



## Marlborough Regional Events Strategy

2016 - 2019

### 1. Introduction

Marlborough is known for its wineries, seafood, forestry, Marlborough Sounds, amazing diversity in landscapes, arts and cultural heritage, sports and a strong community base. Events celebrate all of these Marlborough ideals and in turn these events become part of Marlborough's landscape. This encourages the community and visitors to celebrate our region delivering economic, social and cultural benefits to Marlborough.

Events have a crucial role to play in the Marlborough Region. This was initially advocated for by the Grow Marlborough group and currently through the Smart and Connected Visitor Economy Growth Plan. They have both identified the benefits and economic returns events bring to the region. Sports, business, arts and culture and community sectors all organise events which provide benefits to the Marlborough Region.

This Strategy will build from the previous Strategy, maintaining the work load achieved to date and building on new ideas and philosophies.

#### The new Strategy will:

- focus on joining businesses and events to create a regional approach;
- consider events in the new framework as a portfolio;
- develop a 'wish list' of criteria to bid for events or support the creation of new events in Marlborough.

## 2. Overview | New Elements to the Strategy

- Conferences, Conventions and Association Events are now included in the Strategy as Business Events.
- New groups who will be involved in the Strategy have been included such as the Blenheim and Picton Business Associations and the various Smart and Connected Groups. This will enhance the proposed regional approach to events.
- New tools to be considered in relation to events have been outlined including the Marlborough Story, Marlborough Visitor Economy Growth Plan, Follow-ME and Direct Value Added.
- The 'Major' Events category has changed and replaced with Premier1 and Premier2 Events. Business Events are also a new category.
- The Aims of the Strategy remains the same apart from two changes from 'Proud Hosts with a Strong Event Volunteer Base' which has been removed and a new aim of Creating Legacies added.
- A new framework has been introduced to help consider Marlborough events as a portfolio and to create a 'wish list' of criteria to help either bid for events or support the creation of new events.
- The Action Plan outlines exciting goals to join businesses and events and to target new events that will entice visitors from outside the Marlborough region in the shoulder seasons.



## 3. Vision

Marlborough hosts quality events, year round, that are interesting and enjoyable for our community and visitors.

Through our events we will attract locals and visitors to regularly play and stay in Marlborough.

Our events will be good for our economy, society and environment.

They will showcase what it is to "live" Marlborough.

## 4. Event Definition

For the purpose of this event strategy events are defined as:

*'An occasion, activity, gathering, display or celebration of an educational, celebratory, competitive or commemorative nature that is open to the public which occurs for a limited time'.*

*'A formal meeting of people with a shared interest, typically one that takes place over several days, with speakers and seminars'.*

(Privately hosted events fall outside this definition and therefore this Strategy).



## 5. Aims

The Marlborough Regional Events Strategy continues to focus and build upon the previous Strategy:

### 1. Support, Attract and Grow New Events

Stimulate Marlborough's economy by supporting and growing existing events and attracting new events that bring visitors and new spending to Marlborough;

### 2. Maximising Economic Benefits

Event Managers and Businesses working together to ensure maximum economic benefits are achieved from Marlborough events.

### 3. Balanced Events Calendar

Providing a balanced events calendar that encourages the spread of events throughout the year especially in the winter and shoulder seasons;

Marlborough shall offer a vibrant and diverse events calendar that celebrates sports, arts, culture, music, food and the environment.

### 4. Showcase Marlborough

Marlborough events will celebrate and showcase Marlborough's people, places and unique selling points;

## 5. Council's Event Provision

Council will continue to streamline operations to support and encourage Event Organisers in Marlborough.

## 6. Environmental Sustainability

Marlborough events will become leaders in hosting environmentally sustainable events.

## 7. Creating Legacies

Premier, Niche and Regional events should be encouraged to create legacies. This can provide a goal, additional marketing tools (e.g. Only Marlborough) and / or a focus for upgrading infrastructure. This can provide benefits to the wider community that last well beyond the event. This is an opportunity for events to 'give back'.



