

Item 1: Draft Events Policy and process improvements

SESSION TYPE: Workshop

PURPOSE/DESIRED OUTCOME:

Workshop to provide early input into the new Events Policy and note key process improvement initiatives.

DATE/TIME:

Tuesday, 17 December 2024 at 9.30am

TIME BREAKDOWN:

Presentation: 20 minutes

Discussion: 25 minutes

Prepared by:



Name: Phoebe Arthur
Title: Event & Film Facilitator
4 December 2024

Reviewed and Authorised by:



Name: Michelle Morss
Title: General Manager Strategy & Policy
5 December 2024

ATTACHMENTS:

A	Draft Events Policy
B	Presentation

Draft QLDC Events Policy

Team/Group	Economic Futures
Approved by	Council Resolution and date
Effective date	Month and year
Next review	Month and year

1 PURPOSE

The purpose of this policy is to ensure that events in our district bring people together in a way that helps boost the wellbeing of the community and that any investment in events helps achieve and is consistent with the strategic direction of Queenstown Lakes District Council (QLDC or Council).

2 SCOPE

This policy guides the work of the Council when facilitating, delivering, ensuring strategic alignment and providing funding to events. It also informs the Council’s Events Policy Guidelines, which accompany this policy and sets out procedural matters and decision making.

3 DEFINITIONS

Event – an organised, temporary activity that has some impact on the public.

Council assets – indoor and outdoor venues including all public spaces and event infrastructure that are owned or managed by QLDC.

Commercial events – delivered by a commercial entity with the intent to make a profit. Commercial events can include public or private events.

Community events – driven and led by local communities, intent is to deliver community outcomes.

4 STRATEGIC ALIGNMENT

Events often play an important role in helping to achieve strategic outcomes for the district. This policy aims to ensure that events are supported in a manner that helps achieve these outcomes for the community. These strategic outcomes are outlined in a range of different strategies and plans, such as:

Climate and Biodiversity Plan 2022 -2025

Queenstown Lakes District Welcoming Plan 2024-2027

Community Facility Strategy 2020

Parks and Open Spaces Strategy 2021

New Pathways to a Thriving Future – Economic

Smoke and Vape Free Policy (under revision)

Diversification Plan

QLDC – CODC Sub Regional Recreation and Sports Facilities Strategy 2020

QLDC Disability Policy

QLDC District Plan

QLDC Library Strategy

QLDC Long Term Plan 2024-2034

QLDC Statement of Diversity Equity and Inclusion

QLDC Strategic Framework, as set out in the QLDC Long Term Plan

Queenstown Lakes Spatial Plan

Te Muka Toi, Te Muka Tākata | The Creativity, Culture and Heritage Strategy for the Queenstown Lakes District.

Travel to a Thriving Future – A Regenerative Tourism Plan

Vision Beyond 2050

Waste Minimisation and Management Plan

Council will work to align with the instruments set out below when supporting events:

Camping Ground Regulations 1985

Food Act 2014

Health Act 1956

Local Government Act 2002

Reserves Act 1977

Resource Management Act 1991

Sale and Supply of Alcohol Act 2012

Smokefree Environments and Regulated Products Act 1990

Water Services Act 2021

Secondary legislation:

Navigation Safety Bylaw

Activities in Public Places Bylaw 2023

Alcohol-Free Areas in Public Places Bylaw 2018

4.1 OBJECTIVES

QLDC supports community wellbeing and the achievement of key strategies by ensuring that events are delivered well and meet the needs of our communities:

Event delivery objectives:

- 1) Ensure the safety of event participants, workers, residents and audiences.
- 2) Respect QLDC's statement of Diversity, Equity and Inclusion.
- 3) Minimise the adverse impacts of events on the district, including the environment.
- 4) Maximise the local economic benefit that events bring by using local suppliers and organisers.

Community-building objectives:

- 5) Bring people together in ways that help create a positive sense of community.
- 6) Create opportunities for residents and visitors to participate in and attend events.

- 7) Respect and celebrate Mātauraka Kāi Tahu.¹
- 8) Protect and celebrate the unique identity of this place.

