



Elemental AKL 2020 Programme Guidelines

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Auckland
Tourism, Events and
Economic Development
An Auckland Council Organisation



The *Destination AKL 2025* strategy has set a new direction for Auckland's visitor economy, highlighting the need to focus on both destination marketing and destination management. A key focus of the strategy is to develop events in the shoulder and off-peak seasons, attracting both domestic and international visitors.

Major events play a key role in implementing *Destination AKL 2025* and as such, ATEED is working with the events industry to support the sustainable growth of events in Auckland and maximise the economic, social and environmental benefits events bring to the region.

ATEED's activity is underpinned by a desire to maximise the value of every opportunity and deliver clear and measurable returns to Auckland. This means targeting our major events investment to activity that creates the greatest impact and provides value for money.

Elemental AKL

BACKGROUND

ATEED aspires to make Tāmaki Makaurau a captivating and enticing destination, attracting more domestic and international visitors during the quieter tourism seasons. To do this, ATEED established a uniquely Auckland festival, Elemental AKL in July 2019.

Elemental AKL 2019 had a captivating programme of 67 free and ticketed events across the region, and 120 restaurants created a themed festival dish, as part of Elemental Feast.

The festival is industry-led with involvement from the accommodation, hospitality and event sectors to help bring the festival to life. It will evolve and develop with each subsequent year based on feedback from industry and from the festival audience.

ELEMENTAL AKL 2020 PROGRAMME

The 2020 festival will centre on the theme of storytelling through cuisine and culture. It will group together a range of existing and new events to tell the many and varied stories of Auckland, highlighting the region's offerings of cuisine, music, the arts and innovation.

The festival will support Auckland's destination positioning and narrative with a focus on showcasing Auckland as an urban destination, our modern Māori & Pasifika identity and youthful energy¹.

ATEED will work with industry leaders to curate the festival programme and promote it as the centrepiece of an off peak season domestic tourism campaign.

The programming will be participatory, immersive, and engaging with audiences being an active part of the festival community, making memories through content creation and engagement.

Elemental Feast will complement the event with the hospitality and accommodation sector across the region invited to create a festival dish that tells the story of Auckland.

FESTIVAL OBJECTIVES

Event organisers seeking investment will need to clearly articulate what the ATEED investment will be used for. ATEED investment will be targeted with a specific focus on activity that aligns with one or more of the following festival objectives:

- Promoting tourism - increasing visitor nights, targeting high-value visitors, promoting longer stays, and increased tourism activity – during the festival period;
- Creating a varied and interesting festival line-up with a focus on immersive, engaging and/or interactive events;
- Promoting or showcasing Auckland's food and beverage offering;
- Supporting the key themes of Auckland's destination narrative (urban destination, modern Māori identity, diversity, and youthful energy);
- Encouraging regional dispersal.

¹ Further guidelines on the Destination Positioning and Narrative and how to align to these themes are available on request.

ATEED'S ROLE

ATEED will oversee the curation of the programme, manage the festival identity and deliver an annual marketing campaign to promote the festival. In addition to the financial investment into some events, all events will receive the following:

- Access to festival identity assets, including logos, imagery, a brand toolkit and guidelines
- All relevant event information included on the festival website www.elementalfestival.co.nz (all festival advertising will drive to this site)
- Support to apply for investment
- Expert advice to support the development of growth or marketing plans
- Facilitation support with permitting as required

HOW TO GET INVOLVED IN ELEMENTAL AKL 2020

Event organisers can apply for event funding or apply to be considered on a marketing-only basis.

All events, both funded and marketing-only, will need to meet the eligibility criteria below, demonstrating a good fit for the festival programme and the ability to deliver a high-quality event.

ATEED investment in events will be used to support the development of an exciting and enticing festival programme. The investment will be used to support new activity, or activity which aligns the existing event to the festival themes.

Marketing-only events will be included in the festival line-up and marketing campaign and can use the festival branding to promote their event but will not receive direct financial support from ATEED.