## 6. Key Stakeholders in the Strategy

### Marlborough District Council

The Marlborough District Council has a role to play in most events whether it is facilities, funding, promotions or regulatory functions. Realising the importance of events, the Marlborough District Council will also ensure Marlborough is 'event-friendly' and procedures are streamlined.

Funding	Community & Recreation Grants, Commercial Events Fund, Bid Fund
Facilities	Council Owned Parks, Reserves, Buildings and Land
Promotion	Follow-ME Events Website, Newsletter, Social Media, Print Media
Regulatory	Alcohol Licencing, Food Permits, Resource Consent, Traffic Management, Noise Control

### Event Organisers

Event organisers are crucial to the organisation and management of events.

It is necessary for Event Organisers to work together for the benefit of improving the capability of organisers and the credibility of events they organise in the region.

Event organisers should ideally:

- promote Marlborough in their advertising material including the regional branding and marketing;
- work closely with Council to ensure all compliance issues regarding their event are mitigated;
- work with Destination Marlborough who can assist with accommodation requirements, regional marketing, Convention Bureau and ticketing through the iSITE's.
- work with their local Business Association and Smart and Connected Group to ensure all commercial opportunities are promoted and realised.

### Blenheim and Picton Business Associations

The Business Associations play an important role in supporting events in Marlborough for example:

- working with businesses to encourage activity during events;
- being welcoming to visitors through window dressings, staff awareness or street signs;
- creating special events to complement events.

These all add to the experience of a visitor to Marlborough which reflects positively on the event and in turn Marlborough resulting in repeat visitation.

### Marlborough Chamber of Commerce

The Marlborough Chamber of Commerce will create a seamless link between businesses and events assisting in the flow of communication and encouraging businesses to engage with events for the mutual benefit to both parties and the community.

### Destination Marlborough

Destination Marlborough's priorities include growing visitor spend in Marlborough, positioning Marlborough as a compelling destination to visit, smoothing seasonality, and connecting local government and private sector.

Events help achieve all of these goals and this is why it they are recognised as one of the six key selling points of the region.





## 7. New Tools

Since the last Strategy was developed there are now new tools for Event Organisers to use to make the most of promoting and attracting visitors to their events.

- **Regional Branding**

The Marlborough Story® is a consistent and appealing story about the Marlborough region, communicating the special character and values through words, stories, images and a visual look and feel.

By working to tell The Marlborough Story®, it will collectively create a stronger voice for Marlborough and attract more people to connect, to visit, to live, to work, to buy Marlborough products, and to do business.

Events can use the Marlborough Story and Only Marlborough branding to help promote Marlborough and at the same time give their event a distinctly Marlborough feel.

- **Marlborough's Visitor Economy Growth Plan**

Events will be promoted as one of the six cornerstone's to the Marlborough Visitor Economy Growth Plan. Events have a strong capacity to reflect Marlborough's unique selling point as a desirable region to live, work and play.

- **Follow-ME Marlborough Events**

Follow-ME is a free local events website administered by the Council that promotes Marlborough Events. Follow-ME operates through Eventfinda, New Zealand's largest events website that shares event information and listings with over 100 other websites including Stuff, Metservice and NZ Herald.

Follow-ME provides weekly newsletters to a strong database and promotes Marlborough events through its social media channels.

- **Smart and Connected Groups**

Where relevant Event Organisers should connect into the Smart and Connected Industry and Community Groups for the sharing of information.

- **New Zealand's Sunniest Place**

In 2015 Marlborough was named New Zealand's sunniest place. This is an excellent proposition for marketing any Marlborough based event.

- **Direct Value Added**

All events will be measured under the new measuring system called Direct Value Added. This is calculated from Infometrics Data where the number of people attending an event from outside the Marlborough region along with the number of days spent in the region results in the Direct Value Added. This will be used when evaluating and considering event proposals and bids.



