

Wellington Major Events Strategic Framework

2020



WellingtonNZ

MAKING THE
WELLINGTON REGION

**Wildly
Famous**

Imagine a Wellington where

We set the bar globally for live experiences,
You can have fun 365 days a year.

There are live experiences for everyone,
No matter how much money is in your pocket.

Your childhood is memorable,
You don't need a screen to be entertained.

Life as a student is more fun,
Audiences are hungry to try new things,
Artists can take risks and challenge the status-quo.

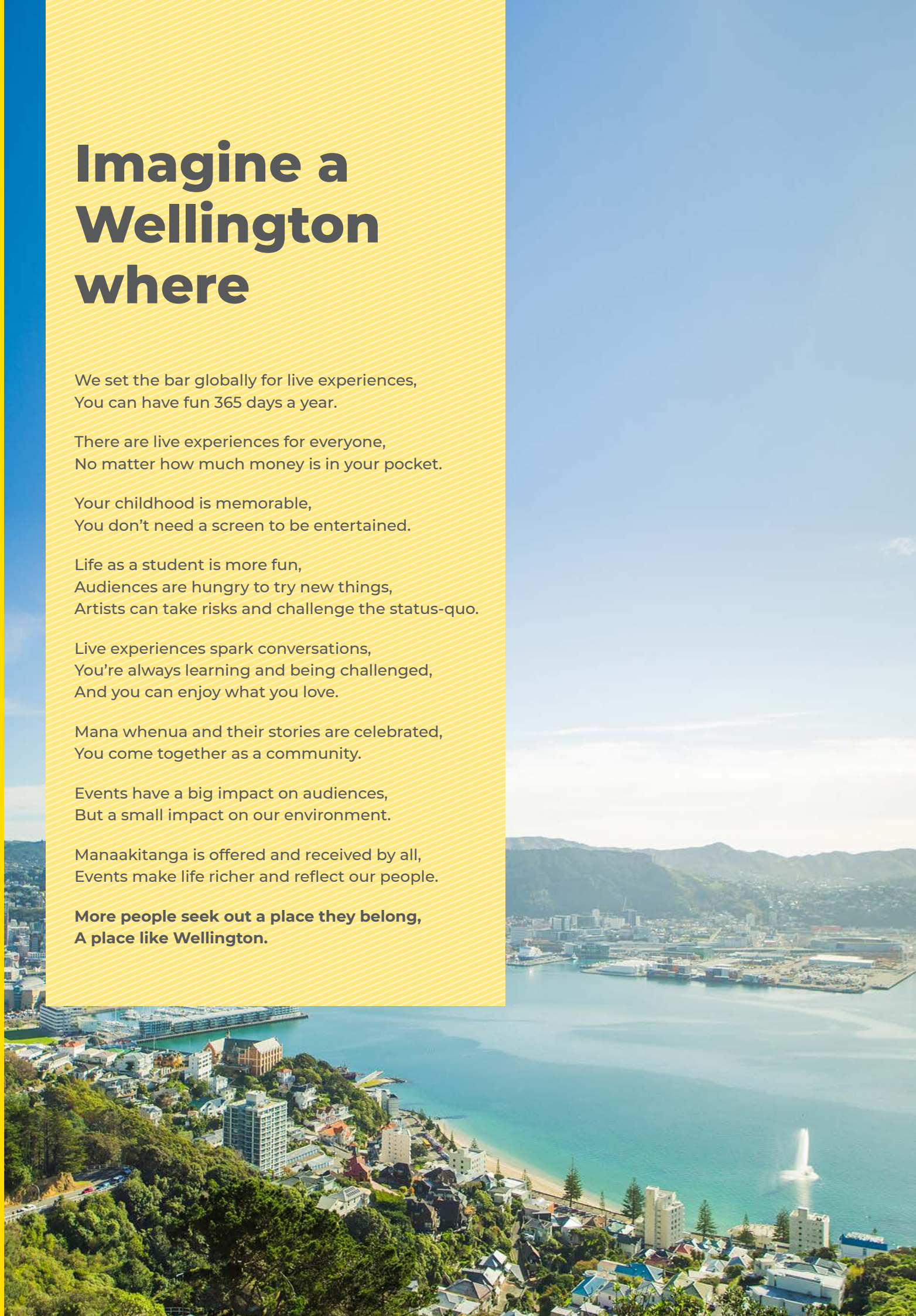
Live experiences spark conversations,
You're always learning and being challenged,
And you can enjoy what you love.

