

EVENTS POLICY





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1. INTRODUCTION

People love participating in Auckland's events. A majority of residents agree that having access to events makes Auckland a great place to live. Events help to build pride in Auckland and our city's diverse suburbs and neighbourhoods. They also help to develop and maintain community cohesion, attract visitors and stimulate the economy.

This Events Policy (this policy) articulates why and how the council is involved in events, what we seek to achieve, the principles that guide our actions, our various roles, and the context in which we make decisions on events.

This Events Policy reflects Auckland Council's long-term commitment to supporting an economically robust, socially inclusive, and culturally rich events programme that will contribute to Auckland's vision:

AS THE WORLD'S MOST LIVEABLE CITY, AUCKLAND WILL BE A PLACE THAT AUCKLANDERS ARE PROUD OF, WANT TO STAY OR RETURN TO, AND A PLACE THAT OTHERS WANT TO VISIT, MOVE TO OR INVEST IN.

1.1. AUCKLAND COUNCIL

This policy considers Auckland Council's shared governance structure. It recognises that while we are now a single collective entity, a regional governing body and 21 local boards govern Auckland's communities. All local boards have their own aspirations and plans. The two governance arms have distinct decision-making responsibilities: local boards are responsible for local events and the governing body is responsible for regional events.

The Council Controlled Organisation (CCO) Auckland Tourism, Events and Economic Development (ATEED) is responsible for

major events. ATEED is guided by the Major Events Strategy, which contributes to delivering the outcomes and aspirations of the Auckland Plan and this policy. Other CCOs are also responsible for aspects of event delivery such as organising transport and managing venues.

Collectively, the two governance arms, the relevant CCOs, and the council administrative organisation make up the Auckland Council group that contributes to events.

1.2. STRATEGIC ALIGNMENT

Local, regional and major events all support the vision for Auckland to be the world's most liveable city. Figure 1 shows how this policy aligns with the Auckland Plan, particularly those outcomes that relate to events. These outcomes are:

- an Auckland of prosperity and opportunity
- a culturally rich and creative Auckland
- a Māori identity that is Auckland's point of difference in the world
- a beautiful Auckland that is loved by its people.

One of the six transformational shifts relevant to events as noted in the Auckland Plan is to "dramatically accelerate the prospects of Auckland's children and young people".

Events can also help local boards achieve the outcomes, objectives and priorities in their local board plans. This policy is not intended to be prescriptive or overly restrict the decision-making role of local boards, but to assist them in their decision making. This policy also helps regional and local initiatives that work together to support Auckland's community, cultural and economic aspirations.

This policy aligns with and contributes to a wide range of other strategies and plans that support implementation of the Auckland Plan. See Appendix 2 for a list of other policies that are relevant to this policy.

The Events Action Plan identifies what the council organisation and relevant CCOs will do to action this policy.

Figure 1.



2. OUR VISION FOR EVENTS

Auckland Council supports and invests in events to deliver on the Auckland Plan and local board plans. This policy draws together the key ideas and outcomes from these plans, and expresses in one place what we seek to achieve collectively from delivering local, regional and major events.

Our shared vision for events is:

THE WORLD'S MOST LIVEABLE CITY HAS EVENTS WHICH EXCITE PASSION FOR AUCKLAND'S PEOPLE, PLACES, HERITAGE AND LIFESTYLE, INSPIRE A SENSE OF COMMUNITY BELONGING AND STIMULATE ECONOMIC ACTIVITY.

2.1. WHAT WE SEEK TO ACHIEVE?

The council hopes that, collectively, local, regional and major events will bring people together, celebrate Auckland, commemorate and respect important occasions, profile Auckland to build a sense of place, and invigorate Auckland's economy.

Bring people together to share memorable, inspiring and educational experiences, and to build social cohesion

Events are fun and entertaining, and provide opportunities for large and small communities to connect and safely share enjoyable and inspiring experiences. Events can be informative, build community knowledge, and raise awareness to develop a shared understanding of social, economic or environmental issues. Events can build capability within a community, develop a sense of community spirit, identity and belonging.

Celebrate Auckland and its peoples, and build pride in our achievements and who we are

Events provide the opportunity to celebrate and showcase what's special about Auckland, our indigenous, Pacific and multi-cultural diversity; our talented people (particularly our youth); our history, heritage and environment; and our innovation and creativity. Events help us to build a sense of identity and pride in Auckland and our local communities, and to deliver an enjoyable visitor experience.

The shared vision aims to position Auckland as an exhilarating, eventful, international city and region. Auckland will be lively and interesting, with its residents and visitors participating in exciting and dynamic events throughout the year. The best of Auckland and its local places will be showcased to the community, our region, the nation and the world.

Auckland's many cultural, sporting, environmental and creative events will help Aucklanders, including children, young people, families, older people and new migrants, connect with each other and feel a special attachment to their local places and communities. Events will also highlight what makes Auckland special, with our unique combination of qualities expressed through our indigenous Māori culture, multi-cultural diversity, heritage and history, stunning landscape, and our distinction as the world's largest Polynesian city. The many visitors, skilled people and creative businesses attracted by Auckland's exciting lifestyle will help to enhance Auckland's economic prosperity.

Commemorate and respect important occasions

Events provide the opportunity for individuals and communities to celebrate and commemorate occasions that have personal and collective meaning, and to show their respect. Events let us show leadership, and help us build and strengthen strategic relationships.

Profile Auckland and its diverse places, and build a sense of place

Events provide a platform to market and promote Auckland nationally and internationally, and showcase our stunning land, harbours and Māori identity as our point of difference in the world. Events profile our region's Pacific character and cultural diversity as our point of difference in New Zealand. Events raise awareness of our environment and showcase what qualities make our communities such special places.

Invigorate Auckland's economy

Events attract domestic and international visitors to Auckland. These visitors inject new money into the economy and take away a positive visitor experience of Auckland. An event also motivates Aucklanders to get out into their communities, helping to stimulate business activity at the event. That business activity can lead to employment and enterprise opportunities in local and regional business centres.



3. PURPOSE AND SCOPE

3.1. WHY DO WE NEED THIS POLICY?

This policy explains why the council is involved in events, who is responsible for what, who makes decisions, and how this fits within the framework of the Auckland Plan and local board plans.

This policy covers local, regional and major events and:

- articulates why council is involved, and our overall role in events
- defines what we seek to achieve from being involved in events
- defines the criteria for events to be treated as regional or major events

- clarifies the complementary decision-making roles and responsibilities of local boards and governing body for events
- clarifies the roles and responsibilities of the different parts of the council organisation and its CCOs for local, regional and major events
- provides a framework for evaluating the success of this policy.

This policy is supported by an Events Action Plan. That plan identifies what the council organisation and its CCOs must focus on to achieve the shared vision, and to improve how they deliver events in the future.

3.2. WHY ARE WE INVOLVED IN EVENTS?

Auckland Council invests in events because of the wide-ranging benefits that a thriving events sector brings to our region. Evidence shows that events can generate significant social, cultural and economic benefits for Auckland. Events can help to:

- improve social cohesion, community spirit and pride
- develop stronger communities
- develop a stronger identity and sense of place (placemaking)
- improve community engagement in local areas
- improve cross-cultural awareness and understanding
- develop local and regional economies
- increase tourism and support economic development
- draw international and national media to profile our region
- attract creative and talented people and businesses.

In 2008, the annual calendar of events contributed at least \$479 million to the Auckland economy. In 2009/2010, more than 1.5 million people attended events¹ that the legacy Auckland City Council delivered and supported. An analysis of 35 different local and regional events throughout Auckland in 2011 and 2012 found that 83 per cent of attendees would attend the same event if held again in 2013. This result suggests that most people enjoyed their experience, and 89 per cent of attendees said they were satisfied or very satisfied with the event.

Auckland Council invests in events as they are important local public services that provide many benefits for all Auckland communities². While investing in providing events, Auckland Council has a duty under the Local Government Act 2002 to meet the current and future needs of communities for local public services in a way that is most cost-effective for households and businesses.



¹Measuring the Economic Contribution of Events to Auckland'. Prepared for Auckland City Council. Covex Ltd, 13 October 2009, p 9
Auckland City Council Annual Report 2009-10.IPSOS. Auckland Council Annual Event Season Report 2011-2012.

