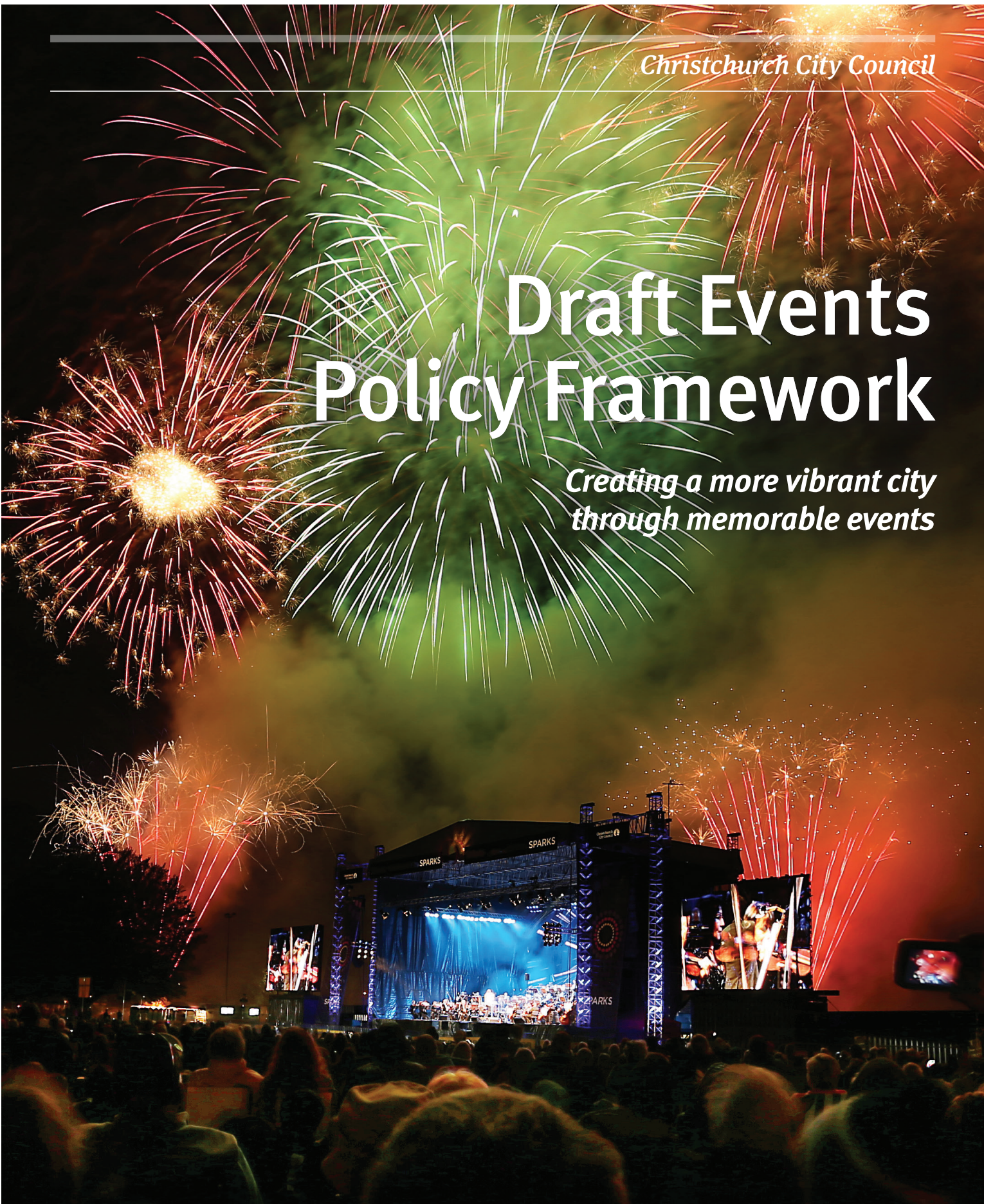


# Draft Events Policy Framework

*Creating a more vibrant city  
through memorable events*



Cricket World Cup 2015



# Draft Events Policy Framework

## Purpose of this Events Policy Framework

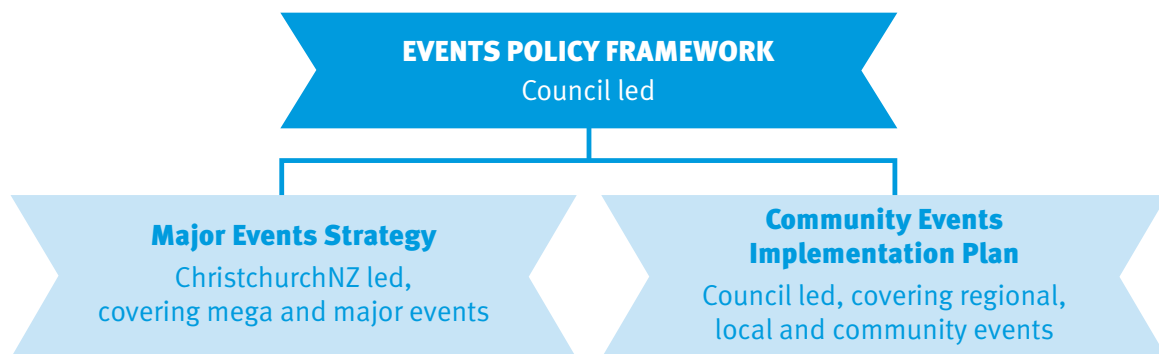
The purpose of this policy framework is to:

1. Update the vision for events in Christchurch
2. Enable Christchurch to be a more appealing and efficient place to hold events
3. Guide the development of, and to outline responsibility for, all event plans including the Major Events Strategy, developed by ChristchurchNZ and the Community Events Implementation Plan, developed by Christchurch City Council (Council).

## Introduction

This Events Policy Framework document replaces the Christchurch City Council Events Strategy 2007-2017. Since the release of the 2007 strategy there have been significant changes in the events sector in Christchurch. This framework coordinates the roles Council and ChristchurchNZ will play in events and provides a fresh approach to take advantage of new opportunities to ensure that we get the most out of events in our city.

## Hierarchy of events documents



## How this policy framework will guide events work and ensure positive outcomes for the city

This policy framework outlines the roles and responsibilities the Council and ChristchurchNZ have for events. Under this framework, each organisation will be able to focus its attention on its own area of expertise, while helping to deliver on a shared vision for events. Working together, the Council and ChristchurchNZ will enable the development of a coordinated and complimentary year-round calendar of events for Christchurch.

The Events Policy Framework defines the areas in which Council and ChristchurchNZ will create more detailed strategies or implementation plans, to ensure all event types are covered while avoiding duplications. The strategies or implementation plans will provide more detail on how events will be facilitated in the city.