Elemental Feast applicants will receive further information later this year on how to get involved in the 2020 festival.

Eligibility

To be eligible to take part in Elemental AKL, events must meet the following criteria:

- Be delivered in Auckland during the festival period: 15 July - 2 August;
- Fit with the festival identity of immersive, participatory events with elements of storytelling;
- Be a public facing event (and not a trade show or convention);
- Drive visitation from outside the local community;
- If the event/activity is available at other times of the year, some elements must only be available during the festival period;
- Either meet the zero waste guidelines on zerowasteevents.org.nz or identify a minimum of three actions to move towards being a zero-waste event in future.

To receive funding events must also:

- Not receive funding from another ATEED investment programme;
- Apply for 25% or less of the total event budget

ELIGIBLE COSTS

ATEED investment will support activity that contributes to any of the programme objectives. It will be prioritised for activity that is above and beyond what the event organisers would undertake without ATEED investment.

EXAMPLES OF ELIGIBLE ACTIVITY INCLUDE:

- Funding to create a new event
- Costs incurred moving an event to the festival period
- New elements to grow an event
- New activity or changes to incorporate the festival themes
- Activity to create Auckland exclusives –experiences only available in Auckland and/or only available during the festival period
- Activity to increase the capacity of an event
- Initiatives to promote regional dispersal of visitors
- Initiatives to support local businesses

Assessment criteria

The first assessment factor will be the fit with the festival identity, including the fit to the festival themes, the alignment to the other programming, and the uniqueness of the event to Elemental AKL. Once an event is deemed a good fit for the festival, funding decisions will be based on the additional impact generated by ATEED's investment. Where an event would happen without ATEED funding, this is the value of the activity supported by ATEED investment above and beyond what would otherwise happen.

The assessment will consider the event viability including organiser capability, growth potential/ plans, and marketing activity as well as the wider ranging impacts the event generates including negative impacts such as ease of movement, disorder and environmental impacts. The table below gives more detail on the range of impacts considered.

Economic	Tourism	Contribution to regional GDP Visitor nights Regional spread of events
	Business	Percent and value of contracts awarded to Auckland companies Impact on local/aligned businesses
	Growth potential	Forecast growth
Profile	Regional identity	Extent to which the event supports Auckland positioning and narrative with a particular focus on communicating our themes: <ul style="list-style-type: none"> • Place of Mana • Collective Worlds • Playground for Ideas • Urban Oasis
	Sectors of interest	Alignment with ATEED sectors of interest
	Media coverage	Quality and volume of media exposure
Social	Volunteering	Number of volunteers Value of volunteer hours
	Satisfaction	Level of satisfaction among event attendees
	Pride in region	Attendee pride in the region resulting from the event
	Participation	Opportunities for disadvantaged groups to participate
	Education	Opportunities to upskill the Auckland events industry Education opportunities for Auckland residents
	Māori outcomes	Economic and social benefits for Māori including: <ul style="list-style-type: none"> • Developing Māori capability • Supporting the Māori economy • Celebrating and showcasing Māori culture
	Accessible	Meeting standards of accessibility
Sustainability	Environmental	Environmental impact of the event
	Financial	Long-term business stability

How and when to apply

There will be two application rounds, the main investment round in October 2019, with a second round for marketing-only events that do not require event permits², in February 2020. Events requesting investment will need to apply in Round 1, while Marketing-only events can apply in either round 1 or 2.