3.3. HOW ARE WE INVOLVED?

Many events in Auckland take place with little involvement from Auckland Council. Apart from granting permits to hold the activity in public spaces, the council contributes to events in that we:

- provide strategic direction for and plan events
- fund and provide grants for events
- seek and manage event sponsorship
- bid for and attract events
- co-ordinate and promote the year-round calendar of events
- deliver events
- facilitate event planning through council processes
- manage the impact of events on local communities and the environment
- process consents, permits and licences required to hold events
- protect, promote and maintain the health and safety of all who attend an event and those near an event
- monitor compliance with regulatory and licensing requirements (such as national legislation, the Unitary Plan and bylaws)
- provide venues for staging events
- market and promote events in which we have invested
- advise and support the events sector to build capability
- provide leadership and guidance for best practice and innovation in event design and delivery
- seed and support new events.

3.4. WHAT DOES THIS POLICY COVER?

For the purposes of this policy, an event is:

An organised special occasion and activity of limited duration that brings people together for the primary purpose of participating in an uplifting community, cultural, commemorative, recreational, sport, art, educational or entertainment experience.

An event may be:

- held every year (rarely more than once a year), and is not part of a regular scheduled programme
- free or have an entry fee
- run on a commercial basis
- delivered at different levels and categorised as local, regional or major (as defined in section 3.5)
- a major indoor or outdoor one-off show, depending on its purpose.

Scope of events covered by this policy

Events within the scope of this policy are:

- civic and ceremonial events - local, regional or major
- events that we organise to promote a council policy (such as a cycling event to promote cycling)

- events that we organise that have become established and popular events at council facilities (such as the Ambury Farm Park Open Day)
- any other occasion or activity not specifically excluded that requires an event permit or consent.

Excluded from the scope of this policy are:

- business events (such as meetings, conventions and exhibitions)
- filming
- events at any council facilities that is part of a programme of activities to increase that facility's use, and that are integral to the facility's services (such as a reading event in a library)
- indoor performances
- indoor private functions
- outdoor sports practices or training
- parks booked for a social event (such as a group picnic).

²Section 4 (Purpose) of the Local Government Act 2002 Amendment Act 2012 states that the Act's purpose is to "provide for democratic and effective local government that recognises the diversity of New Zealand communities". Subsection (d) "provides for local authorities to play a broad role in meeting the current and future needs of their communities for good-quality local infrastructure, local public services, and performance of regulatory functions". Street trading and building licences are not included.

3.5. WHAT ARE THE EVENT CATEGORIES?

This policy identifies three categories of events: local, regional, and major.

3.5.1. LOCAL EVENTS

An event is considered to be a local activity governed by local boards unless it meets the criteria for a regional or major event as defined in this policy.

3.5.2. REGIONAL AND MAJOR EVENTS

A regional or major event must demonstrate specific strategic outcomes, appeal, profile and economies of scale (see Table 1). It will have most, if not necessarily all, of the characteristics in either category.

Table 1.

EVENT CATEGORY	STRATEGIC OUTCOMES	APPEAL - BREADTH AND DEPTH OF THE EVENT	PROFILE	REGIONAL CO-ORDINATION
REGIONAL	<ul style="list-style-type: none"> Delivers regional objectives that the governing body sets Helps to deliver on Auckland-wide strategies, such as for sport and recreation, and arts and culture Offers a distinctive event proposition for our region. 	<ul style="list-style-type: none"> Demonstrates that the event draws from a regionally distributed audience (for example, that it appeals to a specific demographic or interest group from across the Auckland region) Demonstrates a size and scale that is regionally significant. 	<ul style="list-style-type: none"> Has a region-wide and maybe national profile (as demonstrated through media and wide public awareness). 	<ul style="list-style-type: none"> Demonstrates clear benefits and promotes community well-being across Auckland from co-ordinating decisions at a region-wide level. One example might be holding an event at multiple sites across our region to ensure regional distribution, attract sponsors, and take advantage of region-wide marketing and promotion.
MAJOR	<ul style="list-style-type: none"> Delivers outcomes for economic development Delivers significant economic return on investment Provides measureable economic benefits, such as a significant increase in visitor nights. 	<ul style="list-style-type: none"> Appeals to regional, national and international audiences and participants Is a large mass-appeal, social event that is distinctive to Auckland. 	<ul style="list-style-type: none"> Has a regional, national and international profile. 	

3.5.3. CIVIC EVENTS

Any local, regional or major event may include a focus on Auckland Council's hosting or leadership role. These civic events may seek to commemorate, celebrate or acknowledge important occasions or special achievements, and/or build strategic relationships. Examples include luncheons for local

or visiting leaders, citizenship ceremonies, award ceremonies, facility openings and ANZAC Day commemorations. Generally at these events the mayor, councillors or local board members welcome and/or host visitors and guests.

3.6. GUIDING PRINCIPLES

In delivering this policy, Auckland Council seeks to be open, transparent and accountable; be inclusive, accessible and fair; value Mātauranga Māori; be responsive and collaborative; and act sustainably.

These guiding principles are set out in detail below.

- **Being open, transparent and accountable** means having open and transparent evaluation and decision-making processes for funding, and accounting for decisions made.
- **Being inclusive, accessible and fair** means considering the needs of all Auckland, recognising where they live, their affiliations and abilities, and their socio-demographics, to ensure that every Aucklander can access events. 'Accessible' includes physical access, access for people with disabilities, affordable access and access to knowledge and information (knowing what, where, when and how to get to events).
- **Valuing Mātauranga Māori** means building and maintaining respectful relationships with Māori when we design, plan and deliver events. Mātauranga Māori is the accumulated knowledge and understanding of how Māori interpret the world. The values, traditions and language of Māori provide the unique blend of traditions that identify Aotearoa New Zealand in the world.
- **Being responsive and collaborative** means working collaboratively across the council group, including CCOs, and responding to and actively partnering with the events sector and the community.
- **Acting sustainably** means supporting events that are environmentally responsible, minimise negative impacts on neighbourhoods and natural areas near the event, use resources to best effect, and are financially viable.

LOCAL EVENT CASE STUDY: THE GLEN EDEN CHRISTMAS CARNIVAL

The Glen Eden Christmas Carnival was actively supported by the Waitakere Ranges local board. Like many other Christmas events around the region, the carnival has been very much a local community event. Friends and families came together before Christmas to celebrate the Christmas spirit. Held for the first time in 2012, this was a free, yearly event. The festival proved so popular that in 2013 it moved to Parris Park, usually a sports park. The 2013 event organisers, with the Auckland Council Solid Waste team, trialled a new initiative called Zero Waste to reduce the waste generated at events.

The Glen Eden Christmas Carnival emphasised families and young children by including many attractions such as bouncy castles, ride-on toys and, of course, Santa's grotto. A Christmas marketplace provided a craft zone and a food zone. Local and professional bands entertained on stage, as did local primary and intermediate schools, and everyone got to enjoy singing their favourite Christmas carols with others.



4. ROLES AND RESPONSIBILITIES

Different parts of Auckland Council have specific roles and responsibilities for local, regional and major events. Many other organisations are also involved in delivering events. To position Auckland as an exhilarating, eventful, international city and region, the council and these organisations must work together.

The sections below set out the specific functions and responsibilities for each part of the Auckland Council. Appendix 1 has further details about the specific roles and responsibilities of local boards, the governing body, ATEED and other parts of the council group, when delivering events.

4.1. GOVERNING BODY AND LOCAL BOARDS

Auckland Council has a unique shared governance structure that is made up of a regional governing body and 21 local boards. The governing body makes decisions about regional events; the local boards each make decisions about their local events in accordance with the Local Government Act 2009. The respective roles of governing body and local boards is outlined in table 2.

When there are different views on whether an event is regional or local, the governing body and the affected local boards will jointly review the category of the event (see criteria in section 3.5).

Table 2.

LOCAL BOARDS ³	GOVERNING BODY
<p>Local events including:</p> <ul style="list-style-type: none"> • attraction, development, delivery and promotion • sub-regional events which are the responsibility of the local board in which the event is located, in collaboration with other³ affected local boards • local events sponsorship • tailoring regional events programmes to local needs. 	<p>Regional events including:</p> <ul style="list-style-type: none"> • regional events strategy and policy, including region-wide events plan • coordinating regional events, including attraction, development, delivery and promotion • regional events sponsorship • regional events programmes, which can be tailored to local needs.

