Introduce a new biennial Premier Event to alternate with the Omaka Airshow	REA, EO			By 31 Dec
Attract at least 2 sporting events per year to the region using Council-owned venues and facilities	REA		By 30 June	✓
Attract at least one event per year through Council's Bid Fund	REA	✓	✓	✓
Maximise attendance at Marlborough events	REA, EO	✓	✓	✓
Introduce new/grow existing Marlborough iconic event to Premier Event level	REA			By 31 Dec
Marlborough is recognised as an event friendly region that is easy to hold events with simple and efficient Council processes	REA MDC	✓	✓	✓
Council's Event Toolkit is recognised as the main source of information for event organisers	REA			By 30 June
Grow the value and volume of Business Events	DM	✓	✓	✓

ACTION	LEAD	2020	2021	2022
Promote Marlborough's venues and facilities to attract quality events all year round	REA, DM	✓	✓	✓
Submit at least 3 bids per financial year to attract events to Marlborough through the Bid Fund	REA	✓	✓	✓
Create Event Management Plan to complement existing Council Event Toolkit	REA			By 30 April
Review Council's Event Toolkit to event organisers	REA		By 31 Oct	
Establish and maintain a central resource database of event suppliers, bands, volunteers and venues on Event Toolkit	REA			By 31 Dec
Promote Council-owned sports venues and facilities to event organisers and regional and national sporting bodies	REA	✓	✓	✓
Review criteria and accountability reports for Commercial Events Fund	REA	By 30 June		
Review level of funding for Commercial Events Fund and Bid Fund	REA	By 30 June		
Investigate potential long-term funding options for events	REA			By 30 June
Council to provide infrastructure around the region to promote events e.g. billboards, digital displays	REA, MDC			By 31 Dec

Aim 2: Maximise Community Well-Being: Economic, Environmental, Social and Cultural Benefits

Event Organisers, businesses and community working together to ensure maximum economic, environmental, social and cultural benefits are achieved from Marlborough events.

GOAL	LEAD	2020	2021	2022
Strengthened relationships between Marlborough and neighbouring regions – Te Tau Ihu approach	REA, MDC		By 31 Dec	
Maori heritage is recognised at all Premier Events	REA			By 31 Dec
Community and industry groups will actively support Premier and Niche events	EO	✓	✓	✓
Greater reporting of economic benefits to the region of Council-funded events will be achieved	REA	By 31 Dec		
A wide range of free, family-friendly events will be available to the Community throughout the year	REA, EO, MDC	✓	✓	✓
Events held on Council owned venues or where Council is a sponsor are Smokefree	MDC	✓	✓	✓

ACTION	LEAD	2020	2021	2022
Monitor performance of events funded through the Commercial Events and Bid Funds and report benefits to Council and residents	REA	✓	✓	✓
Survey local businesses after Premier and Niche events to gauge direct impact of event held	REA, BBA, MCOC	✓	✓	✓
Encourage event organisers to consider how to reduce barriers making events accessible to all	REA	✓	✓	✓
Encourage collaboration between event organisers and local businesses	REA,EO, MCOC, BBA	✓	✓	✓
Explore cultural event opportunities for Marlborough	REA	✓	✓	✓
Undertake quarterly meetings with Nelson, Tasman and Kaikōura to build relationships	REA	✓	✓	✓
Commission Economic Impact Report on Saint Clair Vineyard Half Marathon 2020 & Feast Marlborough 2020	REA	By 31 July		
Commission Economic Impact Report on Garden Marlborough 2022	REA			By 31 Dec
Work with key Marlborough industries to create activities around Premier, Niche and Regional events e.g. Aquaculture Week & The Havelock Mussel Festival	REA, EO	✓	✓	✓
Explore additional family-friendly community events for Marlborough	REA, MDC		By 30 June	
Ensure free family friendly events continue to be provided to meet community expectations e.g. NYE, Christmas Parade, Summer Concert Series	MDC	✓	✓	✓
Support Community Groups to create new and interesting events that will be attractive to the local community	REA, MDC	✓	✓	✓

Aim 3: Provide a Balanced Events Calendar

Providing a balanced, all-seasons calendar of commercial and community events that celebrate Marlborough's key attributes and industries.