## 8. Event Categories

### Premier Events

Premier 1 Events attract up to 5,000 people attending from a national and or international visitor base. The event will generate high media interest nationally and internationally and will be a strong economic driver to the local economy. This category may include Niche events that attract over 5,000 people.

Premier 2 Events have lower social interaction with the community but are still sought after for their economic benefits where as Premier 1 events rank high in social and economic results and are highly desirable.

### Niche Events

A niche event attracts people with a specialist or niche interest. The event normally generates an interest beyond Marlborough and has strong local support and involvement from the people from the specialist interest.

This type of event usually has good economic benefits but social benefits to the community may be varied.

### Regional Events

An event attracting up to attendees, predominantly from the greater Marlborough area and neighbouring regions.

This type of event usually has strong social anchors but because the attendees are predominantly from the Marlborough region it does not have strong economic benefits (of new money coming in from outside the region).

An event that attracts local people who celebrate an occasion with certain parts of the local community. Community events create social cohesion and have a 'feel good' factor. This type of event features social benefits but little to no economic benefits.

### Business Events

A formal meeting of people with a shared interest, typically one that takes place over several days, with speakers and seminars. These can be small or large gatherings but typically have only small social benefits to the community but may bring a variety of economic benefits.



### Community Events

## 9. New Framework

The new framework is designed to support the Aims of the Strategy. It will be used to build a picture of the current events landscape in Marlborough, enable events to be viewed as a portfolio and used as a tool to assist future decisions around funding.

It will also be used to create a 'wish list' of criteria to bid for events or support the creation of new events in Marlborough.

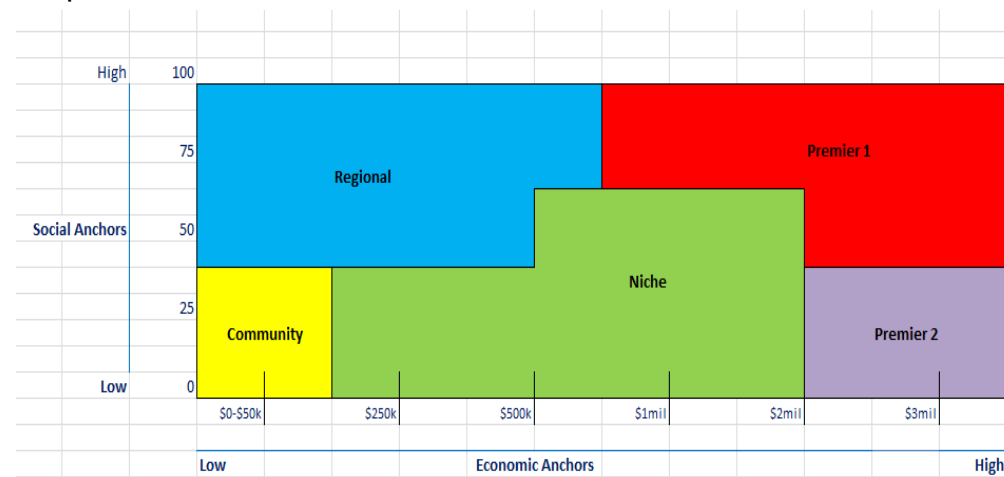
The Framework measures Social and Economic anchors which both play an important role in events for different outcomes.

Social Anchors measure how involved the Marlborough Community is in an event. Business events typically rate low on the scale as they have little community involvement where as a charity event such as Daffodil Day may rate high on the social scale as many members of the public are involved and aware but low on the economic scale as money raised is predominantly from locals.

Economic anchors measure how much money from outside the region is spent in Marlborough. This does not include local spend. For example the Saint Clair Vineyard Half Marathon brings around 2,500 visitors to Marlborough who spend money on accommodation, food, shopping, activities etc. This event ranks highly on the economic scale of the framework and probably around the middle of the social scale as the event uses volunteers and clubs to assist. But overall it has low impact on the local community.