4.2. COUNCIL CONTROLLED ORGANISATIONS

Auckland Tourism, Events and Economic Development (ATEED) is the Council Controlled Organisation (CCO) responsible for major events. It attracts, promotes and delivers major events within the framework of its Major Events Strategy as approved by the governing body.

Waterfront Auckland (WA) is the CCO responsible for revitalising and managing the central Auckland waterfront, which is a popular destination and venue for a wide range of events.

Regional Facilities Auckland (RFA) is the CCO responsible for managing a range of regional event venues such as Mt Smart Stadium, the Viaduct Events Centre and Aotea Square. RFA is also responsible for attracting events to its venues.

Auckland Transport (AT) is the CCO responsible for approving traffic management plans and transport planning for events, including public transport to and from major events.

³Auckland Council Long-term Plan 2012-2022, Volume 3

There is no category of sub-regional events but local boards may collaborate with other boards as set out in section 5.1

4.3. THE COUNCIL ORGANISATION

The Council's Events team is the main administrative department responsible for planning and delivering local and regional events. It provides operational support to local boards and the governing body. This team is also responsible for facilitating and permitting external events, except those events managed by ATEED.

Other parts of the council organisation are involved in events in either a regulatory or support function, or because events are used as a way to achieve a wide range of council objectives. These objectives may be in areas of economic development,

community development, sport, arts, culture, parks, civic hosting, environmental management, transport, venues management, or health and safety.

Events held in parks require landowner's consent to hold the event in these spaces. Local boards are responsible for the governance of local parks and sports parks. The governing body is responsible for regional parks.

Appendix 1 lists those departments involved in events, and their roles and responsibilities.

4.4. INDEPENDENT MAORI STATUTORY BOARD AND IWI

The Independent Māori Statutory Board (IMSB) has a role to monitor how the council engages with iwi in Tāmaki Makaurau, and to make sure that the council follows Te Tiriti o Waitangi the Treaty of Waitangi. Under Part 7 of the Local Government (Auckland Council) Amendment Act 2009, Auckland Council must consider what the IMSB recommends and, where applicable, work with it on policies and plans that will significantly affect Māori. This means that, for an event, the council organisation and CCOs have a duty to carefully consider any IMSB recommendations and, where appropriate, incorporate these into the event.

This duty to the IMSB does not preclude any other statutory obligations the council has to iwi and Māori generally. The council must build its relationship with Māori organisations and this policy reflects Māori interests and aspirations. The Mana Whenua of the Auckland region bear the traditions and history that make Auckland unique. They clearly recognise that events are one way to develop the local economy and to express the indigenous culture of Tāmaki Makaurau.

4.5. ADVISORY PANELS

Auckland Council has set up nine advisory panels. Each panel is responsible for a specific portfolio and identifies and communicates the interests and preferences of Auckland's communities relating to that portfolio. Each panel also advises on ways to engage with these communities. Four of the advisory panels have identified a specific interest in events:

- Pacific Peoples Advisory Panel sees events as a way to develop the Pacific community's economy and enterprises, and seeks to highlight the value of Pacific culture.
- Ethnic Peoples Advisory Panel seeks to foster more cultural events that reflect the diversity of those living in Auckland.

- Disability Advisory Panel seeks to promote the interests and preferences of people with disabilities, including making sure everyone can access an event.
- Youth Advisory Panel seeks to be visible in any youth-oriented events, such as helping to host them.
- The five other advisory panels, Heritage, Business, Rural, Rainbow Communities and the Auckland City Centre Advisory Board will have interests in some events where it affects their respective portfolios.

4.6. EVENTS SECTOR AND OTHER AGENCIES

Auckland Council is one of many organisations involved in Auckland's events and has a role to collaborate and partner with the events sector. Other external organisations that run or contribute to events in Auckland include:

- event producers and owners
- event equipment and ancillary service providers for equipment, food, beverage and other extra services
- community groups who deliver and support community events
- public safety and support services that manage and support public safety and help to deal with emergency incidents
- event sponsors
- transport providers who manage access to events and how events affect transport networks
- event venue owners and operators
- the New Zealand Association of Event Professionals
- New Zealand Major Events Ltd, part of the Change to Ministry of Business, Innovation and Employment
- Tourism New Zealand.

5. LOCAL, REGIONAL AND MAJOR EVENTS

This section summarises the council’s policy position for all events, and by each event category.

Auckland Council’s policy position for all events is set out below.

- Events are a core non-regulatory activity of Auckland Council.
- The governing body and local boards of Auckland Council will support events to:
 - deliver regional and local benefits to Auckland communities
 - achieve the outcomes of the Auckland Plan and local board plans
 - deliver the desired impacts articulated in this events policy.
- Events are local events unless they meet the criteria for a regional or major event as defined in this policy.
- Local boards are responsible for local events, the governing body for regional events, and ATEED for major events.

LOCAL EVENT CASE STUDY: FRANKLIN AGRICULTURAL AND PASTORAL SHOW

Pukekohe has held the Franklin Agricultural and Pastoral Show each February since 1886. As its name implies, the show’s focus is agriculture. Attracting more than 10,000 people over two days, the show continues to be a locally driven event that benefits the local area.

Competitions give farmers the chance to show off their beef and dairy cattle, alpacas and dairy goats, and skills such as wood chopping and shearing. A big home industry competition sees people competing for the best jams, pickles, baking, needlework and quilting, photography, floral art and many more home industry activities. Companies that sponsor prizes range from national feed or animal health product companies to firms with local interests, such as the local knitting shop, steel company and power supplier. Local clubs such as the Lions, Counties Shearing Club and Axeman Club are actively engaged in running different parts of the event that helps them raise funds. Other locals volunteer as stewards at the car park and around the site.

In 2014 the Franklin Local Board supported the event by funding advertising and a food fair with celebrities. Their support helped to attract visitors from nearby urban areas. The influx of people to the show benefits the local community economically, and raises visitor awareness of the Franklin area. The event seeks to cater for rural and urban residents, giving those who live in built-up areas a taste of rural life. Each year the show refreshes the competitions and entertainment it offers, to reflect changes in the surrounding, mostly rural, community.



5.1. LOCAL EVENTS

Local boards are responsible for making decisions that support local events which, in turn, support local priorities as set out in their local board plans. The outcomes and priorities in the Auckland Plan provide the overall strategic framework. Local events also contribute to the desired outcomes set out in this policy and help to create a region-wide mosaic of events for Aucklanders and visitors.

The key policy statements about local events are set out below.

- Events are a core non-regulatory activity of Auckland Council, and local boards will continue to support events to provide benefits to their local communities.
- The Events Policy does not specify a minimum level of provision, but acknowledges that local boards will provide for events in response to the needs and aspirations of their local communities.

The key drivers for local boards being involved in events are to:

- deliver on the priorities in local board plans
- help to build a shared sense of community and local identity
- enable community led events
- support local involvement.

Local events are important to communities as they provide a range of local benefits. Local events help to:

- develop social cohesion, community spirit and pride to improve the lives of residents
- build identity and a sense of place (local placemaking)
- stimulate the local economy and support visitor expenditure in local centres
- enhance community engagement
- raise cross-cultural awareness
- build capability and capacity within communities to deliver events.

In undertaking their decision-making responsibilities as set out in Auckland's Long-term Plan, local boards:

- set their own outcomes and objectives within the framework of the Auckland Plan and local board plans
- have a role to support community-led events in helping communities achieve their own aspirations
- can decide whether and how to distribute grant funding to local events
- can decide whether to approve a recurring local event for a specified number of years, without having to go through the yearly contestable process, if the on-going benefits of the event support this approach within approved financial limits
- may collaborate with other local boards on local events that benefit two or more local board areas (collaboration may mean joint funding, shared decision making or some other type of shared support)
- have a responsibility to engage with local communities and may support and facilitate community groups to shape the programme of events for the local area
- have a responsibility to engage and build relationships with local iwi in designing, planning and delivering local events of mutual interest
- have a role in advising and advocating local interests and concerns when decisions about regional and major events are being made
- may choose to supplement regional events by supporting associated local events that deliver local benefits
- have a responsibility to help shape local components of regionally-delivered events programmes to address local needs.