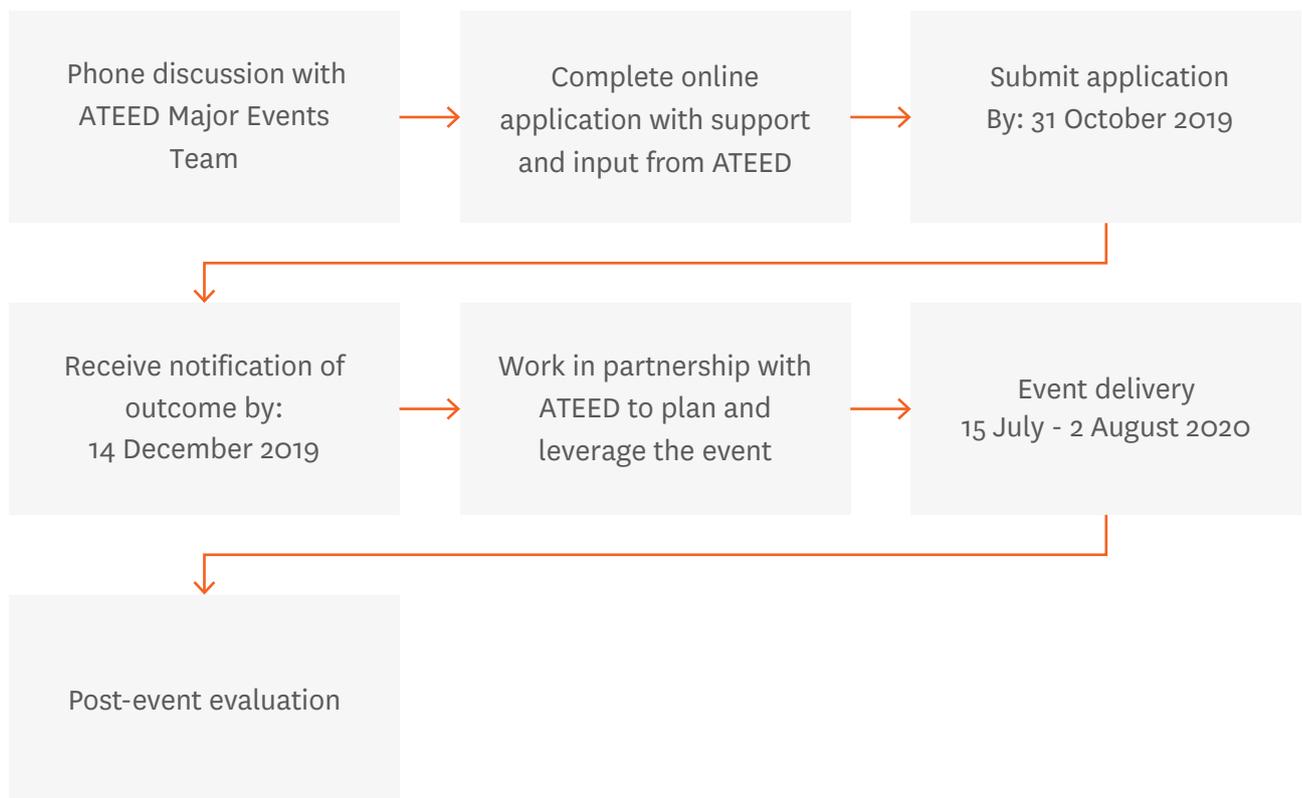
Round 1: Open for applications 1-31 October 2019 (Investment or Marketing-only)

Round 2: Open for applications 15-29 Feb 2019 (in-venue Marketing-only events)

If you wish to take part in the festival in any capacity the first step is to call and register your interest with a member of the Major Events team at ATEED by emailing majorevents@aucklandnz.com to request a call back.