Mana whenua and their stories are celebrated,
You come together as a community.

Events have a big impact on audiences,
But a small impact on our environment.

Manaakitanga is offered and received by all,
Events make life richer and reflect our people.

**More people seek out a place they belong,
A place like Wellington.**





Introduction

Wellington has a reputation for delivering exceptional events and experiences. Major events play a significant role in making the Wellington region wildly famous as one of the most vibrant places to live and visit in Australasia.

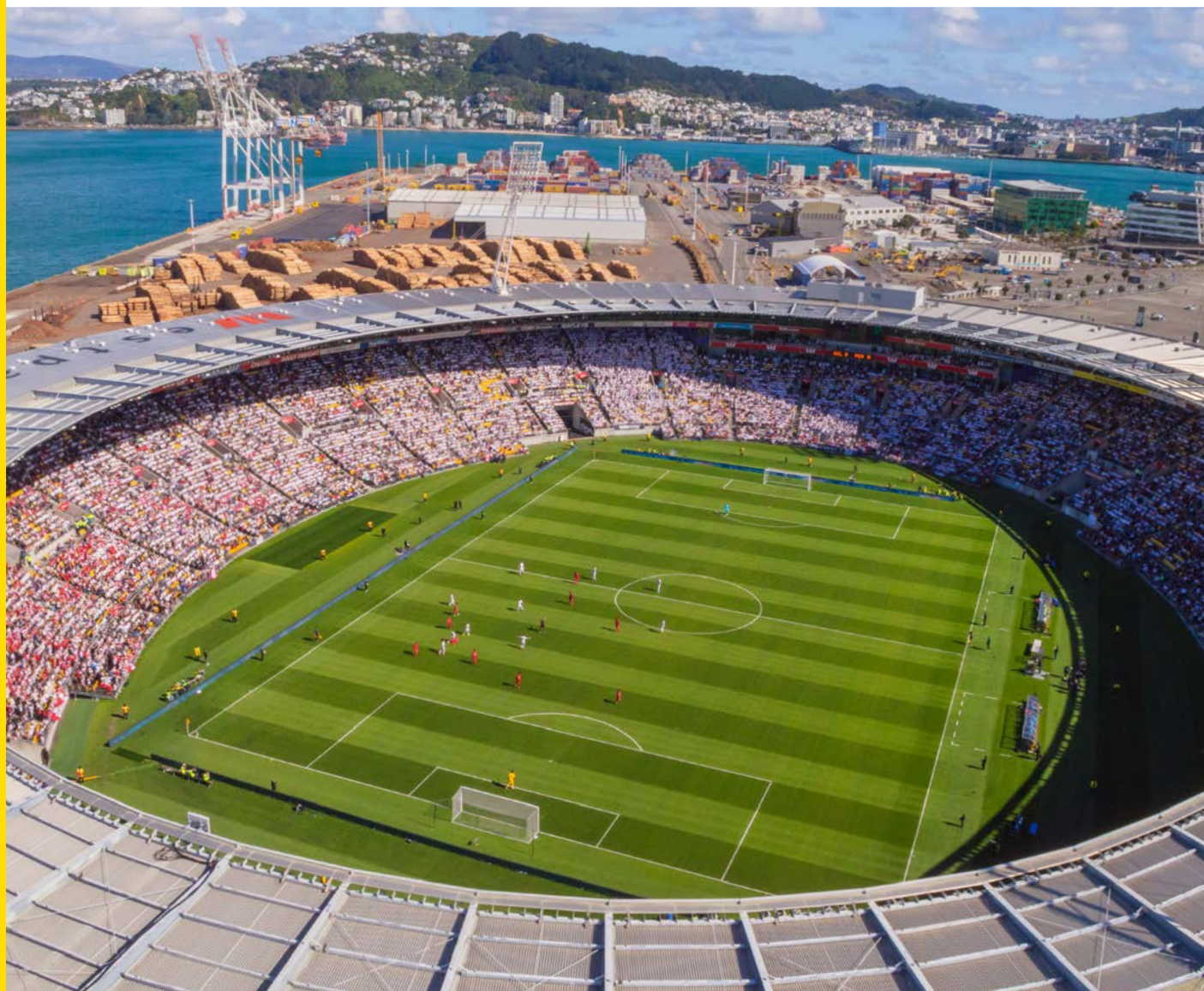
Major events are a key contributor to Wellington's regional economy, attracting out of region visitation, generating spending in retail, hospitality, accommodation and tourism, and creating new jobs across multiple sectors.