GOAL	LEAD	2020	2021	2022
Increased collaboration between regional venues to reduce clashes	REA	By 31 Dec		
Increased awareness of Marlborough events calendar	REA		By 31 Mar	
Improved scheduling of events outside of peak event season	EO, REA		By 31 Oct	

ACTION	LEAD	2020	2021	2022
Increase promotion of Follow-ME online events calendar to reduce potential clashes	REA, DM, BBA, MDC, MCOG	✓	✓	✓
Send 6-weekly enewsletter featuring upcoming Premier and Niche events and conferences to business sector	REA	✓	✓	✓
All regular Premier, Niche and Regional Marlborough events will be listed on Follow-ME's online calendar at least two years in advance	REA, EO	✓	✓	✓
Establish a shared calendar between ASB Theatre, Marlborough Convention Centre, Clubs of Marlborough, Stadium 2000, Business Events Marlborough and Marlborough District Council	REA	By 30 June		



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Aim 4: Showcase Marlborough

Marlborough events will celebrate and showcase our people, places and unique selling points with events held around the region.

GOAL	LEAD	2020	2021	2022
Increased use of Council's Parks, Reserves and Sports Grounds	REA, MDC		By 31 Dec	
All Premier and Niche events will receive positive coverage in local and national media	REA, DM	✓	✓	✓
Event organisers will host more events in Marlborough towns outside of the main centres	EO, REA		By 31 Dec	
Improved seasonality spread of events held around the region	EO, REA			By 31 Mar

ACTION	LEAD	2020	2021	2022
Promote Council Parks, Reserves and Sports Grounds to local and national event organisers	REA MDC	✓	✓	✓
Promote Marlborough as an 'all-seasons' destination to assist with event seasonality spread	DM	✓	✓	✓
Work with Premier and Niche events to ensure maximum exposure of the region is achieved	DM	✓	✓	✓
Investigate function to activate Council Parks, Reserves and Spaces	REA, MDC		By 31 Dec	
Communicate event achievements through local and national media	REA, DM, EO	✓	✓	✓
Identify barriers to events being held outside of the main Marlborough centres	REA		By 30 Apr	

Aim 5: Minimise Waste at Marlborough Events

Marlborough will become leaders in hosting environmentally sustainable events.

GOAL	LEAD	2020	2021	2022
Events will minimise adverse impact on venue/facilities or surrounding amenities	EO	✓	✓	✓
All events held on Council-owned parks and reserves will complete Council's Waste Management Plan	REA, MDC	By 30 Sep		

ACTION	LEAD	2020	2021	2022
Promote successful and positive event practices through local and national channels	REA, EO, MDC	✓	✓	✓
Submit application to the Waste Minimisation Fund for Shared Regional Event Resource Kit	MDC	By 30 June		
Create a clear and concise Waste Management Plan for all events	REA	By 30 June		
All event organisers to plan and work towards zero waste events	EO	✓	✓	✓
Establish a shared Regional Events Resource Kit	REA, MDC		By 31 Dec	
Funding for Regional Events Resource Kit will be secured through the Waste Minimisation Fund	REA, MDC		By 31 May	

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Aim 6: Encourage Excellence in Event Management

Marlborough's event sector will be strengthened with regional event organisers' skills and capabilities developed and improved.

GOAL	LEAD	2020	2021	2022
Event organisers are motivated, encouraged and inspired to increase their expertise and knowledge	EO	✓	✓	✓

ACTION	LEAD	2020	2021	2022
Identify and promote educational and professional development opportunities to event organisers	REA	✓	✓	✓
Share knowledge and experience within the Marlborough event sector	REA	✓	✓	✓
Host at least one NZEA professional development seminar per year	REA	✓	✓	✓
Increase number of Marlborough entries to the NZEA Awards	REA, EO		By 30 Nov	
Facilitate network and information exchange opportunities for event organisers to learn from each other	REA	✓	✓	✓
Encourage and facilitate event organisers to assist at other regional events to share knowledge and experience	REA, EO	✓	✓	✓
Council to fund and assist 2 Marlborough events to enter NZEA Awards	REA			By 30 Nov
Keep abreast of national and international trends in the event sector and share learnings	REA, EO	✓	✓	✓
A group of local event experts will be established to work collaboratively to share new event ideas and identify opportunities	REA	By 31 Dec		
Marlborough will host a regional event conference with guest speakers from national events and tourism sectors	REA			By 31 Dec

Marlborough Event Categories & Framework

Event Categories

Premier Events:

Premier 1 events will attract up to 5,000 attendees from a national and/or international visitor base. The event will generate high media interest nationally and internationally and will be a strong economic driver to the local economy. This category may include Niche events that attract over 5,000 people.