5.2. REGIONAL EVENTS

The Auckland Council governing body are responsible for regional events as defined by this policy. The outcomes and priorities in the Auckland Plan provide the strategic framework.

The key policy statements about regional events are set out below.

- Events are a core non-regulatory activity of Auckland Council and the governing body will continue to support regional events to deliver regional benefits for Auckland.
- The Events Policy does not specify a minimum level of provision, but acknowledges that the governing body will provide for regional events in response to region-wide goals and objectives.

The key drivers for the governing body being involved in events are to:

- deliver on Auckland-wide strategies such as for sport and recreation, arts and culture
- build regional identity
- showcase Auckland's assets and what's special about our region.

Regional events are important in providing a range of benefits to our region. Regional events help to:

- connect Auckland's diverse and regionally dispersed communities and special interest groups
- develop pride in Auckland and enjoyment of what it offers
- support regional economic development
- make life in Auckland vibrant (with the diverse range of opportunities in the region-wide events calendar).

In undertaking decision-making responsibilities as set out in Auckland's Long-term Plan, the governing body:

- may decide to fund an event that fills a gap in the region-wide strategic events calendar and is a regional priority (the event must fulfil the distinguishing characteristics for

a regional event or have the potential to become a regional event)

- may decide to stop funding an event that no longer fulfils regional objectives, is no longer a priority and/or no longer contributes to a diverse region-wide events calendar
- can decide whether and how to distribute grants to regional events (for example, they may approve a recurring regional event for a set number of years, without having to go through the yearly contestable process, if the on-going benefits of the event support this approach within approved financial limits)
- has a responsibility to advise the host local board and other affected local boards about regional events in their areas, so that those boards can tell them of any negative impacts and local concerns
- has a responsibility to engage and build relationships with iwi in designing, planning and delivering regional events of mutual interest
- will collaborate with local boards on tailoring region-wide events programmes to local needs
- will liaise and negotiate with local boards on how to develop local events with the potential to become regional events.

Where the governing body has decided not to fund a regional event because it has insufficient funds or it is no longer a regional priority, one or more local boards can decide to invest in the regional event because it will provide local benefits. The local board or boards cannot invest in the regional event if the governing body has explicitly determined that the event is inconsistent with the council's policy and outcomes. If this occurs, the governing body's decision is final and the council group cannot provide funding.

If a local board decides to invest in a regional event, the event is still classified as a regional event and remains the responsibility of the governing body unless or until the event no longer meets the criteria for a regional event.

REGIONAL EVENT CASE STUDY: MUSIC IN PARKS

Music in Parks is a very popular programme of events that runs every summer from January to March. Events take place across the Auckland region - from Rodney in the north to Franklin in the south. More than 30,000 people attended events in 2013 and 2014. The regional event showcases established and rising New Zealand talent from across a range of genres. The artists entertain thousands of people in Auckland's parks and reserves. From rock, blues, pop and country music to jazz, big band, swing and vintage sounds, people flock to venues, often with a picnic, the company of friends and family and the warm days and evenings typical of an Auckland summer.

The informal and relaxed atmosphere and free entry mean that people can decide on the day which event to attend. Family groups and young adults with their friends can enjoy live entertainment from a range of artists. These events also help people appreciate the beautiful settings of our parks and reserves that are such assets to Auckland's communities.



5.3. MAJOR EVENTS

The board of Auckland Tourism Events and Economic Development (ATEED) is responsible for major events and uses the Major Events Strategy and this policy to decide on its support for major events. The outcomes and priorities in the Auckland Plan and the provisions of the Economic Development Strategy form the strategic framework.

The key policy statements about major events are set out below.

- Events are a core non-regulatory activity of Auckland Council and ATEED will continue to invest in major events that deliver benefits to Auckland's economy and brand.
- ATEED will continue to invest in major events that deliver major economic and social returns on investment in support of Auckland's economic development strategy.

The key drivers for ATEED's involvement in events are to deliver on the Economic Development Strategy and the Major Events Strategy to:

- expand Auckland's economy
- grow visitor nights
- enhance Auckland's liveability
- increase international exposure.

Major events bring a range of benefits to our region. In particular major events:

- bring economic returns
- a high return on regional investment, injecting new money into Auckland
- an increase in visitor nights
- enhance the Auckland brand, profiling and celebrating Auckland on the national and international stage

- enhance Auckland's national and international reputation as the world's most liveable city
- deliver social benefits by bringing people together and making Auckland a more vibrant and interesting place to live
- provide legacy benefits such as major infrastructure development.

As set out in the Major Events Strategy, ATEED manages the investment portfolio and sponsorship process for major events, and delivers major social events. In this role, ATEED:

- has a responsibility to engage with host local boards, the governing body, and key partners (including iwi) during the design and planning stages of major events to ensure it listens to local and regional concerns, and the interests of partners, and includes a Māori world view where appropriate
- has a responsibility to make clear and accountable decisions, and to communicate with grant applicants in a timely way
- supports the events sector in that sector's delivery of major events.

MAJOR EVENT CASE STUDY: AUCKLAND ARTS FESTIVAL

The Auckland Arts Festival is a true celebration of Auckland's peoples and cultures, and a recurring major event. The festival is a platform that showcases outstanding national and international artists. It enhances the Auckland brand, and has cemented its place on Auckland's major event calendar and on the national arts scene. Not only does the festival reflect Auckland's unique image and identity, it profiles and celebrates our diverse cultural heritage and unrivalled coastal, marine and volcanic landscapes to locals, New Zealanders, international artists and visitors attracted to the event. In 2013, more than 101,000 tickets were sold for 198 performances, and 64 free events attracted more than 81,000 people.

In March 2012, French Company 'Group F' fulfilled a special commission to open the festival with 'The Breath of the Volcano', three nights of spectacular, awe-inspiring projections, fire, music, pyrotechnics and performers, filling the night sky over the Domain. At the heart of the festival, the world premiere of Mitch Tawhi Thomas' Hui and the first-ever Pacific musical 'The Factory' anchored an outstanding Māori and Pacific programme. The varied programme provided something for everyone and included school events and free events that exposed new audiences to new experiences. Visual art exhibitions and installations by international and New Zealand artists drew out new and varied reflections about our city and our world. Attendees enjoyed the buzz and animation of 19 days of extraordinary world-class events that enlivened Auckland's heart, and supported its aspiration to be the world's most liveable city.



6. EVALUATION AND MONITORING

We need to understand whether Auckland Council’s approach to events is making a real difference to Auckland. We will use annual reviews and surveys to engage effectively with a diverse cross-section of the community to evaluate the impact of events.

Table 3: Evaluation of Desired Impacts

DESIRED IMPACTS	EVALUATION	COMMENT
Bring people together to share memorable, inspiring and educational experiences, and build social cohesion	<p>Percentage of attendees satisfied with the major, regional, or local event Target: 85%</p> <p>Percentage of Auckland residents satisfied or very satisfied with what and how events are provided (may be broken down by age and ethnicity) Target: to be developed</p>	<p>Annual Event Evaluation Surveys that ATEED and the council events team conduct (surveys include on-site satisfaction and post-event evaluation)</p> <p>Annual Omnibus Survey that focuses on a resident’s experience of the events calendar as a whole, not just council events</p>
Celebrate Auckland and its peoples and build pride in our achievements and who we are	<p>Events like this make me proud to live in Auckland Target: 80%</p> <p>Number of Māori participating in council-delivered regional and major social events Target: to be developed</p>	<p>Annual Event Evaluation Surveys that ATEED and the council events team conduct</p> <p>Annual Plan measure Annual Event Evaluation Surveys</p>
Commemorate and respect important occasions	<p>Number of civic events delivered each year Target: to be developed</p>	Collected by the council events team
Profile Auckland and its diverse localities, and build a sense of place	<p>International media reach due to ATEED’s event portfolio Target: to be developed</p> <p>Number of events held each year that profile either the region or local area, or both Target: to be developed</p>	<p>ATEED Major Events Strategy measure, which sets a target of 4+ for regular events with high levels of international media exposure</p> <p>Collected by the council events team</p>
Invigorates Auckland’s economy	<p>The economic return from major events (yearly GDP contribution from ATEED’s events portfolio)</p> <p>Number of visitor nights that major events generated Target: 95,000 by June 2013 130,000 by June 2014 250,000 by June 2020/21</p> <p>Money that people spent at local events and regional events Target: to be developed</p>	<p>ATEED Major Events Strategy measure, which is the Regional Return on Investment ATEED Major Events Strategy measure</p> <p>Annual events evaluation surveys</p>



MAJOR EVENT CASE STUDY: TRIATHLON WORLD CHAMPIONSHIPS 2012

The Triathlon World Championships in October 2012 was a major event that took central Auckland to the world stage. In the final event along Queen Street and Quay Street, four London Olympic medallists and other elite athletes competed to the thrill of large crowds who lined the pavements and a global television audience of 37.8 million people across 45 networks.