In the past five years, the WellingtonNZ major events portfolio has contributed over \$500 million in economic benefit for the local economy.

Major events are also important to Wellingtonians; making life richer and connecting people with what they love.

For Wellington to continue to be a leader in the events sector, we need to increase our commitment to major events as a key driver of Wellington's regional, economic and cultural development.

This strategic framework has been developed by WellingtonNZ in consultation with Wellington businesses, residents and the industry, to position Wellington for success in the coming decade.



OUR ROLE

As the lead delivery agency for major events in the Wellington region, WellingtonNZ works in partnership with the events sector, territorial authorities and central government to maximise the benefits of events to the region.

To ensure that Wellington is positioned for success over the coming decade, the WellingtonNZ Major Events

team will work collaboratively with stakeholders to take a strategic and cohesive approach in order to deliver world-class experiences.

The success of the Wellington Major Events Strategic Framework will be measured against the outcomes outlined in this document.

Major events make life richer

WELLINGTONIANS LOVE MAJOR EVENTS

Residents:

Wellingtonians have a large appetite for major events, with 91%* of residents surveyed agreeing that it is important for Wellington to host major events.

Residents clearly understand the value of major events in bringing jobs and money to the region and also valued the social benefits they provide to the community. Residents also see the importance of events in raising Wellington's profile to visitors.

Local businesses and industry stakeholders:

Key event stakeholders including retail, hospitality and tourism businesses, event sector, universities, and central and local government partners indicated that major events in Wellington are important to them as they drive revenue, enliven the city, and reinforce the profile of the region.

Large scale events that deliver a high economic impact for Wellington were highlighted as events WellingtonNZ should invest in, and therefore the acquisition of additional events that deliver these outcomes would be well-supported by most stakeholders.

* MI Associates, 2019



Major event attributes

To deliver a year-round, balanced and engaging major events portfolio for visitors and locals alike, there are specific attributes WellingtonNZ look for when considering opportunities.

WellingtonNZ will focus on events that deliver significant economic and social returns to the city and region at a national and international level. Wellington's regional event landscape is considered to ensure the major events portfolio complements existing events in the region.

These attributes aim to build an outcome-focused portfolio that makes the Wellington region a better place to live and an attractive place to visit.

MAJOR EVENTS DEFINITION

A major event is, or has the potential to be, nationally significant with the ability to generate significant economic, social and reputational outcomes to the city and region.

These outcomes can be through;

- Significant visitation from outside the Wellington region and job creation;
- Profile and positioning; and
- Improvement to the liveability of Wellington.



MAJOR EVENTS ATTRIBUTES

Reputation

Make the Wellington region wildly famous

Events that offer best-in-class, opening seasons or exclusive event content across New Zealand and Australia that can attract significant out-of-region visitation.

Can generate significant media both nationally and internationally.

Focus on events that lift the mana of the Wellington region as a host city.

Seasonality & frequency

Balanced portfolio

Achieves a balanced major events calendar with a focus on the shoulder seasons of the year and a diverse, engaging mix of events from a genre, timing and location perspective.

Utilise Wellington's unique advantages

Focus on Wellington's strengths

Consider events that embrace Wellington's strengths as a city; compact and walkable, our cultural and creative reputation, and both the built and natural event infrastructure at our disposal.

Scale

Consider events of scale that can achieve economic, reputational and social outcomes for the Wellington region.

Sustainability

Economically and environmentally aware events that are able to achieve financial sustainability and work towards lessening the impact on the environment.

