



Events Fund Guidelines

QLDC Events Fund

The Queenstown Lakes district offers amazing locations for events, catering to diverse interests with a range of sports, arts, cultural, commercial, community and family events on offer. Queenstown Lakes District Council (QLDC) aims to ensure these events are successful, use sustainable practices, and have a positive impact on the district's communities, visitors, economy and environment.

This guide outlines the QLDC Events Fund application process, criteria and eligibility requirements.

Applying for funding

Applications to the QLDC Events Fund are made through an online grant application platform, SmartyGrants. Please refer to the QLDC Events Fund application form for the full list of documents that must be provided along with your application.

Before you apply, we encourage you to contact the QLDC Events Office to discuss your event and funding application: events@qldc.govt.nz

Eligibility

To be eligible to apply for support from the QLDC Events Fund:

- Part or all of the event must be held within Queenstown Lakes District.
 - The event owner must be a legal entity — such as a trust, company or incorporated society — and must be able to provide evidence of this status if requested.
 - The event owner must have no outstanding debt owing to QLDC.
 - The event owner must fully declare any additional council or local board funding, grant, or koha/donation received for the event.
 - The event owner and the event manager (if different from the owner) must comply with all QLDC regulatory and statutory requirements relating to the preparation and delivery of the event, including obtaining all necessary permits and consents.
 - The event must be held within the planned timeframe.
 - The event must have public liability insurance.
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Ineligibility

Event type

Some events are not eligible for funding through the QLDC Events Fund, including:

- conventions, conferences, seminars and tradeshow
- private functions, lunches or dinners
- marketing or incentive programmes
- events that have already been held or are scheduled before the funding timeframe.

Event costs

Some event costs are not eligible for funding through the QLDC Events Fund, including:

- purchase of catering costs including alcohol
- staff salaries and/or wages
- purchasing or leasing a motor vehicle
- purchase of assets
- rent or accommodation costs
- service and maintenance costs including utilities such as power and phone
- retrospective costs
- travel costs
- debt repayments
- Trust or normal business costs (e.g. rent)
- prize money or entrance fees
- legal expenses
- marketing costs including websites

If you have any queries about the eligibility criteria, please contact the QLDC Events Office.

Terms and conditions of funding

All applicants must disclose if a QLDC councillor, local board member or employee, or their immediate family, has any interest or involvement in the event in any way.

QLDC has the right to share application details with all units of Council and to consult with them on applications.

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Applicants must:

- Disclose to QLDC any other grants or funding sources for the event (either confirmed or in process), and any corporate or commercial sponsorship arrangements.
- Not directly or indirectly seek to influence QLDC's funding decisions in any improper or unethical manner (or in any way which might have the appearance of being so).
- Not solicit or garner non-public information from QLDC which might give an unfair advantage in the application process.
- Consent that QLDC completes due diligence, including the applicant organisation and personnel involved, and their relevant track records.
- Consent that QLDC makes enquiries of third parties in this regard and provide access to referees upon request.

Key information

A funding panel will review applications made to the QLDC Events Fund and the panel will make funding allocation decisions. The QLDC Events Fund panel consists of:

- QLDC Strategy and Policy General Manager.
- Four QLDC Councillors selected by the Mayor.

Independent advice will also be sought by the panel if the event is of national significance or subject to national funding.

Information about the fund:

- QLDC can fund up to six major events requesting over \$30,000 each year.
- Some of the QLDC Events Fund may already have been committed to applications made in the previous funding round.
- QLDC funding will prioritise budget items relating to sustainability and waste reduction.
- There is no dollar limit on the amount that an event can apply for. However, QLDC will only fund up to a maximum of 25 percent of the total event cost.
- Events are evaluated on their individual merits and how they combine with other events to contribute to our vision for a balanced event portfolio.

Assessment criteria

The support provided via the QLDC Events Fund will be based upon the assessed benefits of the event to the district as a whole. Different considerations will carry different weights in the evaluation process with environmental sustainability weighted to reflect the high priority placed on this outcome by QLDC.

Applicants to the QLDC Events Fund must submit an [Event Waste Minimisation and Management Plan](#) and an [Event GHG Emissions Reduction Plan](#) as part of the application. Links to these templates are on the QLDC Events Fund application form.

The key assessment criteria are:

- Economic impact – How will the event stimulate economic activity in the local area?
- Event diversity – Does the event offer a new or unique experience, fill a gap in the event portfolio or take place in any seasonal low points?
- Positive community benefits – How will the event bring people together, celebrate diversity and contribute to community pride and identity?
- Financial sustainability – Can the event show it is self-sufficient, attract other sponsors and reduce reliance on public funding?
- Environmental sustainability:
 - Comprehensive plan: A comprehensive Event Waste Minimisation and Management Plan/ Emissions Reduction Plan with clearly defined and quantifiable waste and emissions reduction objectives.
 - Feasibility and implementation: The practicality and feasibility of the proposed waste minimisation and emissions reduction plans within the constraints of the event budget.
 - Education and outreach: The event organiser's plans for educating attendees and participants about the importance of waste reduction and emissions reduction.
 - Measurement and reporting: How the event organiser plans to measure and track progress towards waste reduction and emissions reduction targets.
 - Innovation and creativity: Innovative approaches and creative solutions proposed by the event organiser to reduce waste and emissions.

In addition to the above criteria, the following aspects of the event will also be considered:

- Anticipated level of attendance including volunteer support, performers and/or competitors.

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- Potential to grow, and does the event owner have a sound strategic plan for its development?
 - Impact on the district, businesses and local communities, in relation to its timing and location relative to other events in the calendar, and the tourism seasons.
 - Is the event:
 - in the appropriate venue for its scale and type?
 - promoting new and existing public spaces in the district?
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Successful applicants

Once funding has been approved, all successful applicants will receive a funding agreement. The formal agreement outlines what is expected of event managers, funding conditions, post-event reporting requirements and the amount of funding being granted.

Issuing funding

If your application for funding is successful, the funding will only be paid out once all post-event requirements are met. This means that all council venue hire costs, permit and consent fees must be paid prior to receiving the approved funding.

QLDC reserves the right to withhold funding if it deems an event has fallen short of delivering what was committed to as part of the funding application.

QLDC reserves the right to withhold funding if it deems an event has not met the terms and conditions of the funding agreement, hire agreements, permits or consents issued by QLDC for the event.

Branding and recognition of support

QLDC expects all successful applicants to acknowledge the funding support received including clearly displaying the QLDC logo provided as a recognised supporter in all promotional materials. Refer to the [Event Resources](#) page on the QLDC website for a logo in the required format and brand guidelines.

Post-event reporting

All successful applicants will be required to provide a post-event report which will include:

- How the conditions outlined in the funding agreement have been met

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- An event evaluation including event attendance and feedback from attendees
- How the event brought about a benefit to the community
- The environmental impact of the event, using templates provided by QLDC
- Copies of receipts or audited accounts showing how the funding was spent.

Post-event reporting is a critical commitment of the funding agreement. Failure to provide an adequate post-event report may impact on future funding decisions.