With a record 5,208 participants, about half international and half domestic, including more than 800 New Zealand age-group triathletes, the event was a major boost to the sport in New Zealand. The event attracted 10,000 international and domestic visitors, generating 55,992 visitor nights for Auckland. With 5.6 nights as the average length of stay in Auckland, visitors had plenty of time to experience Auckland's attractions and boosted Auckland's GDP by \$12.5 million.

Aucklanders flocked to become volunteers, helping to provide a first-class experience for athletes and spectators. The event was family friendly and free, and live on free-to-air TV One. This meant all ages could enjoy the spectacle and be inspired. The success of the event, praised by the International Triathlon Union as one of the best world championships ever hosted, led to a 4-year contract to hold the ITU World Series in Auckland.

The first of the four ITU World Series events took place in Auckland in April 2013, attracted 10,000 attendees and a further 1,400 visitor nights. This event boosted Auckland's economy by more than \$630,000. The next event is in April 2014.



7. EVENTS ACTION PLAN

7.1. INTRODUCTION

This action plan identifies what the Auckland Council organisation (its responsible departments) and CCOs will do to implement the Events Policy and improve delivery of events over time. The action plan:

- sets out strategic objectives and identifies priority initiatives
- articulates how the council organisation and CCOs will be role models for excellent standards of event planning and delivery
- articulates how the council organisation and CCOs will help or enable community groups to build their skills and deliver events to these best practice standards (such as being able to provide effective events that are safe, easy to access, and environmentally responsible)
- sets out the criteria for funding regional events.

The action plan identifies four strategic objectives that will focus operational activity. These objectives are to:

- support people to take part in events, by having a diverse, balanced region-wide programme of events, with a particular focus on Māori and youth and on delivering more events in winter
- make it easier to run events in Auckland
- strengthen Auckland's events sector and the skills and capability to deliver events
- attract visitors by holding major events in Auckland.



7.2. OPPORTUNITIES AND CHALLENGES

The council organisation faces a range of opportunities and challenges as it seeks to use events as one way to deliver and promote the world's most liveable city. It needs to:

- enable and support a fair distribution of events across the Auckland region, including in smaller and more remote centres
- leverage events as a way to reveal a Māori identity that is Auckland's point of difference, and weave this in with other expressions of Auckland's heritage and cultural values
- acknowledge the diversity of environments, different nature of communities, and varying expectations for events so as to provide appropriate and appealing events across our region
- enable and help grow the capability of communities to hold events
- work with the differing views and aspirations of communities when supporting events
- balance event activity with the needs of residents and businesses
- encourage events that can be staged outside the concentration of events held in summer
- position Auckland globally as a major events destination

- help to make events financially viable, and attract sponsors
- deliver events that are environmentally responsible and sustainable
- ensure events comply with health and safety and traffic management requirements, but are still easy to run.

The council organisation faces specific organisational challenges and opportunities related to events. The council organisation needs to:

- manage and co-ordinate the many parts of the organisation and the CCOs involved in events to provide a clear process and consistent, high standards of customer service
- integrate a diverse set of regulatory systems, bylaws and administrative processes inherited from legacy councils
- co-ordinate the wide range of stakeholder requirements, including traffic management, health and safety, parks and open space management, compliance, and community services
- manage transport and traffic matters so that events are easy to get to and from
- influence the Unitary Plan to support events that everyone can access.

LOCAL EVENT CASE STUDY: NGATARINGA SKATE DAY

Ngataringa Skate Day was a day-long skateboarding competition supported by the Devonport-Takapuna Local Board. Based at Ngataringa Park Devonport, the local event was targeted at children and young people and advertised as a family day. The event helped to build pride and local identity among local youth, who are effectively hosts on their home turf. The Devonport Peninsula Trust organised the event, and local businesses donated prizes such as safety helmets and knee pads. It was a chance for the local community to come together in a safe, fun atmosphere.

Ngataringa Skate Day attracted 200 to 300 entrants, who came from Auckland's north and central areas, as Auckland hosts few sporting events of this type for young people. The structured age group competition had heats and finals. Competitors were aged 5 to 19 and represented a mix of ethnicities, but all shared an enthusiasm for the sport and were eager to test their skills and show off their tricks. The event also profiled this local park to locals and visitors, revealing all it has to offer including walking and cycling tracks and views to the mangroves in the inner harbour.



7.3. STRATEGIC OBJECTIVES: WHAT WE WILL FOCUS ON

Table 4: Strategic Objectives and Key Initiatives

STRATEGIC OBJECTIVES	KEY INITIATIVES: WHAT WE WILL DO	WHO WILL DO IT
<p>Participation Provide a diverse, balanced programme of events across our region that everyone can access</p>	<p>Strategic review of the events calendar Review the Auckland-wide events calendar to seek a balanced programme so that every Aucklander has an equal opportunity to take part. This includes reviewing some event programmes (such as Waitangi Day events) that are delivered locally and at a regional level, and that may benefit from better overview, co-ordination or collaboration.</p> <p>Gaps in the events calendar</p> <ul style="list-style-type: none"> Identify and discuss with the governing body and local boards opportunities for more Māori events, youth events, local and regional events during the winter period. Review the Auckland-wide events calendar of local and regional events to identify other event opportunities, and discuss these with the governing body and local boards. <p>Local events Identify the resources, funding and advice that local boards need to support their local events programme, including raising staff capacity and capability to provide the required support.</p>	<p>council events team</p> <p>council events team</p> <p>council events team</p>
<p>Customer service Make it easier to run events in Auckland</p>	<p>Easy-to-use processes Streamline, co-ordinate and make more user-friendly:</p> <ul style="list-style-type: none"> regulatory controls for events protocols and processes for permitting and facilitating events funding timelines processes of ATEED, the governing body and local boards <p>Tools to support excellent standards of service Develop or improve tools to enhance standards of service in our support of events. The tools include the:</p> <ul style="list-style-type: none"> region-wide events calendar scheduling tool venues database <p>Events portal Establish a customer-friendly portal that channels event enquiries to the appropriate department in the council. A case management approach will help to streamline event facilitation and permitting.</p>	<p>council events team, parks team and ATEED</p> <p>council events team</p> <p>council events team</p>

STRATEGIC OBJECTIVES	KEY INITIATIVES: WHAT WE WILL DO	WHO WILL DO IT
<p>Infrastructure Strengthen infrastructure (including capability, resources, and venues) to support events</p>	<p><u>Strategic event leadership</u> Drive strategic event planning and programme development across the council organisation and CCOs. To achieve this:</p> <ul style="list-style-type: none"> • champion this policy and advocate for strategic assets/resources (such as resourcing gaps in event infrastructure) • do a strategic review of the calendar • lead key strategic initiatives of this action plan • drive innovation and seek new event opportunities • develop a mechanism for engaging iwi and help to apply a Māori lens over the calendar • use a 'whole-of-event' perspective to co-ordinate event activity across the council group, to deliver efficient, streamlined events to a high standard, improving customer service and event evaluation. 	<p>develop business case with council events team and ATEED</p>
	<p><u>Regional events fund</u> Establish a regional events fund for contestable applications, to support some regional events initiated and delivered externally.</p>	<p>council events team</p>
	<p><u>Community capability for events</u> Provide support, education and advice to community groups and the events sector, including best practice principles (see next section), to help grow the community's capability (including that of youth) to plan and deliver events.</p>	<p>council events, community development teams; and ATEED</p>
	<p><u>Event venue enhancement</u> Find cost-effective opportunities to improve access to event venues and their use for events. This may involve retrofitting venues with amenities such as lights and power, re-developing existing assets and/or specifically planning for event uses when designing and developing new public facilities and open spaces.</p>	<p>RFA and council events team</p>
<p>Visitor attraction Strengthen Auckland's position as a destination to hold international and national events</p>	<p><u>Visitor attraction</u> Strengthen Auckland's position as a destination to hold international and national events.</p>	<p>ATEED, with support from council events team</p>

7.4. KEY PRINCIPLES FOR DELIVERING EVENTS

The council organisation and its CCOs will role model excellent standards of planning and delivery and will encourage events that support to use the best practice principles set out below.