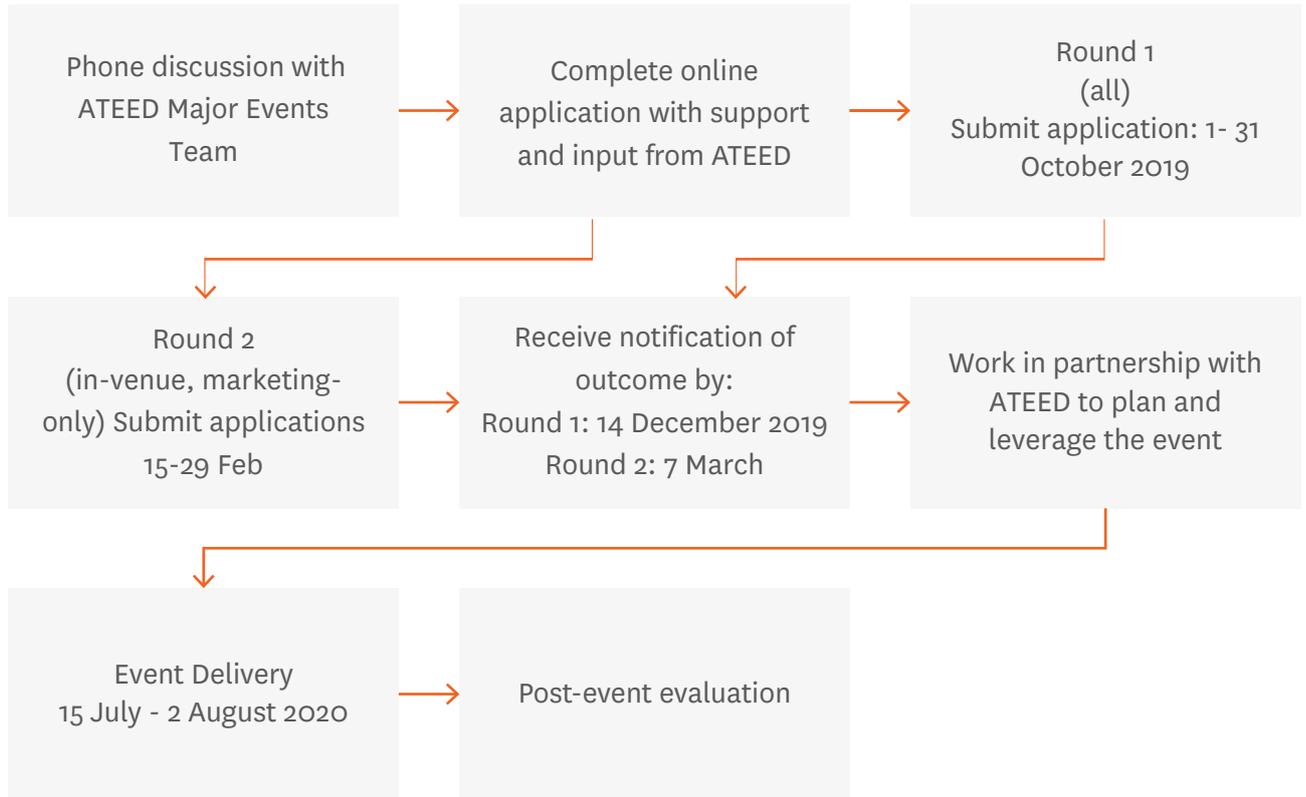
Whether your event is ready to roll out, or still at concept stage, the team will work with you to see if it fits with the festival programme. If it does, you will be provided with a link to an online application form and given guidance on how to complete it.

Invested Events



² Contact [ATEED Major Events](#) for advise on whether you will be eligible for this round.

Marketing-only events



Information for applicants

Successful applicants will be required to enter into investment agreements with ATEED, which set out the key terms of the investment, capture how the event will deliver on the agreed outcomes, and provide full accountabilities for utilisation of ATEED's investment (including audit).

The investment agreement will also include details of how ATEED will work in partnership with event organisers to maximise the social and economic impacts for the region and minimise disruption or other negative outcomes.

All investment decisions, and the required contractual terms of any investment, are solely at ATEED's discretion.

ATEED RESERVES THE RIGHT TO:

- Accept or reject any application at its sole discretion.
- Change the criteria, parameters, date, timeline or any other aspect of the investment application or decision-making process, and to waive any application requirements at its discretion.
- Require applicants to provide additional information.
- Suspend or cancel the investment process in whole or in part.
- Impose conditions on the approval or payment of investment, such as a requirement to successfully obtain a level of private investment or generate a certain number of entries for an event.
- Engage a third party to audit the applicant's financial statements.
- Publish or otherwise publicly release information in relation to the investment amounts requested from and/or invested by ATEED.
- Carry out due diligence investigations on any participants that submit proposals.
- Seek independent advice or cross-reference on any information provided by the applicant.
- Do any other act that it sees fit in relation to the investment process.