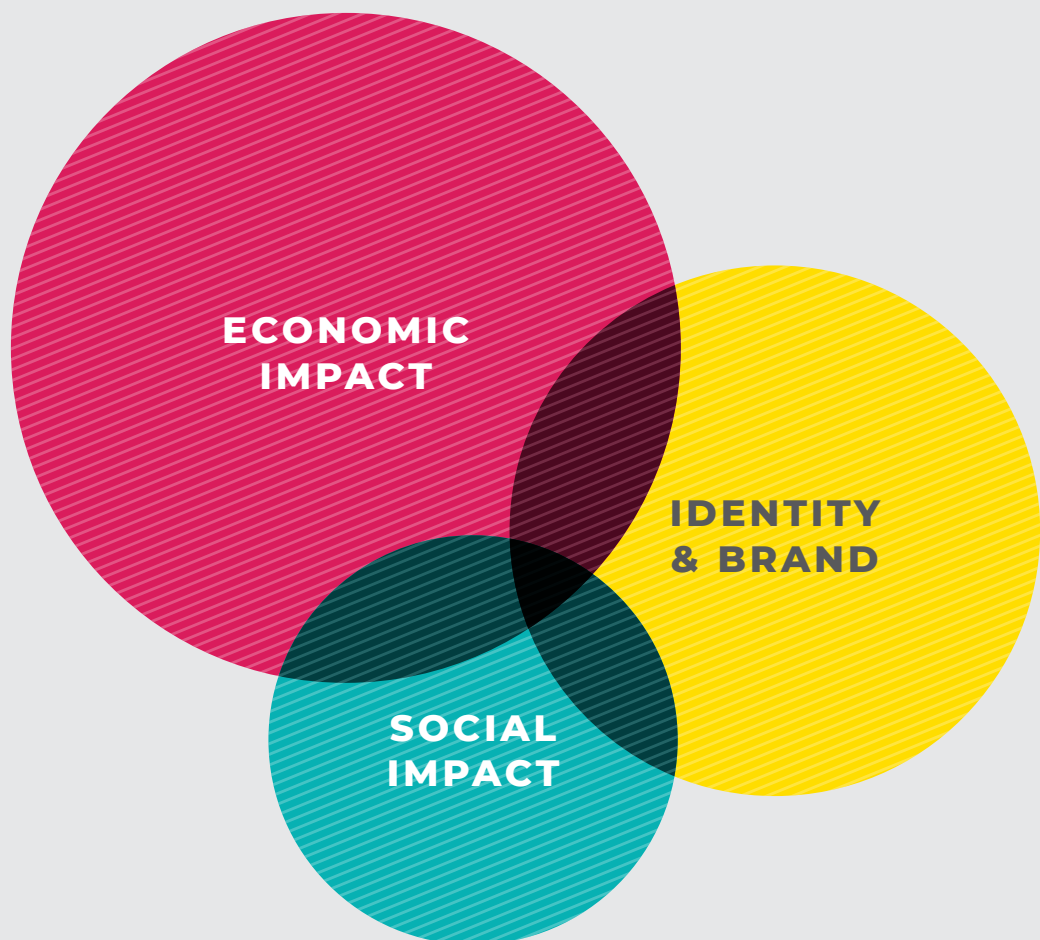
A portfolio approach

WellingtonNZ recognises that no two events are the same, with each event providing unique experiences and outcomes for Wellingtonians and visitors alike.

WellingtonNZ considers the combined impact of the portfolio of major events across the year; ensuring a diverse, and balanced calendar to achieve the desired outcomes for the Wellington region and maintain Wellington's position as a great place to visit and live.

A portfolio-wide approach ensures Wellington has:

- An events portfolio that delivers economic, social and reputational benefits
- Events that strategically fit within Wellington's existing events landscape
- A balanced mix of events to suit different audiences
- An evaluation framework that looks at benefits of the entire portfolio versus individual events.



Decision making criteria

To ensure clear, focused decisions can be made, a decision-making criteria is used to guide investment in the Major Events Fund. Prior to reviewing an opportunity, there are key criteria that major events must meet.