Planning

- During the planning phase, establish clear objectives for the event, outline who the event is for, detail how the event will be implemented and how the event will be evaluated.
- Take account of the region-wide calendar of events when deciding when and where to hold the event.
- Identify any planning restrictions that apply to using the event venue, such as those articulated in reserve management plans.
- Develop (where appropriate) a sustainability plan for the event that identifies how the event will continue in the future, and identify ways to improve the financial viability of the event.

Engagement and communications

- Engage with affected communities and stakeholders (such as local boards, businesses and iwi) early when planning the event so as to identify issues and opportunities.
- Identify (during early planning) who the event could affect in the community and engage with them to minimise disruption, particularly around traffic, parking and noise.
- Keep neighbourhoods who will be affected by the event informed of the overall event programme in their area (and consider the overall impact of holding multiple events in the same location).
- Engage with iwi in the early stages of planning so as to build relationships in the design, planning and delivery of the event.
- Communicate and market the events calendar through effective communication channels to reach mainstream and minority sectors of the population.

Accessibility

- Consider how all people (of differing abilities, disabilities, ages, ethnicities or religions) may access the event.
- Consider different ways of communicating with the community about the event, such as using plain language or pictures for those who cannot read, or radio for those who cannot see posters.

- Identify how people will travel to the event venue and develop a transport plan that includes public transport, walking and cycling.
- Identify how people with disabilities or limited mobility will travel to the event and provide adequate accessibility parking or drop-off for them.
- Consider how to make it easier for people with a disability to move around the event (if it is large), such as by providing maps and volunteers to help them navigate the event.
- Consider the cost of the event, relative to what the target market for the event can afford to pay.

Safety

- Ensure the event complies with relevant health and safety legislation by planning and putting in place appropriate health and safety measures and risk management measures.
- Plan for the safety of people attending the event, including people travelling to and from the venue, and their security at the event.
- Provide for the responsible use of alcohol to minimise alcohol-related harm during and after the event.

Environmental sustainability and impact

- Plan how to manage waste from the event, including using waste minimisation and zero waste practices (such as using renewable and recyclable products where possible).
- Identify how to best minimise the effects of noise from the event on those living near the event.
- Minimise the impact the event has on ecologically sensitive environments, flora and fauna.

Community health

- Provide healthy eating options (where food is available at the event).
- Be consistent with the council's Smoke-free Policy by making the event smoke free (if held inside or at a semi-enclosed space), and by recognising that most open spaces such as parks are smoke free.
- Promote and support sun-smart measures (if the event is held outside).



7.5. FUNDING CRITERIA GUIDELINES

The following funding criteria guidelines apply to regional events to which the governing body allocates funds. Local boards and ATEED may also find the guidelines useful when allocating funds for events.

When applying for regional funding, an event organiser must demonstrate that the event meets the criteria for regional events. Where an event fails to receive major event or local event funding, it will only be eligible to apply for regional event funding if it clearly fits the definition of a regional event. Criteria to prioritise eligible applications for events funding from contestable funds are set out below.

Key priorities for regional events

Key priorities for regional events are how much the event:

- supports other council strategic outcomes, such as for sport and recreation, arts and culture, and community development
- builds regional identity
- showcases Auckland's assets (such as its harbours and coastline, and renowned and talented people) and what's special about our region
- has a positive impact across our region.

Funding criteria for regional events

Funding criteria is based on how much the event delivers the desired impacts for events (as outlined in this Events Policy) to:

- bring people together to share memorable experiences
- celebrate Auckland and its people
- commemorate and respect important occasions
- profile Auckland and its diverse localities
- stimulate economic activity.

The extent to which the event expands on the variety or range of events on offer.

- Is the event during seasonal low points such as winter, long weekends, or school holidays?
- Is the event unique or new?
- Does the event add to the range of events (arts, cultural, sporting, heritage, and entertainment) on offer in the area?
 - celebration of Māori culture
 - commemoration or celebration of a significant occasion (such as women's suffrage)
 - youth events
 - events for children
 - celebration of Auckland?
- Is the event unlike any event at a similar location and time?

The extent of positive community benefits generated by the event:

- helps community organisations fundraise
- increases awareness or exposure about community organisations
- increases business revenues and awareness about regional businesses
- helps to build the capability of community organisations and individuals
- promotes excellence in performance or sport
- helps to develop talent
- increases cultural expression and helps us better understand the diverse communities across our region.

The amount of community support for the event, how involved the community is, and whether the event has active partners such as:

- sponsors
- associated community, regional or national organisations
- volunteers
- businesses or corporates
- non-government organisations
- charitable trusts.

For an existing event, consider how effectively the event has been run in the past.

- Did the event deliver a quality experience to the participants, volunteers and funding providers?
- Did the event meet its stated objectives?
- Did the event organisers and the event comply with any required consents, permits and licences?
- Was the event financially viable and, if so, how viable was it?

For a new event, consider how well the event organisers are planning the event relative to the scale and risks associated with the event.



Other considerations

In addition to the above criteria, consider the following issues:

- how many people, including volunteer support, performers and/or competitors, are likely to attend
- whether the event has the potential to grow, possibly into a major event for our region
- how accessible the event is proposed to be:
 - for everyone, with specific considerations for disabled persons and, where appropriate, older adults and children
 - for transport
 - for cost, relative to what the target market can afford
 - for anyone who wishes to attend (is not restricted to particular sectors of the community)
 - for getting information through appropriate channels
- whether the event is one-off or held every year, with a sound strategic plan to develop it
- whether event organisers engaged iwi early in the planning and consulted with them (and how deeply) on any likely impacts

Whether the event is financially sustainable, including:

- overall cost of the event relative to the scale and benefits of the event
- proportion of funding from organisations
- the ability to attract/leverage other funding providers and sponsors
- how many years the event has been held and how much it relies on public funds

- volunteer contributions, capacity and capability
- how any profits from the event are distributed
- how to work toward a strategy for events to become more financially viable, including retaining profits from previous events to underwrite the next event
- the degree to which the event uses sustainable practices, such as:
 - transport planning
 - sound environmental operations and working to promote green initiatives
 - respecting the environment (including flora and fauna) and promoting protection of ecologically
 - sensitive environments
- whether the event is in the appropriate venue for its scale and type, and/or makes the best use of Auckland's event infrastructure
- whether, and to what extent, the event adds to any cumulative positive impacts on local neighbourhoods and businesses, balanced against benefits to our region (relates to when and where the event will be held relative to other events on the calendar)
- whether the event has received funding from any other council group sources
- the extent of operational planning to role model exemplary compliance with safety and amenity standards and to use opportunities to support other current or future council policies and plans, including those focused on minimising waste, reducing alcohol-related incidents, keeping communities safe, keeping events smoke free, and making events accessible to all.

REGIONAL EVENT CASE STUDY: MATARIKI FESTIVAL

Māori heritage and culture are New Zealand's point of difference in the world and the yearly Matariki Festival is a regional celebration of Auckland's Māori identity.

Matariki Festival is Auckland's most prominent indigenous festival. Signalling the start of the Māori New Year, the season of Matariki is a time to honour the mana of Tāmaki Makaurau iwi and for communities to reflect, share, celebrate and learn.

Auckland Council's commitment to enabling Māori aspirations is cemented by partnering with Tangata Whenua. This partnership means that the council can deliver large signature events across the region, and support community events organised locally. Mostly the festival is a regional event.