Premier 2 events have lower social interaction with the community but are still sought after for their economic benefits whereas *Premier 1* events rank high in social and economic results and are highly desirable.

Niche Events:

A *Niche* event attracts people with a specialist or niche interest. The event normally generates an awareness beyond Marlborough and has strong local support and involvement from the people from the special interest sector.

Regional Events:

A *Regional* event plays a defining role in regional identity. They attract up to 5,000 attendees, predominantly from the greater Marlborough area and neighbouring regions. This type of event usually has strong social anchors but as the attendees are predominantly from the Marlborough region, it does not have strong economic benefits of new money coming in from outside of the region. They do however still contribute to the economy in other ways e.g. job creation. *Regional* events have the potential to grow to become *Premier* events over time.



Community Events:

A *Community* event attracts predominantly local people who celebrate an occasion with certain parts of the local community. *Community* events create social cohesion and have a 'feel good' factor. This type of event features social benefits but little to no economic benefits. *Community* events have the potential to attract attendees from outside of the region and to grow to become *Regional* and *Premier* events.

Marlborough hosts a large number of events throughout the year. Below is a small sample of the above event categories that regularly feature on the region's event calendar.

JAN	FEB	MAR	APR	MAY	JUNE
Picton Maritime Festival	Marlborough Wine & Food Festival	NZ Enduro	Whitehaven GrapeRide	Feast Marlborough	More FM Mid-Winter Swim
ISBC (biennial)	Summer Concert Series*	Havelock Mussel & Seafood Festival	Omaka Airshow (biennial)	Saint Clair Vineyard Half Marathon	Walk in the Park in the Dark
		Marlborough Multicultural Festival			
JULY	AUG	SEP	OCT	NOV	DEC
Marlborough Book Festival	Southern Jam*	Mainly small local events and conferences	Marina 2 Marina	Garden Marlborough	Blenheim Christmas Parade*
Marlborough Home & Garden Show	Tour de Gravel			Lights Over Marlborough	Blenheim Christmas Festival*
				Ocean Vine Hop	Ignite Marlborough*

Key:

PREMIER EVENT	NICHE EVENT	REGIONAL EVENT	COMMUNITY EVENT
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*Marlborough District Council community event delivered by contractor

Event Framework

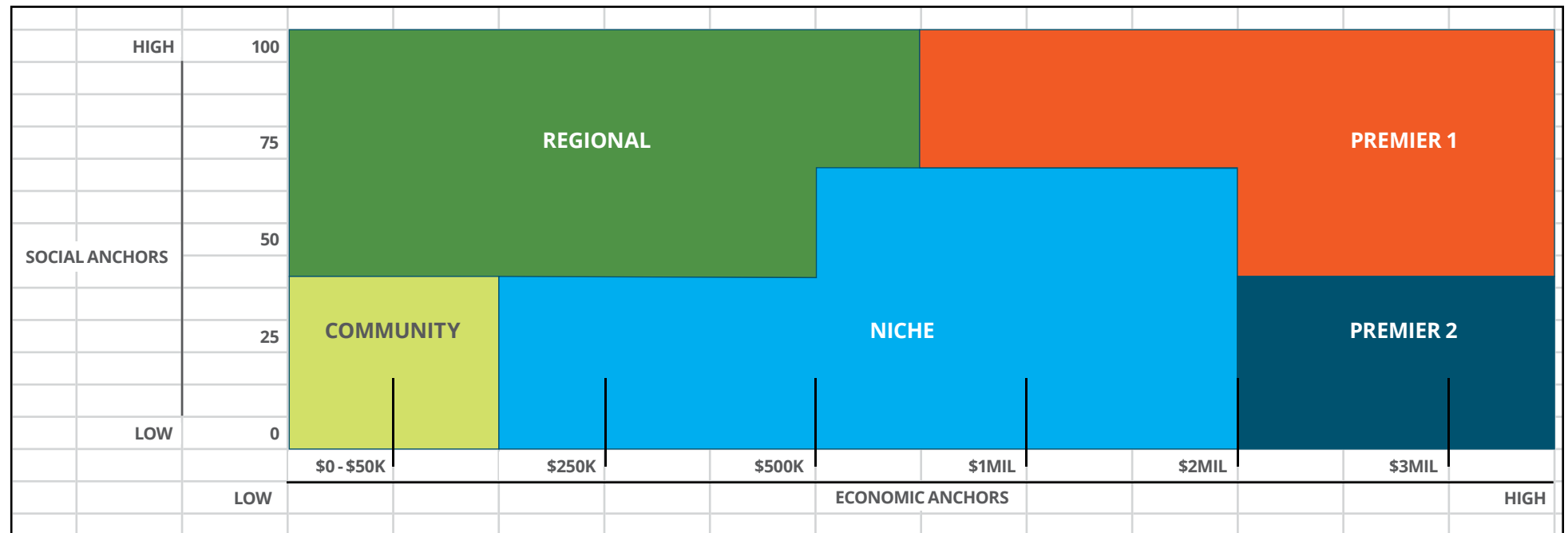
The Event Framework is designed to support the Aims of this Strategy. It is used to build a picture of Marlborough's event landscape and enables events to be viewed as a complete portfolio.