Stakeholder engagement and community consultation will be undertaken during development of the respective plans, to ensure the views of the events sector and wider community are reflected in those plans.

## Scope of this policy framework

This Events Policy Framework:

- explains why the Christchurch City Council and ChristchurchNZ support events
- sets out the Council's events vision – what we seek to achieve for Christchurch through events
- outlines how events help to give effect to the Council's wider vision for Christchurch, by promoting Community Outcomes
- explains the rationale behind ChristchurchNZ taking responsibility for major and mega events and the Council leading regional, local, and community events
- provides definitions and descriptions of the different types of events
- describes who is responsible for different categories of events
- covers a range of events in Christchurch – from small local community events through to major and mega events which attract international visitors

## Botanic D'Lights



### Why we support events

Events are important for Christchurch because they give life to the city, they create interest in and reflect the kind of city Christchurch is. The Council supports events due to the wide array of social, cultural, and economic benefits events provide. Events can lead to stronger communities by bringing people together, raising community spirit and pride in local neighbourhoods and the city. They help celebrate our diverse cultures and city identity. Events help raise the profile of a city, nationally and internationally, providing a ‘wow’ factor which helps attract visitors, boost the hospitality and tourism industries, and support economic development in the city. A more vibrant event friendly city will help attract and retain creative people.

The Council believes facilitating a calendar of events helps deliver on its community outcomes for Christchurch, including Strong Communities, a Liveable City and a Prosperous Economy.

