

Funding Schedule: Strategic Events Fund

1. Purpose of this fund

To support, and attract, major events that enhance the economic, cultural, and social benefits for the District.

2. Outcomes – what we will see through the initiatives funded by this fund

- The District has a diverse range of events across the year.
- Enhanced sense of shared identity for the community.
- The local economy is boosted.
- Enhanced District profile as a tourism and event destination.
- Visitors are attracted to the District.

3. Fund Activities

Fund decision makers	Assessment Panel
Fund type	Contestable and non-contestable
Fund frequency	Once per year
Fund opening and closing dates	As on website
Decisions dates	Within two months of closing date.
Accountability requirements	Each applicant must provide a post event report by organiser to include: <ul style="list-style-type: none">• Post event survey¹.• Information showing national advertising and promotion².• Activity with local tourism operators and/or partnerships with local businesses³.
Who can apply	<i>As stated in Section 5 of the C213 Community Funding Policy.</i>
Who can't apply	<i>As stated in Section 5.2 of the C213 Community Funding Policy.</i>
What can be funded	<ul style="list-style-type: none">• Venue hire.• Equipment; including equipment hire.• Marketing and promotion costs.• Materials and supplies for events, workshops, arts, cultural, heritage and recreational activities.• Volunteer support costs.• Council-related expenses, such as road closures or resource consents related to the project.
What can't be funded	<i>As stated in Section 6.7 and 6.8 of the C213 Community Funding Policy.</i>

¹ Post event survey – how did people hear about the event, where did they travel from, how long did they stay in the district, on average how much did they spend.

² Provide a report showing national advertising and promotion, where possible show distribution figures, reach and engagement.

³ Provide a report which reports on activity with local tourism operators and/or partnerships with local businesses, e.g., how many people stayed as a result of the event, duration of stay and average spend, number of business partnerships and associated impact.

<p>Criteria / terms and conditions</p>	<p><i>In addition to Section 6 of the C213 Community Funding Policy:</i></p> <ul style="list-style-type: none"> • The Fund will not support events that clash with or duplicate existing events unless they are compatible. • Events must demonstrate potential for long-term self-sustainability. • Events must show how they will be marketed to attract visitors to the district. • Organisers must provide a post-event report detailing the event's impact on the local economy. <p>Assessment Criteria:</p> <p>Applications will be evaluated based on how effectively they achieve the following objectives:</p> <ul style="list-style-type: none"> • Attract visitors from outside Waikirikiri Selwyn. • Maximise visitor spend within and across the district. • Promote Waikirikiri Selwyn as a destination, aligning with its destination brand. • Showcase the district's strengths to generate positive media coverage. • Incorporate environmentally sustainable practices. • Encourage visitation during the low season (April to September). • Foster community connection and strengthen a shared sense of identity among residents. • Deliver lasting benefits beyond the event, such as business or social opportunities (leverage) and long-term impacts like improved infrastructure, skills, or knowledge (legacy). • Alignment with the Kai Aku Rika Economic Development Strategy and/or Ōtautahi Christchurch Waitaha Canterbury Destination Management Plan and/or Selwyn Strategic Events Plan.
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