It is also a tool that can be used to assist with funding and bid decisions. An electronic version of this can be found in the Event Toolkit section of the Council website.

In line with Aim 2 of this Strategy, *Maximise Community Well-Being: Economic, Environmental, Social and Cultural Benefits*, the Framework measures both Social and Economic Anchors of events.

Social Anchors: measure the level of involvement from the Marlborough community, grow community pride and showcase the region.

Economic Anchors: measure how much money from outside of Marlborough is spent in the region, grow regional GDP, offer strong ROI, address seasonality, grow visitor nights (domestic and international).



Key Strategy Partners:

The successful delivery of this Strategy requires a collective, collaborative, regional approach with all of the following key partners:

Marlborough District Council (MDC):

The Marlborough District Council has a role to play in most events whether it is providing facilities (e.g. use of Parks & Reserves), advice, funding, promotion or regulatory functions. Realising the importance of events, the Marlborough District Council will also ensure Marlborough is 'event-friendly' and procedures are streamlined.

FUNDING	Commercial Events Fund, Bid Fund, Sport & Recreation Community Activity Fund, Community Grants and Event Underwriting Policy
FACILITIES	Council-owned parks, reserves, venues and land
PROMOTION	Follow-ME Events Calendar
REGULATORY	Alcohol Licensing, Food Permits, Resource and Building Consents, Traffic Management, Noise Control
COMMUNITY EVENTS	Contracted free community, family-friendly events

Event Organisers:

Event organisers are crucial to the successful organisation and management of Marlborough events. To improve their capabilities and retain credibility for their events they will ideally:

- Promote Marlborough in their advertising material including the regional branding and marketing
- Work closely with Council to ensure all compliance issues regarding their event are mitigated
- Work with Destination Marlborough who can assist with accommodation requirements, regional marketing and ticketing through the i-SITes
- Work with Marlborough Chamber of Commerce, their local Business Association and Smart + Connected groups to ensure all commercial and community opportunities are promoted and realised

Blenheim Business Association (BBA):

The Blenheim Business Association plays an important role in supporting Blenheim-based events for example:

- Working with businesses to encourage activity during events e.g. window dressings, welcome signage
- Promote up-coming events in the region to BBA members
- Acting as a conduit between events and BBA members

These all add to the experience of a visitor to Marlborough which reflects positively on the event and in turn helps with repeat visitation.

Marlborough Chamber of Commerce (MCOCC):

The Marlborough Chamber of Commerce will create a seamless link between their members and events assisting in the flow of communication and encouraging their members to engage with events for the mutual benefit of both parties and the community.

Destination Marlborough (DM):

Destination Marlborough's priorities include growing visitor spend in Marlborough, positioning Marlborough as a compelling destination to visit, smoothing seasonality, and connecting local government and private sector. Events help to achieve all of these goals and this is why they are recognised as one of the six key selling points of the region in the Visitor Economy Strategy.