## Proposed Framework



By mapping out Marlborough events into a new 'tier' system where social and economic anchors are considered it can show;

- The total portfolio of Marlborough events which can be plotted onto the framework;
- Where there are gaps in the portfolio of events a 'wish list' can be created to bid for events or support the creation of new events in Marlborough;
- When considering new events the framework can be used as another tool to assist in funding decisions.

## 10. Goals and Action Points

Marlborough has the exciting opportunity to build on its successful existing event portfolio and make Marlborough a highly desirable region to live, work and play. The Marlborough Events Strategy has set new goals and actions for the new period of 2016 – 2019.

### Support, Attract and Grow New Events

Stimulate Marlborough's economy by supporting and growing existing events and attracting new events that bring visitors and new spending to Marlborough.

Goals	Lead	Due
Add an additional Premier Event to the Marlborough Region that meets the aims of the Strategy.	EC	Dec 2018
Add an additional six Niche events to the Marlborough Region.	EC	Dec 2019
Develop a Bid Criteria for a new event with funding to be established in Marlborough in the shoulder seasons.	EC	March 2017
Add an additional four business events of over 200 people to the Marlborough Region using the Bid Fund.	EC / DM	Dec 2018
Action	Lead	Due
Work with event organisers to provide support and information to assist in their event.	EC	On-Going
Actively promote the Commercial Events Fund and Bid Fund in order to attract and grow existing events.	EC	On-Going
Develop targets and a Strategy to increase Business Events in Marlborough.	MDC / DM	June 2017
Proactively market the Bid Fund to Event Organisers in Marlborough and around New Zealand.	EC	On-Going
Support and encourage events around the Captain Cook 250 <sup>th</sup> Celebrations.	ALL	On-Going
Promote Marlborough's venues and facilities to attract quality events year round.	EC / DM	On-Going
Work with event organisers to create complementary events around existing Premier and Niche events.	EC / EO	On-going

EC = Events Coordinator, EO = Events Organisers, MDC = Marlborough District Council, DM = Destination Marlborough, BBA = Blenheim Business Assoc, PBA = Picton Business Assoc, SC = Smart and Connected Groups



## Maximising Economic Benefits

Event Managers and Businesses working together to ensure maximum economic benefits are achieved from Marlborough events.

Goals	Lead	Due
Develop a matrix of Marlborough events on the new framework using the Value Added tool to calculate.	EC	Dec 2016
Events are included on all Business Association, Chamber and S+C Groups meeting agendas to discuss and realise opportunities.	ALL	Jan 2017
New Easter Trading Legislation to be implemented to maximise visitor spend in the region.	MDC / BBA / PBA	April 2017
Action	Lead	Due
Event organisers to contact the Blenheim and Picton Business Associations to grow partnerships with business and events.	EC / EO	On-going
Event organisers to add additional events or reasons to encourage length of stay through the Commercial Events Fund.	EC / EO	On-going
Develop a report considering the value of one large event vs several mid-sized events and the potential benefits.	EC	Dec 2017
Undertake a piece of work to determine the ideal sized events for Marlborough to host considering all restrictions placed on the region.	EC	Dec 2017
Event Organisers to contact relevant Smart and Connected Groups to grow partnerships with events.	EO	On-going
Develop a plan to contact all people who are members of Associations in Marlborough and work with them to propose hosting their Associations conferences, AGM's and National meetings in Marlborough.	EO / DM / BBA / PBA	June 2017
Develop processes to actively use the Commercial Events Fund to target new Business Events to Marlborough.	EO / DM	Nov 2017

## Balanced Events Calendar

Providing a balanced events calendar that encourages the spread of events throughout the year especially in the winter and shoulder seasons;

Marlborough shall offer a vibrant and diverse events calendar that celebrates sports, arts, culture, music, food and the environment.