4.2 PRINCIPLES

Council will ensure alignment with the following principles when supporting events:

1. Work collaboratively, using impartial and objective decision-making.
2. Acknowledge all events may not achieve all objectives equally, but an event should not decrease any of the objectives.
3. Consider the impact on community access and alignment to Policy objectives when deciding whether to accept or decline proposed event bookings.
4. Offer clear communication and timely customer service to event organisers.

5 MONITORING AND REVIEW

Evaluation of this policy will include the review of the impact of events across the objectives identified above. Information sources to monitor and evaluate events may include:

- Regulatory reporting
- Financial reporting related to QLDC venue bookings and other event related income and expenses
- Event organiser reports from events that have received QLDC funding
- Debrief reports from events organised by QLDC
- Relevant Quality of Life survey results
- Event participant feedback surveys
- Economic Impact reports

6 ROLES AND RESPONSIBILITIES

6.1 COUNCIL'S ROLE

1. Facilitation between event organisers and internal Council departments regarding access to Council assets and Council required permissions.
2. Directly undertaking the initiation, planning and delivery of New Year's Eve celebrations in order to manage general public safety and offer a family friendly experience.
3. Directly supporting events that mark significant national commemorations and public holidays.
4. Deliver programmes run by QLDC Community Services directorate that may include community events.

¹ knowledge, wisdom, understanding, skill. Use of 'k' instead of 'ng' is in line with linguistic differences between standard Māori and Southern Kāi Tahu dialect.

5. Ensuring strategic alignment of events. This is accomplished through ensuring events align with community outcomes and Event Policy objectives, proactively improving Council processes to ensure we are an event friendly district and considering future demand for Council assets.
6. Providing co-funding in alignment with this Policy. Council commits to providing funding to events through its Ten-Year Plan process.
7. When appropriate, proactively attracting events to the district that align with the objectives of this policy.
8. Processing of a range of necessary approvals and monitoring/enforcing adherence to any conditions.
9. Providing opportunities to build capability amongst event organisers and recognition of aligned events.
10. Monitoring and measuring the impact of events.
11. Maintaining a partnership approach with the districts' Regional Tourism Offices, NZ Major Events and other key stakeholders such as Sports NZ.

DIVISION	RESPONSIBILITIES
Assurance, Finance and Risk	Approvals for alcohol licensing, environmental health and waterways, monitoring of resource consents, alcohol licensing, parking, waterways and environment health.
Community Services	Council venues and reserve assets booking, approval and management. Maintenance of parks, reserves and sports fields. Management of Reserve Management Plans.
Corporate Services	Promotion of QLDC organised events, may include public notification of potential impact on the public of other events, receive community enquiries and complaints regarding events and temporary parking permit requests through Customer Services.
Planning and Development	Assessing and issuing Resource and Building Consents and engineering certificates. Review and approval of traffic management plans. Management of the District Plan.
Property and Infrastructure	<p>Review and approve the utilisation of road corridor including road closures and large parking requests for events.</p> <p>Licenses and leases administration.</p> <p>Provision and maintenance of Council assets and venues.</p> <p>Review of event Waste Minimisation and Management plans and associated reporting.</p>
Strategy and Policy	Strategic oversight and delivery of QLDC's own events programme, provision of information, capability-building, opportunities and advice to event organisers, facilitating and issuing event



	<p>permits, managing event funding processes, partnership with Regional Tourism Offices and NZ Major Events. Ownership of the Events Policy.</p> <p>Assisting with the requirements under the Climate and Biodiversity Plan 2022-2025 (or its successor).</p>
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6.2 GOVERNANCE

GROUP	MEMBERSHIP	PURPOSE
Council	Elected members including Chief Executive	Oversight of the Events Policy and annual funding approval.
Events Panel	Four elected members of Council selected by the Mayor.	Convenes annually to evaluate funding applications and recommendations made by the Events Office. Independent advice may also be sought by the panel as necessary.
Events Forward Programme	General Manager Strategy & Policy, General Manager Community Services, senior QLDC management staff representing Community Venues, Economic Futures, Legal, Parks and Monitoring & Enforcement teams.	Meets to connect senior staff across strategic event matters and the forward programme of events in our district. The aim is to strengthen event decision making and to ensure information flow through the organisation.