Feast Marlborough



Appendices to the Marlborough Regional Events Strategy 2020 - 2022

Appendix 1:

On-going Actions delivered by Council's Regional Events Advisor that meet the Strategy Aims:

Aim 1: Support, Attract and Grow Sustainable Events

- First point of contact for event organisers – providing a 'one-stop shop' approach for Council enquiries
- Provide support, advice and assistance to event organisers
- Promote and manage Council's Commercial Events Fund and Bid Fund to attract and grow events
- Promote Council's Sport & Recreational Community Activity Fund to local event organisers
- Identify and execute Bid opportunities
- Regularly review Council processes for events and streamline where possible
- Advocate for investment in the region's infrastructure making it easier to host events
- Act as a conduit between Council departments and event organisers
- Advocate for events in regulatory change
- Identify and develop new marketing opportunities for Follow-ME

- Manage and develop Follow-ME regional events calendar including:
 - Online events calendar, www.follow-me.co.nz
 - Quarterly printed event guides
 - Double-page spread in weekly Saturday Express
 - Events calendar on Marlborough App
 - Weekly e-newsletter
 - Social media platforms
 - Events section on Council's page in Marlborough Midweek
 - Monthly events calendar in Marlborough Magazine

Aim 2: Maximise Community Well-Being: Economic, Environmental, Social and Cultural Benefits

- Promote Sport & Recreation Community Activity Fund
- 'Creating Legacies' is a key criteria considered when allocating funding through the Commercial Events Fund and Bid Fund
- Regular meetings are held with key strategy partners to discuss how event organisers, businesses and community can best work together

Aim 3: Provide a Balanced Events Calendar

- Encourage all Event Organisers to list events on Follow-ME online events calendar
- Encourage all Event Organisers to consult Follow-ME event calendar and Council's Regional Events Advisor for optimal dates to host their events
- Timing of events considered as key criteria when allocating funding from Commercial Events Fund and Bid Fund

Aim 4: Showcase Marlborough

- Encourage event organisers to host events around the Marlborough region
- Showcasing Marlborough is a key criteria when allocating funding from Commercial Events Fund and Bid Fund

Aim 5: Minimise Waste at Marlborough Events

- Waste management and Sustainability are key criteria in funding decisions for the Commercial Events Fund and Bid Fund
- Work closely with the Packaging Forum
- Research and share knowledge of potential waste management funding streams

Aim 6: Encourage Excellence in Event Management

- Provide two bursaries to Marlborough event organisers to attend annual NZEA Conference
- NZEA Representative for the Marlborough region
- Hold quarterly meetings with regional event organisers to share ideas and experiences and to discuss any challenges



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Appendix 2: Council Funding

There are a number of Council funding options to assist our regional community and commercial events to become established and grow:

Commercial Events Fund:

This contestable fund was established in 2014 and is open to any event organisers that run commercial events in New Zealand. The event must be held within the Marlborough District Council boundaries and meet the fund criteria to be considered. The focus for this fund is to support events that increase visitation to Marlborough bringing significant economic benefits to the region.

There are two funding rounds per year with allocation approved by the Events Fund Sub-Committee. All decisions are reported to the Planning, Finance and Community Committee.

Bid Fund:

Council's Bid Fund was established in 2016 and with approval from the Events Fund Sub-Committee enables the Regional Events Advisor to bid to attract events to Marlborough that will bring significant visitors and economic benefits to the region. The Bid Fund currently sits within the same budget as the Commercial Events Fund and bid decisions are made using the same criteria. Originally set at a maximum of \$25,000 per annum, this was amended by the Events Fund Sub-Committee in September 2019 allowing bids to be considered on a case-by-case basis and at any time of the year.

Sport & Recreation Community Activity Fund:

A small pool of Council funding for sport events and community activities is available each year. The fund accepts applications from Marlborough event organisers or local clubs and organisations for help in establishing small or large events. The focus for this fund is to promote and encourage participation for those within our community often unable to participate in events and activities.

Community Grants:

This funding offers assistance to not-for-profit organisations providing essential services that assist in developing the community at large.

Categories for funding are Arts & Culture; Community Welfare/Social Services; Heritage; Environment; Sport & Recreation.

These Grants can be applied to for community events that do not meet the Commercial Events Fund or Sport & Recreation Community Activity Fund criterias - excluding fundraising events.

OVERVIEW OF MARLBOROUGH DISTRICT COUNCIL CONTESTABLE FUNDING				
FUND	2019/2020	2020/2021	2021/2022	FUNDING ROUNDS
Commercial Events Fund	\$125,000	\$130,000	\$130,000	Aug & Feb
Bid Fund	From Commercial Events Fund Budget			As required
Sport & Recreation Community Activity Fund	\$30,000	\$30,000	\$30,000	Jan

Note: More information on all of the above Funds is available on Marlborough District Council's website