Goals	Lead	Due
A memorandum of understanding will be established with the Theatre, Convention Centre, Stadium & Council to actively reduce event clashes.	EC / MDC	June 2017
A Venue Utilisation Strategy will be developed for Marlborough. This will consider events and other commitments in the Marlborough community.	EC / DM	Dec 2017
All Premier Event dates will be listed on Follow-ME at least two years in advance.	EC / EO	Dec 2016
Action	Lead	Due
Destination Marlborough will work with Premier and select Niche Events to ensure maximum exposure of the region is achieved.	DM	On-Going
All event organisers will list their events on Follow-ME.	EC / EO	On-Going
Bids will be focused on procuring events in the winter or shoulder seasons.	EC	On-going
Develop further marketing opportunities for Follow-ME.	EC	On-going
Encourage community events to consult Follow-ME for optimal dates to host their events.	EC	On-going

## Showcase Marlborough

Marlborough events will celebrate and showcase Marlborough's people, places and unique selling points;

Goals	Lead	Due
Implement a year round publication of Marlborough Events available around the Mid to Upper South Island.	EC	June 2017
Event organisers of Premier, Niche, Regional and Business events will include Only Marlborough branding into their event marketing.	EC / EO	Dec 2017
At least three Marlborough events will apply to the NZAEP New Zealand Event Awards each year.	EC	Aug '17, '18, '19
Action	Lead	Due
Encourage events to use regional hashtags in social media e.g.: #OnlyMarlborough, #MarlboroughNZ, #BrilliantEveryDay"	EC	On-going
Encourage event organisers to host events around the Marlborough region.	EC	On-going
Encourage Business events to showcase Marlborough products, destinations and activities at their events.	DM / EO	On-going
DM will actively work with Premier and selected Niche events to ensure Marlborough's exposure in promotional and marketing material.	DM / EO	On-going

## Council's Event Provision

Council will continue to streamline operations to support and encourage Event Organisers in Marlborough.

Goals	Lead	Due
Direct Value Added will become the preferred economic impact methodology to be used when considering funding.	EC	Dec 2016
A Premier and selected Niche and Regional Stakeholders forum will be established.	EC / EO	June 2017
Action	Lead	Due
Provide support and upskilling to event organisers in the latest ideas, trends and legislation.	EC	On-going
Advocate for Events in regulatory change and infrastructure provision.	EC / EO	On-going
Actively promote the Commercial Events Fund and Bid Fund in order to attract and grow existing events.	EC	On-going
Regularly review Council processes regarding events and streamline where possible.	EC	On-going

## Environmental Sustainability

Marlborough events will become leaders in hosting environmentally sustainable events.

Goals	Lead	Due
Marlborough will achieve 80% recycling at all Premier events.	EC / EO	Dec 2017
An 'event rubbish and recycling scheme' will be established where Marlborough branded bins are available to all event organisers.	EC / MDC	July 2017
Environmentally sustainability will be a requirement of the Commercial Events Funding.	EC	August 2017
Action	Lead	Due
Work closely with the Packaging Forum to stay aware of trends, new information, technical improvements and grants.	EC / MDC	On-going
Environmental Sustainability will be considered in all Council bids.	EC / MDC	On-going
Investigate other methods event organisers can use at their events to ensure sustainability.	EC / MDC	On-going
Event organisers should consider recycling, compostable products and efficient energy practices at their events.	EO	On-going



## Creating Legacies

Premier, Niche and Regional events should be encouraged to create legacies. This can provide a goal, additional marketing tools and a focus to upgrading infrastructure. Something the Marlborough Community can benefit from.

Goals	Lead	Due
All Premier events will create legacies from their events.	EO	Dec 2018
Action	Lead	Due
When considering funding from the Commercial Events Fund priority will be given to those events that create legacies.	EC / MDC	On-going
When bidding for events a weighting will be given to events that create legacies.	EC	On-going
Event organisers to meet with Business Groups and Smart and Connected groups to discuss potential legacy projects and mutual benefits.	EO / BBA / PBA / SC	On-going

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