

# Item 1: Draft Events Policy Review

**SESSION TYPE:** Briefing

**PURPOSE/DESIRED OUTCOME:**



Briefing for information and Q&A purposes only on the progress of the draft Events Policy post community feedback and an update on event related process improvements.

**DATE/START TIME:**

Thursday, 8 May 2025 at 11.00am

**TIME BREAKDOWN:**

Presentation: 15 minutes  
Questions: 15 minutes

Prepared by:	Reviewed and Authorised by:
	
<b>Name:</b> Phoebe Arthur <b>Title:</b> Event & Film Facilitator 15 April 2025	<b>Name:</b> Michelle Morss <b>Title:</b> General Manager Strategy & Policy 15 April 2025

**ATTACHMENTS:**

A	Draft QLDC Events Policy 2025
B	Presentation slides

# Draft QLDC Events Policy 2025

## 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.

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.

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

## 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

Community Facility Strategy 2020

New Pathways to a Thriving Future – Economic  
Diversification Plan

QLDC – CODC Sub Regional Recreation and Sports  
Facilities Strategy 2020

QLDC Disability Policy

QLDC District Plan

QLDC Library Strategy 2020-2030

QLDC Long Term Plan 2024-2034

QLDC Statement of Diversity Equity and Inclusion

QLDC Strategic Framework, QLDC Long Term Plan

Queenstown Lakes Spatial Plan

Queenstown Lakes District Welcoming Plan 2024-2027

Parks and Open Spaces Strategy 2021

Smoke and Vape Free Policy

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 2018

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

Camping Ground Regulations 1985	Sale and Supply of Alcohol Act 2012
Food Act 2014	Smokefree Environments and Regulated Products Act 1990
Health Act 1956	Water Services Act 2021
Health & Safety at Work Act 2015	<i>Secondary legislation:</i>
Local Government Act 2002	Activities in Public Places Bylaw 2023
Reserves Act 1977	Alcohol-Free Areas in Public Places Bylaw 2018
Resource Management Act 1991	Navigation Safety Bylaw 2025

## 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) Respect QLDC's statement of Diversity, Equity and Inclusion.<sup>1</sup>
- 2) Ensure the safety of event participants, workers, residents and audiences.
- 3) Minimise the adverse impacts of events on the district, including the environment.

Community-building objectives:

- 4) Maximise the local economic benefit that events bring by attracting high-value visitors to events and using local suppliers where possible.
- 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.<sup>2</sup>
- 8) Protect and celebrate the unique identity of this place.

## 4.2 PRINCIPLES

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

<sup>1</sup> QLDC's Diversity, Equity and Inclusion statement ensures we are a place where all staff, residents, visitors, and partners feel valued, respected, and have equal opportunities for growth and success.

<sup>2</sup> knowledge, wisdom, understanding, skill. Use of 'k' instead of 'ng' is in line with linguistic differences between standard Māori and Southern Kāi Tahu dialect.

1. Work collaboratively, using impartial and objective decision-making.
2. Acknowledge all events may not achieve all objectives equally, but an event should not contravene 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. Proactively support community and business groups to develop and attract events that align with the policy.

## 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:

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

## 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.
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 leverage Council assets and align with the objectives of this policy.
8. Provide appropriate guidance and process necessary approvals. Monitor and enforce 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. Actively supporting local business and community groups, Kāi Tahu, Regional Tourism Offices, New Zealand Major Events and other key stakeholders to attract and develop events that align with the policy.

DIVISION	RESPONSIBILITIES
<b>Assurance, Finance and Risk</b>	Approvals for alcohol licensing, environmental health, monitoring of resource consents, parking, waterways and environment health.
<b>Community Services</b>	Council venues and reserve assets booking, approval and management. Engagement with community groups and organisations. Maintenance of parks, reserves and sports fields. Management of Reserve Management Plans.
<b>Corporate Services</b>	Promotion of QLDC organised events, may include public notification of potential impact on the public of other events, receive community enquiries regarding events and temporary parking permit requests through Customer Services.
<b>Planning and Development</b>	Assessing and issuing Resource and Building Consents and engineering certificates. Review and approval of traffic management plans. Management of the District Plan and Resource Management Act.
<b>Property and Infrastructure</b>	Review and approve the utilisation of road corridor including road closures and large parking requests for events. Licenses and lease administration. Provision and maintenance of Council assets and venues. Review of event Waste Minimisation and Management plans and associated reporting.
<b>Strategy and Policy</b>	<p>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 permits, managing event funding processes, partnership with Regional Tourism Offices and New Zealand 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>

## 6.2 GOVERNANCE

GROUP	MEMBERSHIP	PURPOSE
<b>Council</b>	Elected members including Chief Executive	Oversight of the Events Policy and annual funding approval.
<b>Events Panel</b>	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.
<b>Events Forward Programme</b>	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:
<b>Healthy and fulfilled people</b> People live safe, meaningful lives with good physical and mental health	<b>Queenstown Lakes District Welcoming Plan 2024-2027</b> Relevant objective: Welcoming Communications: Council communication materials and messages are inclusive and reflect the diversity of the local community. Council encourages other agencies, businesses, and organisations to follow this model.	Ensure the safety of event participants, workers, residents and audiences.

Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
<p><b>A good standard of living</b></p> <p>People have good livelihoods, with access to quality employment and education. Individuals, families and whānau are able to prosper and support themselves</p>	<p><b>New Pathways to a Thriving Future – Economic Diversification Plan</b></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"> <li>• Pillar 3: Grow niche export industries <ul style="list-style-type: none"> <li>○ The potential for niche opportunities is understood</li> <li>○ Business within the niche grow</li> <li>○ New businesses are attracted because of the strength of the niche.</li> </ul> </li> </ul> <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"> <li>• Pillar 2: Our hosting expertise supports diversification <ul style="list-style-type: none"> <li>○ Exportable tourism and hospitality products and services grow.</li> <li>○ The value of creative industries rises</li> </ul> </li> </ul> <p><b>Queenstown Lakes District Welcoming Plan 2024-2027</b></p> <p>Relevant objective:</p> <p><b>Equitable Access:</b> All community members are well informed about the services available in the community. Newcomers are made aware of and are using these services.</p>	<p>Maximise the local economic benefit that events bring by attracting high-value visitors to events and using local suppliers where possible.</p>
<p><b>A healthy natural environment</b></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><b>Climate and Biodiversity Action Plan</b></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"> <li>• We are committed to zero waste.</li> <li>• Our tourism system is regenerative by 2030.</li> </ul> <p><b>Travel to a thriving future – A regenerative tourism plan</b></p> <p>Aims for tourism in Queenstown Lakes to be regenerative by 2030.</p>	<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>Relevant objectives:</p> <ul style="list-style-type: none"> <li>• (Visitor economy to) reach carbon zero by 2030. Decarbonising means eliminating the use of fossil fuels and cutting greenhouse gas emissions.</li> <li>• (Visitor economy to produce) zero waste and pollution</li> <li>• Evolve marketing plans and influence partner organisations to change the business mix, attracting market segments with a lower carbon-intensity and higher value.</li> </ul> <p><b>Parks and Open Spaces Strategy</b></p> <p>Relevant objectives:</p> <ul style="list-style-type: none"> <li>• Open spaces are treasured and protected</li> </ul> <p><b>Waste Minimisation and Management Plan 2018</b></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"> <li>• Provide and support opportunities to minimise waste through reduction, reuse, recycling and recovery (in priority order)</li> <li>• Educate and support generators (residents, visitors, and businesses) with options and responsibilities</li> <li>• Avoid or mitigate any adverse effects on public health or the environment</li> </ul>	
<p><b>Connected communities</b></p> <p>Communities and networks are cohesive and provide opportunities for positive social interaction and support</p>	<p><b>Creativity, Culture and Heritage Strategy 2024</b></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><b>Travel to a thriving future – A regenerative tourism plan</b></p> <p>Aims for tourism in Queenstown Lakes to be regenerative by 2030. Pillar 1 is focussed on</p>	<p>Bring people together in ways that help create a positive sense of community.</p>