### Vision for Events in Christchurch

#### *Creating a more vibrant city through memorable events*

Our vision is to contribute towards creating a more vibrant city through memorable events— making Christchurch a more desirable place to live, play, and to visit year-round. Our city’s events will help us celebrate our identity and environment – through arts, culture, heritage, and sport. From small community-led events to major events attracting an international audience – Christchurch’s diverse and evolving calendar of events will offer something for everyone. The Council and ChristchurchNZ will partner with the community and private sector to facilitate a wide variety of memorable events for our residents to enjoy. By working together, we can become known as an events friendly city and attract more events which will raise our profile as an exciting destination for visitors, boosting the visitor sector.

## What we seek to achieve through this Events Policy Framework

### OVERALL GOALS FOR EVENTS:

- A well balanced and coordinated calendar of events to create a more vibrant place year round – for residents and visitors
- A variety of events are accessible for residents and visitors
- A range of socially inclusive events reflect the diversity of people and communities in Christchurch and assist in the city’s regeneration
- Christchurch enhances its reputation as an events friendly city; it becomes known as an easy place to hold events with a smooth and efficient consenting process
- Leverage and legacy opportunities are identified and taken when hosting events in Christchurch
- All events promote one or more of the Council’s Community Outcomes
- A number of major events attract visitors to the city and boost the economy
- Our events aim to:
  - be environmentally sustainable with efficient use of resources, minimal impact on the natural environment and implementation of sustainable practices (e.g. effective waste management and recycling systems etc.)
  - be financially viable (can include social outcomes in any cost/benefit analysis)
  - minimise any negative impacts on neighbourhoods

### ORGANISATIONAL GOAL FOR COUNCIL AND CHRISTCHURCHNZ

We are committed to ensuring that events are embraced by all sections of Council and ChristchurchNZ with all areas playing their part in making the facilitation of events as easy as possible. By working together we can make Christchurch more events friendly.

### Rationale for splitting responsibility for events

The Council has a long history of facilitating events in the city, from small community-led events, to major and mega events which attract visitors to the city. Different events have different drivers, or reasons for being held. Some events are organised with a focus on achieving social and cultural benefits, drawing communities closer together and providing a fun day out for families and friends. Others may be held for the purpose of generating an economic return; major events draw in visitors to the city who boost the local economy through spending on accommodation and other services, and also provide opportunities to promote the city to national and international audiences, helping attract migrants and investment. As different drivers target different outcomes, the Council determined that a division of responsibility for events may lead to better outcomes in each area.

In 2016 the Council decided to merge the Canterbury Development Corporation, Christchurch and Canterbury Tourism, International Education, the Convention Bureau, and Council Major Events into a new organisation, ChristchurchNZ. One of its objectives is to further develop Christchurch’s major events calendar as outlined in the Christchurch Visitor Strategy. It was considered that a single organisation would provide better value for ratepayers, and allow for greater opportunities for tourism and economic development to leverage off major events. ChristchurchNZ began operating in July 2017.

By assigning responsibility for major and mega events to ChristchurchNZ, the Council is now able to focus its resources more effectively on supporting a variety of regional, local, and community events for Christchurch. The Council is committed to working with the people of Christchurch to deliver a full range of events which celebrate our unique culture and lifestyle, and brings the vision of a more vibrant city to life.

## Definitions of the types of involvement in events

- To produce:** create, develop and deliver events such as festivals, ceremonies, commemorations, concerts etc.
- To facilitate:** provide advice, guidance and assessments for events held in public spaces, in line with the regulatory environment to ensure compliance for safe and successful events.
- To partner:** to provide assistance to event producers to develop and deliver an event. Does not require contractual agreement. Could result in co-production, or resource allocations.
- To support:** in-kind or financial assistance in the form of a grant, industry workshops, training, and provision of infrastructure
- To sponsor:** a cash investment towards an event. Requires a contractual agreement.
- To host:** to provide places, spaces, and venues to hold events.
- To attract:** to identify, secure, and provide leverage and legacy opportunities from events held in the city.
- To participate:** attending or taking part in an event.