APPLICATIONS AND APPLICANTS FOR ATEED MAJOR EVENTS INVESTMENT MUST:

- Align with *Auckland's Major Events Strategy 2018-2025* or have the potential in the short-term to align subject to event development.
- Cover all their own costs associated with the application and investment process (including preparation of their application, providing further information and access to referees, and negotiation of any investment agreement etc.).
- Include sufficient information about the event, how ATEED investment will be used and the expected outcomes to enable proper consideration of the application by ATEED and which are sufficient to form the basis of an investment agreement if the application is successful. Any undertakings, dependencies, assumptions or conditions must be clearly identified.
- Nominate a contact person within their organisation for purposes of the application, and only engage with ATEED in respect of the application via ATEED's nominated contact person(s).

Terms and conditions:

- ATEED major events investment is capped. ATEED is not obliged to invest all of its funding in any year, nor to carry over unallocated amounts to future years.
- ATEED has the right to share application details with Auckland Council, or Auckland Council-controlled organisations (CCOs), and to consult with them on applications.
- ATEED major events investment is limited to public-facing events and will not be applicable to conventions, conferences and trade shows. These types of activity may be supported by other areas of ATEED.
- The applicant should detail any actual or potential conflict of interest (including anything which might have the appearance of a conflict of interest) which could compromise the decision on the application or bring the process into disrepute. For example, the applicant should identify any situation where a person involved with the event has a connection with someone who is an elected representative, serving on the board of, is a contract provider to, or working within ATEED, Auckland Council or any CCO.
- All applicants must disclose to ATEED any other central government or local government funding sources for the event or the applicant's organisation, either confirmed or in process, as well as any corporate or commercial investment arrangements.
- Applicants must not directly or indirectly seek to influence ATEED's investment decisions in any improper or unethical manner (or in any way which might have the appearance of being so), nor attempt to solicit or garner non-public information from ATEED, Auckland Council or CCO sources which might give an unfair advantage in the application process.
- Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise. Each applicant must disclose all matters likely to be material to ATEED's consideration of its application or which might have a bearing on the outcomes ATEED expects to be delivered from the proposed investment (including any disputes or potentially contentious matters, or any potential public relations issues). If circumstances or information changes after making an application, the applicant must immediately notify ATEED.
- Each applicant consents to ATEED carrying out due diligence in respect of the application, including the organisations and personnel involved, financial due diligence and relevant track records either as part of the application assessment process or as part of any subsequent contract negotiation. The applicant consents to ATEED making due enquiries from third parties in this regard, and shall provide access to all information which may be requested, and to referees.
- No investment decision is binding on ATEED until a formal written agreement to ATEED's satisfaction is entered into by ATEED and the applicant.
- Successful applicants will be required to work with ATEED to include Auckland destination brand content in event marketing and at events including cross-promotion of other ATEED events where possible and agreed by both parties. ATEED's preference is for integrated marketing plans to be developed to optimise event and destination promotion.
- ATEED is not obliged to grant all or a certain percentage of the funds applied for. Acceptance of an application also does not mean that the applicant is entitled to the full amount applied for or can expect to receive a specified amount or percentage.
- As an Auckland Council council-controlled organisation and in line with Auckland Council protocols, ATEED is committed to being transparent about its activities and its major events investments and is governed by the Local Government Official Information and Meetings Act 1987 (LGOIMA). Given the public interest in ATEED investment and ratepayer contribution to major events, ATEED regularly publicly discloses its financial and other involvement in and/or contribution to any/all events in ATEED's Major Events Portfolio at its sole discretion.
- These Terms and Conditions will also form part and be included as part of the Terms and Conditions of the Investment Agreement entered into with the successful applicant.

FOR MORE INFORMATION

Major Events Team

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aucklandnz.com/major-events

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