The core values of Matariki Festival are embodied by its strong kaupapa; Tangata Whenua, Taiao (Environment), Matauranga Māori (Māori Knowledge), Whakangahau (Performance) and Ngā Mahi Toi (Māori Arts). Matariki Festival celebrates Māori values by showcasing high-quality performances, community activities and a wide range of unique activities that highlight the vibrancy of life in Auckland.

On 22 June 2013, a dawn karakia led by kaumātua on the summit of Maungakiekie was the first of more than 80 events in this month-long celebration. Despite being midwinter, Matariki Festival attracted 92,700 attendees. Throughout the festival Auckland was treated to a diverse range of events such as:

- New Zealand Post Manu Aute Kite Day, a popular family outing on Auckland's Bastion Point at Ōrākei Marae
- Te Atinga, a major exhibition showcasing 25 years of contemporary Māori art at the Māngere Arts Centre - Ngā Tohu o Uenuku - in south Auckland
- 2degrees Kapa Haka Super 12s at The Cloud on Auckland's waterfront
- Ngā Korero Tataki leadership conversations on environmental sustainability and an indigenous world view on our marine environment.

Matariki Festival was, and will continue to be, an opportunity to strengthen regional identity and improve Auckland's sense of place.



APPENDIX 1: DETAILED ROLES AND RESPONSIBILITIES

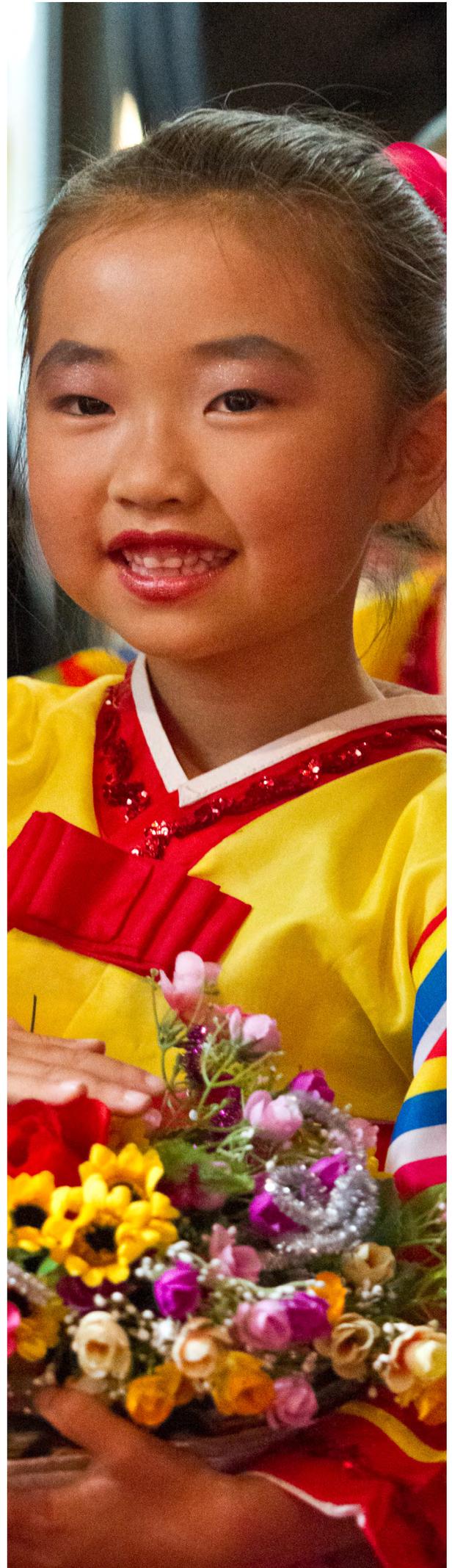
CATEGORIES	DECISION-MAKING, ROLES AND RESPONSIBILITIES	Governing Body	ATEED Board	ADMINISTRATIVE ROLES AND RESPONSIBILITIES	
Local events	<p>Local Boards</p> <p>Decision making:</p> <ul style="list-style-type: none"> • local board commissioned event programme and local event calendar • funding of local events • strategic planning and specifying objectives for local board commissioned events • local policy and planning oversight for attracting, developing, delivering, promoting and sponsoring local events • agreement (with other affected boards) on how to fund and deliver events that impact across several board boundaries • landowner consent for local and sports park venues (as set out in delegations). <p>Advice and input:</p> <ul style="list-style-type: none"> • potential opportunities to leverage events • impacts of events on local area • issues and concerns • engagement with community about events • engagement and building relationships with local iwi in how to design, plan and deliver events • consideration of local events with potential to become regional events; collaboration with the governing body about how best to manage and fund local events that may grow into regional events 	<p>Governing Body</p> <p>Consideration of local events with potential to become regional events; collaboration with local boards about how best to manage and fund local events that grow into regional events.</p> <p>Landowner consent for regional park venues (as set out in delegations).</p>	<p>ATEED Board</p> <p>N/A</p>	<p>Auckland Council Events</p> <p>Co-ordination and delivery of a local board's yearly events programme.</p> <p>Engagement with local boards.</p> <p>Management and delivery:</p> <ul style="list-style-type: none"> • event facilitation • region-wide events calendar • issuing event permits • ensuring health and safety requirements are managed • contestable funding process • event debriefing • limited help to community-run events • advice, advocacy, support of community events sector <p>Facilitation of how local boards collaborate to manage the funding of specific events that cross board boundaries.</p> <p>Assessment (with local boards) of future opportunities for some local events.</p>	<p>ATEED Events</p> <p>Liaison:</p> <ul style="list-style-type: none"> • impacts of major events on local events • input to the region-wide events calendar

CATEGORIES	DECISION-MAKING, ROLES AND RESPONSIBILITIES			ADMINISTRATIVE ROLES AND RESPONSIBILITIES		
	Local Boards	Governing Body	ATEED Board	Auckland Council Events	ATEED Events	
Regional events	<p>Decision making:</p> <ul style="list-style-type: none"> tailor regional events to local needs landowner consents for local and sports park venues (as set out in delegations) collaboration with the governing body to categorise an event (where the event category is unclear). <p>Advice and input:</p> <ul style="list-style-type: none"> potential opportunities to leverage events for local benefits impacts of regional events on the local area issues and concerns evaluation reports of regional events events calendar for the local area. 	<p>Decision making:</p> <ul style="list-style-type: none"> strategy, policy and region-wide events plan regional events programmes that can be tailored to local needs granting of funds from the region-wide events fund specifying objectives for regionally commissioned events oversight for co-ordinating, attracting, developing, delivering, promoting, and sponsoring regional events collaboration with one or more local boards to categorise an event (where the event category is unclear) landowner consents for regional park venues (as set out in delegations) early engagement with local boards in planning the region-wide events programme. <p>Advice and input:</p> <ul style="list-style-type: none"> event evaluation reports potential opportunities to leverage events issues or concerns events with the potential to grow into major events. 	<p>Decision making:</p> <ul style="list-style-type: none"> strategy investment portfolio. <p>Overview:</p> <ul style="list-style-type: none"> attraction, development, promotion, and deliver. 	<p>Advice:</p> <ul style="list-style-type: none"> opportunities to leverage benefits for local outcomes local stakeholder engagement advocate for the views of local boards and for local knowledge. <p>Support:</p> <ul style="list-style-type: none"> delivery of civic events associated with major events management and delivery region-wide events calendar issuing event permits Support ATEED in planning and designing a signature event. 	<p>Management of the major events portfolio and sponsorship process.</p> <p>Engagement:</p> <ul style="list-style-type: none"> of local boards and the governing body in the major events portfolio of key partners including iwi (with significant interest or role in events) early on when attracting and bidding for events, and designing and planning them designing and planning a signature event (with support from Auckland Council events). <p>Management and delivery: facilitation</p> <ul style="list-style-type: none"> promotion and marketing bidding/attraction process event design and planning ensuring health and safety requirements are managed event debriefing major social anchors advice, advocacy, support of events sector and the capability of the sector to deliver major events leveraging opportunities and benefits from events 	