## Roles and Responsibilities

The Council and ChristchurchNZ have key roles to play in the events industry. Responsibility for different types of events will be split between the Council and ChristchurchNZ:

- Mega and Major events will be the responsibility of Christchurch NZ<sup>1</sup>
- Regional, Local, and Community events will remain the Council’s responsibility

New Zealand Major Events and Sport New Zealand have definitions of event categories which are widely used in New Zealand and provide a good basis for identifying the distinction between mega, major, regional, local, and community events. Those distinctions have informed the tables below, which contain the characteristics used by Council when classifying, and determining responsibility for, the five different types of events (mega, major, regional, local, and community).



Responsibility of ChristchurchNZ	
MEGA	MAJOR
International participants and audience	Attract large number of national and international spectators and participants
Extensive international media coverage	National or international interest and media attention
Significant and widespread benefits	Pivotal to Christchurch brand
New Zealand Major Events or National Sporting Body has been given hosting rights	Increase tourism revenue e.g. length of stay
Leverage and legacy opportunities	Leverage and legacy opportunities
Multiple agency involvement	
New business/trade opportunities	Adds vibrancy to the central city

Responsibility of Christchurch City Council		
REGIONAL	LOCAL	COMMUNITY
National or regional participation and audiences	Local participants	Local suburb or community participants and audiences
National and local media coverage	Local media coverage	Minimal media coverage
Primarily delivers social or recreational outcomes	Social and civic benefits	Benefits to suburb or community
May have large numbers	Civic ceremonies, commemorations and events	Foster community spirit – participation and volunteerism. Typically held by or in partnership with not-for profit or community groups
May involve utilisation of Council facilities such as Ngā Puna Wai and Metro Sports	Local volunteers	Opportunities for recreation, entertainment and celebration
Primary Council involvement through Events and Arts Team	Primary Council involvement through Events and Arts Team	Primary Council involvement through Community Recreation Advisors and Community Boards

<sup>1</sup> Note that Council will continue to provide the necessary regulatory and compliance functions for all events

## ChristchurchNZ

ChristchurchNZ will be a promoter of 'brand Christchurch' and in this role will act as a facilitator, broker, sponsor and champion of mega and major events. Functions of ChristchurchNZ include:

- Developing a Major Events Strategy for Christchurch
- Brand and event strategy to facilitate attraction and acquisition of mega and major events and positing the city as an events destination
- Researching and investigating the feasibility and impact of new mega and major events
- Identifying and attracting mega and major events, including developing or partnering on bids
- Managing relationships with mega and major events and wider stakeholders, including event owners and organisers, the film industry, venue operators and accommodation providers
- Promoting and marketing mega and major events nationally and internationally to maximise the economic, media and community value of major events
- Leveraging benefits arising from mega and major events to maximise them for city and region

Engaging with promoters, funders, sponsors and strategic partners to grow awareness of the various outcomes that events can achieve.

## Christchurch City Council

Council's roles and responsibility include:

- Creation of the Community Events Implementation Plan covering regional, local, and community events
- Facilitation of events including the management and production of consents for events and filming in public places
- Production and promotion of a well balanced and coordinated calendar of events
- Produce, facilitate, and partner with others to provide events for our community
- Management of relationships with producers of regional, local, and community events
- Provision of regulatory support, approvals, and compliance functions
- Partnering and sponsoring
- Promotion and marketing of regional, local, and community events
- Attraction of events to Council facilities
- Activating the central city to make it a more vibrant place

## Others with key roles in the event sector

The Council and ChristchurchNZ are just two of the organisations involved in Christchurch's events sector. Others play a significant role and we need to collaborate and partner with them to ensure the sector thrives. Others with key roles in events include:

- Christchurch Transport Operations Centre
- Vbase
- Community groups, clubs, and organisations
- New Zealand Major Events
- New Zealand Events Association
- Tourism New Zealand
- Sport New Zealand
- Sport Canterbury
- Ngāi Tahu
- Owners and operators of event venues
- Promoters
- Event producers
- Event sponsors
- Food, beverage and other service providers
- Media