APPENDIX 1 – MAPPING OF EVENTS OBJECTIVES TO WELLBEING OUTCOMES AND RELEVANT STRATEGIC DOCUMENTS

Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
<p>Healthy and fulfilled people</p> <p>People live safe, meaningful lives with good physical and mental health</p>		Ensure the safety of event participants, workers, residents and audiences.
<p>A good standard of living</p> <p>People have good</p>	<p>New Pathways to a Thriving Future – Economic Diversification Plan</p>	Maximise the local economic benefit that events bring by using local



Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
<p>livelihoods, with access to quality employment and education. Individuals, families and whānau are able to prosper and support themselves</p>	<p>Aims for the district to have a resilient and sustainable economy that offers a diverse range of career and income opportunities.</p> <ul style="list-style-type: none"> ● Pillar 3: Grow niche export industries <ul style="list-style-type: none"> ○ The potential for niche opportunities is understood ○ Business within the niche grow ○ New businesses are attracted because of the strength of the niche. <p>There is a particular focus on the technology, outdoor economy, environmental enterprise and food and beverage sectors.</p> <ul style="list-style-type: none"> ● Pillar 2: Our hosting expertise supports diversification <ul style="list-style-type: none"> ○ Exportable tourism and hospitality products and services grow. ○ The value of creative industries rises 	<p>suppliers and organisers.</p>
<p>A healthy natural environment</p> <p>The mauri of the taiao is respected and preserved. Air, water, land, and biodiversity is healthy and its natural beauty endures</p>	<p>Climate and Biodiversity Action Plan</p> <p>Aims for the district to reduce its greenhouse gas emissions by 44% by 2030 and achieve net-zero greenhouse gas emissions by 2050.</p> <p>Relevant objectives:</p> <ul style="list-style-type: none"> ● We are committed to zero waste. ● Our tourism system is regenerative by 2030. <p>Travel to a thriving future – A regenerative tourism plan</p> <p>Aims for tourism in Queenstown Lakes to be regenerative by 2030.</p> <p>Relevant objectives:</p> <ul style="list-style-type: none"> ● (Visitor economy to) reach carbon zero by 2030. Decarbonising means eliminating the use of fossil fuels and cutting greenhouse gas emissions. ● (Visitor economy to produce) zero waste and pollution ● Evolve marketing plans and influence partner organisations to change the business mix, attracting market segments 	<p>Minimise the adverse impacts of events on the district, including the environment.</p>