APPENDIX 1: DETAILED ROLES AND RESPONSIBILITIES

CATEGORIES	DECISION-MAKING, ROLES AND RESPONSIBILITIES			ADMINISTRATIVE ROLES AND RESPONSIBILITIES	
	Local Boards	Governing Body	ATEED Board	Auckland Council Events	ATEED Events
Major events	<p>Advice:</p> <ul style="list-style-type: none"> impacts of major events on the local area opportunities to leverage local benefits, express local flavour, and deliver local events associated with major events. <p>Decision making:</p> <ul style="list-style-type: none"> landowner consent for local and sports park venues (as set out in delegations). 	<p>Monitor performance of ATEED through the Statement of Intent</p> <p>Advise on any regional opportunities, concerns or issues.</p> <p>Landowner consents for regional park venues (as set out in delegations).</p>	<p>Decision making:</p> <ul style="list-style-type: none"> strategy investment portfolio. <p>Overview:</p> <ul style="list-style-type: none"> attraction, development, promotion, and delivery. 	<p>Advice:</p> <ul style="list-style-type: none"> opportunities to leverage benefits for local outcomes local stakeholder engagement advocate for the views of local boards and for local knowledge. <p>Support:</p> <ul style="list-style-type: none"> delivery of civic events associated with major events Management and delivery region-wide events calendar issuing event permits Support ATEED in planning and designing a signature event . 	<p>Management of the major events portfolio and sponsorship process.</p> <p>Engagement:</p> <ul style="list-style-type: none"> of local boards and the governing body in the major events portfolio of key partners including iwi (with significant interest or role in events) early on when attracting and bidding for events, and designing and planning them Designing and planning a signature event (with support from Auckland Council Events). <p>Management and delivery: facilitation</p> <ul style="list-style-type: none"> promotion and marketing bidding/attraction process event design and planning ensuring health and safety requirements are managed event debriefing major social anchors advice, advocacy, support of events sector and the capability of the sector to deliver major events leveraging opportunities and benefits from events.

CATEGORIES	DECISION-MAKING, ROLES AND RESPONSIBILITIES			ADMINISTRATIVE ROLES AND RESPONSIBILITIES	
	Local Boards	Governing Body	ATEED Board	Auckland Council Events	ATEED Events
Civic events	<p>Host local civic events.</p> <p>Co-host or host local citizenship ceremonies in line with the local board approved model</p> <p>Decision making:</p> <ul style="list-style-type: none"> programme of local civic events that the local board funds landowner consent for local and sports park venues (as set out in delegations). <p>Review the civic events calendar.</p> <p>Work with council groups on civic events that are for specific projects.</p>	<p>Host regional civic events.</p> <p>Decision making:</p> <ul style="list-style-type: none"> programme of regional civic events oversight for planning and delivering regional civic events landowner consent for regional park venues (as set out in delegations). <p>Advice and information to local boards when a regional civic event is held in their local area.</p>	<p>Host civic events associated with major events.</p>	<p>Liaison:</p> <ul style="list-style-type: none"> mayoral office and all elected members government agencies on joint events members of Parliament who will attend relevant events council Groups about coordination, logistics and communications and marketing maintain a programme of civic events landowner consent for regional park venues (as set out in delegations). <p>Delivery:</p> <ul style="list-style-type: none"> programmed civic events special mayoral requests. 	<p>Liaison with Auckland Council events and the Mayoral Office about civic events associated with major events.</p>



APPENDIX 1: DETAILED ROLES AND RESPONSIBILITIES

OTHER COUNCIL TEAMS AND COUNCIL CONTROLLED ORGANISATIONS INVOLVED IN EVENTS: ROLES AND RESPONSIBILITIES

Auckland Council events	<ul style="list-style-type: none"> • Advise and approve traffic management plans and transport planning (through council event facilitation teams) • Deliver some events included in the region-wide calendar • Liaise with stakeholders (such as local boards) about possible impacts from their events • Provide landowner consent to use road corridors and public squares to access an event • In-kind sponsorship (such as integrated ticketing)
Regional Facilities Auckland	<ul style="list-style-type: none"> • Attract, promote and sponsor events, and include these events in the region-wide calendar • Work with council event facilitation teams • Liaise with stakeholders (such as local boards) about possible impacts from their events • Provide landowner consent to use their venues, including Aotea Square
Community Development and Safety	<ul style="list-style-type: none"> • Engage with communities and support community development, including training and education • Deliver some events included in the region-wide calendar • Work with council event facilitation teams • Liaise with stakeholders (such as local boards) about possible impacts from their events
Parks, Sport and Recreation	<ul style="list-style-type: none"> • Engage with communities and deliver some events • Include events in the region-wide calendar • Work with council event facilitation teams • Liaise with stakeholders (such as local boards) about possible impacts from their events • Provide landowner consent to use venues, as set out in delegations
Environmental Services	<ul style="list-style-type: none"> • Engage and involve communities in some events • Include events in the region-wide calendar • Work with council event facilitation teams • Liaise and educate stakeholders (such as local boards, CCOs) about possible impacts from any events in their sphere of interest
Waterfront Auckland	<ul style="list-style-type: none"> • Promote and sponsor events, and include these events in the region-wide calendar • Work with council event facilitation teams • Liaise with stakeholders (such as local boards) about possible impacts from their events • Get consent from landowners to use waterfront venues (except designated public open spaces) for an event
Local Board Services	<ul style="list-style-type: none"> • Support civic events and the funding processes of local boards

Licensing and Compliance Team	<ul style="list-style-type: none"> • Manage monitoring and compliance processes
Resource Consents	<ul style="list-style-type: none"> • Manage resource consents and regulatory processes
Building Control	<ul style="list-style-type: none"> • Manage building consents
Regional and Local Planning	<ul style="list-style-type: none"> • Develop the Unitary Plan and bylaws • Manage the existing District Plan
Environmental Strategy and Policy	<ul style="list-style-type: none"> • Manage an events programme that raises awareness of and educates people about topics of interest to their business
IS Operations and Information Services; Online Channel for Customer Services, Communications and Public Affairs, Democracy Services	<ul style="list-style-type: none"> • Support council events activity
Health and Safety and Risk Management	<ul style="list-style-type: none"> • Advise on how to comply with health and safety legislation and bylaws • Do risk management planning for events



APPENDIX 2: OTHER RELEVANT POLICIES

Major Events Strategy	Delivers a major events portfolio as part of this policy.
Economic Development Strategy	Gives more detail to the economic direction set out in the Auckland Plan. Tourism is positioned as a key growth industry for Auckland. Events are important contributors to Auckland becoming a destination rather than a gateway for visitors. The Auckland Visitor Plan and Major Events Strategy define the council's approach to events that contribute to visitor growth.
Arts and Culture Strategic Action Plan	Articulates the direction and priorities for arts and culture.
Sport and Recreation Strategic Action Plan	Articulates a common vision and goals in a sector-wide strategy for sport and recreation, and defines sector roles.
Open Space Framework and related strategies and plans	Sets out a 30-year strategic direction for how the council will plan, design, and maintain Auckland's parks and open spaces.
Thriving Communities	Sets the council's direction and priorities in a sector-wide strategy for community development
Auckland Unitary Plan	Provides the future regulatory framework for event activities that fall under the Resource Management Act 1991.
Current District Plans	Provides the current regulatory framework for events activities that fall under the Resource Management Act 1991 until the Unitary Plan becomes current.
Auckland Waterfront Masterplan	Sets out the plans (including proposed initiatives) for how the council will develop the waterfront.
Regional Parks Management Plan and other reserve management plans	Sets out the vision and objectives for how the council will manage our regional parks network and other parks and reserves.
Public Places bylaw	Provides rules and the processes for what activities are permitted in public places
Integrated Transport Programme	Sets out the 30-year investment programme to meet the transport priorities outlined in the Auckland Plan across modes covering the responsibilities of all transport agencies.

Other operational policies

- Other operational policies that have implications for the way events are delivered include:
- waste minimisation and zero-waste events
- responsible use of alcohol at events to minimise alcohol-related harm—Alcohol Harm Reduction Strategy, Alcohol Control Policy, and Local Alcohol Policy
- inclusive events that everyone can access
- Smoke-free Policy
- Health and Safety Policies and Guidelines.