GATEWAY CRITERIA

Sustainability Operational excellence and best practice	Strategic fit for Wellington Showcase Wellington's attributes. Displays world-class talent and provides balance to the events calendar from a genre, timing and location perspective.
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There are three key areas that are considered during the decision-making process.

PORTFOLIO OUTCOME	RESULT
Economic impact: Drive Wellington's economy	Increases visitation to Wellington and contributes to employment and job opportunities. Adds significant value to Wellington's economy.
Identity and brand: Tells Wellington's story through profile and positioning	Generates significant media moments to tell Wellington's story to a wider audience. Provides opportunities for Wellington to leave an impression in key tourism markets. Promotes what Wellington has to offer to potential domestic and overseas visitors.
Improves the liveability of Wellington	Contributes to building a strong sense of identity and belonging to Wellington. Helps to enhance community spirit, pride and enjoyment for Wellington and its people.

NB: Different events will have different individual KPIs relating to areas such as out of region visitor spend and media impact depending on event type, maturity and scale

Performance measures

KEY PERFORMANCE INDICATOR		MEASURE OF OUTCOMES
Economic impact: Drive Wellington's economy	Tourism: Lead the Visitor Economy	Visitation Overall attendance Number of domestic and international visitors Expenditure Value of visitor expenditure bed nights
	Business growth: Increase in business opportunities	Job opportunities Number of PTE and FTE roles, number of intern placements Wellington suppliers engaged Number of contracted Wellington suppliers and engaged businesses.
Identity and brand: Tells Wellington's story through profile and positioning	Wellington story: shape and amplify the destination story	Media Reach Number of stories/mentions of Wellington with domestic and international media outlets Equivalent Advertising Value (EAV) from media activity

Social impact: Improves the liveability of Wellington

Social wellbeing:
Positive impact on liveability of Wellington

Community satisfaction

Satisfaction rating
Positive stories generated

Legacy and leverage opportunities

Number of positive interventions by major event partners for Wellington
Report of long-term investment into Wellington

Sustainability: Operational excellence and best practice

Financial: Long term, sustainable fiscal planning for event development and delivery

Path to development

Clear capability and development plans
Long term vision planning

Operational best practice

Evidence of alignment with Wellington City Council's Sustainable Event Practices policy

Strategic fit

Event properties

Event frequency

Time of Year / Calendar fit /
Diverse genre / Portfolio fit

Reputation

Best in class

Report of internationally or domestically renown performers, artists or sportspeople involved
Report of high-level businesses represented or involved



The role of WellingtonNZ Major Events

what you can expect from us

Invest in and enable major events to succeed

Work in partnership with major event partners to help achieve their goals and unlock the Wellington region's potential. Create a uniquely Wellington experience with each major event.

Strategic influence and advocacy

Work closely with Major Events New Zealand and other host cities for wider benefits to New Zealand. Advocate on behalf of Wellington's major events with central government, in particular with Major Events New Zealand and Tourism New Zealand. Position Wellington as an industry leader with Major Events New Zealand.

Encourage an event-friendly city: operations and facilitation

Work closely with Wellington City Council and key Wellington stakeholder groups to enhance Wellington's sense of manaakitanga as a host city. Engage emergency services, retail, accommodation, tourism, hospitality and transport operators to work in a collaborative way with major events and further the immersive footprint of a major event.

Provide clear city-wide communications across emergency services, transport operators and public services to mitigate major event disruption across Wellington's public services.

Risk prevention and mitigation

Work in partnership with emergency services and central government in the interest of public safety and enjoying safe, inclusive experiences in the Wellington region. Facilitate conversations and introductions for major events to develop responses to security and sustainability challenges when required.

Marketing and communication support

Working closely with the WellingtonNZ and Wellington City Council marketing and communications teams, assist in the promotion of major events and their outcomes through owned channels and campaign inclusions.

Major event activations

Working in partnership with major events, the wider WellingtonNZ team and supporting agencies and groups to activate across Wellington City through a range of consumer and business activations to further amplify the outcomes for major events.

Event evaluation and feasibility

Evaluate and measure the success of major events through a centralised evaluation process and feasibility studies where required.



Contact us



Major Events

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WellingtonNZ