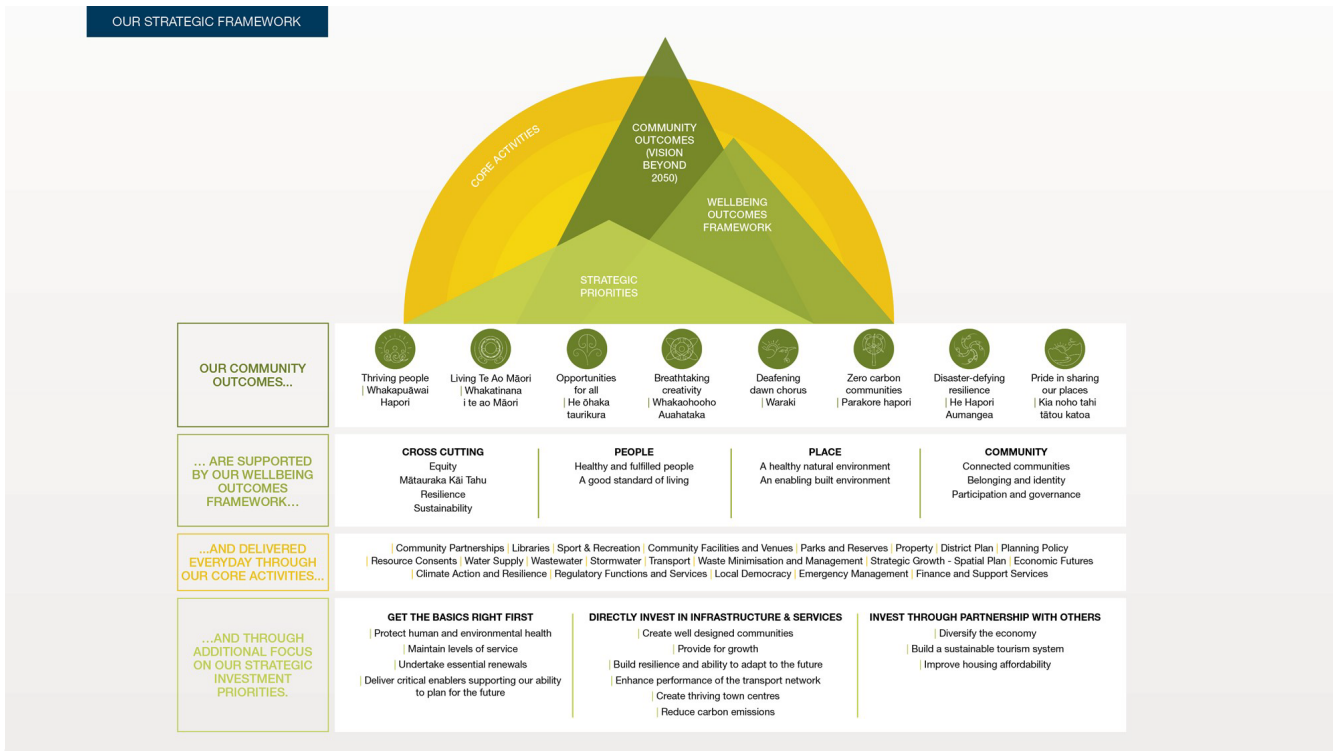
Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
	<p>with a lower carbon-intensity and higher value.</p> <p>Parks and Open Spaces Strategy</p> <p>Relevant objectives:</p> <ul style="list-style-type: none"> Open spaces are treasured and protected <p>Waste Minimisation and Management Plan 2018</p> <p>Aims to improve the efficiency of resource use and reduce harmful effects of waste in the district.</p> <p>Relevant objectives:</p> <ul style="list-style-type: none"> Provide and support opportunities to minimise waste through reduction, reuse, recycling and recovery (in priority order) Educate and support generators (residents, visitors, and businesses) with options and responsibilities Avoid or mitigate any adverse effects on public health or the environment 	
<p>Connected communities</p> <p>Communities and networks are cohesive and provide opportunities for positive social interaction and support</p>	<p>Creativity, Culture and Heritage Strategy 2024</p> <p>Relevant objectives:</p> <p>Build supportive communities, facilitating connections to culture and heritage.</p> <p>Provide opportunities for our diverse communities to showcase their work and connect with others.</p> <p>Travel to a thriving future – A regenerative tourism plan</p> <p>Aims for tourism in Queenstown Lakes to be regenerative by 2030. Pillar 1 is focussed on aligning community wellbeing and values with visitor experiences.</p> <p>Relevant objective:</p> <ul style="list-style-type: none"> Align visitor experiences with the DMP’s core values (Manaakitaka / hospitality, tautiataka / guardianship, whanaukataka / family and community focussed) and guiding principles (building communities, enabling regeneration, demonstrating leadership, working together, embracing 	<p>Bring people together in ways that help create a positive sense of community.</p>



Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
	change).	
<p>Belonging & Identity</p> <p>People of all backgrounds feel a sense of belonging. People are able to practice and share culture and traditions</p>	<p>Queenstown Lakes District Welcoming Plan 2024-2027</p> <p>Relevant actions:</p> <ul style="list-style-type: none"> • Welcoming Communications: People of all cultures and backgrounds feel included, listened to and well informed through a range of ways that take into account their different communication needs • Equitable Access: Opportunities to access services and activities and to participate in the community are available to all, including newcomers. <p>Creativity Culture & Heritage Strategy 2024</p> <p>Relevant objectives:</p> <ul style="list-style-type: none"> • Establish a strong working relationship with Kāi Tahu. • Honour our role as Takata Tiriti (People of the Treaty) and in support of Te Ao Māori. • In partnership with Kāi Tahu, recognise, value and celebrate Kāi Tahutaka and mātauraka, including Kāi Tahu stories of place. • Protect and promote tangible and intangible heritage. • Continue to increase understanding and awareness of mana whenua, local culture, stories and heritage. • Provide places for authentic connection and unique senses of place - celebrating our community stories for locals and visitors to the district. • Support the development of cultural experiences that are aligned with community values. <p>Travel to a thriving future – A regenerative tourism plan</p> <p>Aims for tourism in Queenstown Lakes to be regenerative by 2030. Pillar 1 is focussed on aligning community wellbeing and values with visitor experiences, including protecting and</p>	<p>Create opportunities for residents and visitors to participate in and attend events.</p> <p>Protect and celebrate the unique identity of this place.</p> <p>Respect and celebrate Mātauraka Kāi Tahu.</p> <p>Respect QLDC’s statement of Diversity, Equity and Inclusion.</p>

Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
	enhancing culture and heritage by infusing them into visitor experiences Relevant objective: <ul style="list-style-type: none"> Align visitor experiences with the DMP’s core values (Manaakitaka / hospitality, tautiataka / guardianship, whanaukataka / family and community focussed) and guiding principles (building communities, enabling regeneration, demonstrating leadership, working together, embracing change). 	

APPENDIX 2 – QLDC STRATEGIC FRAMEWORK



Draft Events Policy and related process improvements

Council workshop
17 December 2024

Agenda

1. Background
2. Process improvements
3. Draft Events Policy
4. Issues identified beyond the policy



Objectives

- Simplify Customer Experience
- Maximise Efficiency
- Mitigate Risks
- Decision making is transparent and balances the needs of event organisers, the community and QLDC assets
- Process alignment with the policy objectives



Recommendations

- Specific Process Improvements
- Technology Solution
- Finance and Legal Clarifications
- Responsibilities

Process Framework



Expected outcomes

- Online tools, guides and application process
- Single point of entry
- Visibility of application
- Clarity and transparency of QLDC decision processes
- Process supports the policy objectives
- Reduced effort and friction for organisers and QLDC staff

Draft Events Policy

- Queenstown is a unique place to hold events
- New policy has a broader focus - not just economic outcomes
- Aims to mirror community expectations
- No changes to 25/26 contestable events funding round




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graph TD; A[Vision Beyond 2050] --- B[Relevant strategies and plans  
e.g. Climate and Biodiversity, Creativity, Culture and Heritage, Destination Management, Diversification];
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Vision Beyond 2050

Relevant strategies and plans
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Vision Beyond 2050

Relevant strategies and plans
e.g. Climate and Biodiversity, Creativity, Culture and
Heritage, Destination Management, Diversification

Outlines what events
should contribute to

Events Policy

Clarifies how
Council makes
decisions

Events Policy Guidelines

Operational guidelines e.g.
Reserve management plans
Venues guidelines

Vision Beyond 2050

Relevant strategies and plans
e.g. Climate and Biodiversity, Creativity, Culture and Heritage, Destination Management, Diversification

Outlines what events
should contribute to

Events Policy

Clarifies how
Council makes
decisions

Events Policy Guidelines

Operational guidelines e.g.
Reserve management plans
Venues guidelines

Improvements
to implement
alongside the
Policy

Events Policy Action Plan

Event Organiser Handbook

Helps organisers to put on
an event in our district

Community-building objectives:

- Bring people together in ways that help create a positive sense of community.
- Create opportunities for residents and visitors to participate in and attend events.
- Respect and celebrate Mātauraka Kāi Tahu.
- Protect and celebrate the unique identity of this place.

Is there anything missing?

Do these objectives reflect the concerns from the community?

Event delivery objectives

- Ensure the safety of event participants, workers, residents and audiences.
- Respect QLDC's statement of Diversity, Equity and Inclusion.
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- Maximise the local economic benefit that events bring by using local suppliers and organisers.

Is there anything missing?

Do these objectives reflect the concerns from the community?

Draft timeline to approval

February 2025

- Community and sector feedback (4 weeks) via Let's Talk survey
- 3 x hui targeting the events sector (open to the public)

May 2025

- Council workshop
- Wānaka-Upper Clutha Community Board meeting

June 2025

- Full Council for approval of Policy

Is there anyone in particular we should consult with?

Issues identified beyond the policy

1. Monitoring compliance
2. Consistent and efficient reporting
3. Event bidding
4. Sustainability expectations
5. Fees for event permits