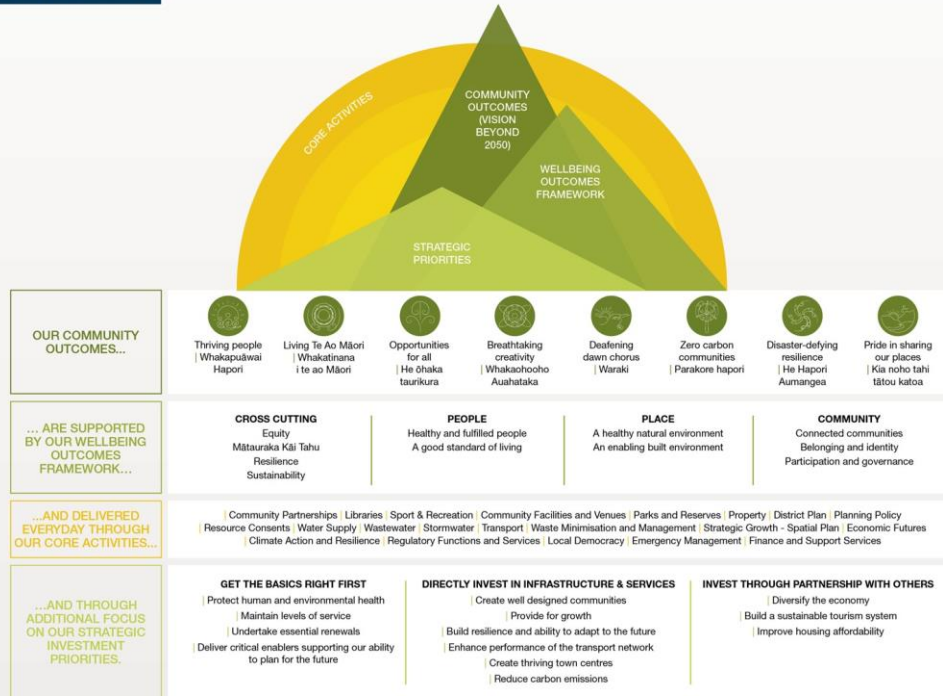


Wellbeing outcomes from QLDC Strategic Framework:	Key strategy outcomes:	Events objectives from 4.1 of this policy:
	<p>aligning community wellbeing and values with visitor experiences.</p> <p>Relevant objective:</p> <ul style="list-style-type: none"> <li>Align visitor experiences with the DMP's core values (Manaakitaka / hospitality, tautiataka / guardianship, whanaukataka / family and community focussed) and guiding principles (building communities, enabling regeneration, demonstrating leadership, working together, embracing change).</li> </ul> <p><b>Queenstown Lakes District Welcoming Plan 2024-2027</b></p> <p>Relevant objective:</p> <p><b>Culture and identity:</b> Newcomers and the receiving community understand what values they each hold dear.</p>	
<p><b>Belonging &amp; Identity</b></p> <p>People of all backgrounds feel a sense of belonging. People are able to practice and share culture and traditions</p>	<p><b>Queenstown Lakes District Welcoming Plan 2024-2027</b></p> <p>Relevant actions:</p> <ul style="list-style-type: none"> <li><b>Inclusive Leadership:</b> As the indigenous peoples of Aotearoa New Zealand, Māori – represented by tangata whenua, mana whenua, iwi and hapū and/ or other hapori Māori – have a prominent role in the Welcoming Plan activities.</li> <li><b>Connected and Inclusive Communities:</b> Different cultures are celebrated and people are supported to express their cultural beliefs and customs, including language and religious practices.</li> <li><b>Culture and Identity:</b> Receiving communities and newcomers share and celebrate their cultures with each other, facilitated by the Council and others in the community.</li> </ul> <p><b>Creativity Culture &amp; Heritage Strategy 2024</b></p> <p>Relevant objectives:</p> <ul style="list-style-type: none"> <li>Establish a strong working relationship with Kāi Tahu.</li> <li>Honour our role as Takata Tiriti (People of the Treaty) and in support of Te Ao Māori.</li> <li>In partnership with Kāi Tahu, recognise, value and celebrate Kāi Tahutaka and mātauraka,</li> </ul>	<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:
	<p>including Kāi Tahu stories of place.</p> <ul style="list-style-type: none"> <li>• Protect and promote tangible and intangible heritage.</li> <li>• Continue to increase understanding and awareness of mana whenua, local culture, stories and heritage.</li> <li>• Provide places for authentic connection and unique senses of place - celebrating our community stories for locals and visitors to the district.</li> <li>• Support the development of cultural experiences that are aligned with community values.</li> </ul> <p><b>Travel to a thriving future – A regenerative tourism plan</b></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 enhancing culture and heritage by infusing them into visitor experiences</p> <p>Relevant objective:</p> <ul style="list-style-type: none"> <li>• 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).</li> </ul>	

## APPENDIX 2 – QLDC STRATEGIC FRAMEWORK

### OUR STRATEGIC FRAMEWORK



# Draft Events Policy and related process improvements

Wānaka-Upper Clutha Community Board  
Workshop 8 May 2025

# Agenda



1. Background
2. Community feedback
3. What's changed
4. Next steps
5. Process improvements

# Background

- Our district has many more events than similar sized communities
- It can be a challenging place to organise events – unpredictable weather, limited venues, resource consents required for large events
- The new policy aims to
  - Reflect community expectations of events
  - Outline Council's roles and responsibilities
- Alongside the updated policy, work is underway to streamline processes





# Community feedback on the draft policy

- 57 submissions and comments via 3 hui (Queenstown, Wānaka and online) and Let's Talk
- Widespread support for the Policy
- Feedback dominated by comments about operational and process issues



# Community feedback themes

- **Pressure on organisers** – challenging climate, limits on local suppliers and growing expectations on volunteers. Call for more support for volunteer run events, training opportunities and funding.
- **Sustainability** – support for waste minimisation but need for clearer guidelines and engagement with local sustainability initiatives. Concern with emissions impact of large events in the context of a climate emergency.
- **Social licence** – noise and congestion caused by some events. High numbers of events. Some bigger events are cost prohibitive for locals to attend.
- **Strategy**- call from Queenstown Business Chamber and Hospitality NZ for an events strategy to proactively foster and attract events (focus on Queenstown CBD)



# Change 1- objectives prioritised

Objectives related to Diversity, Equity and Inclusion, Health & Safety and community impact prioritised in order.

Event delivery objectives:

- 1) Respect QLDC's statement of Diversity, Equity and Inclusion
- 2) Ensure the safety of event participants, workers, residents and audiences
- 3) Minimise the adverse impacts of events on the district, including the environment

# Change 2 - acknowledge the benefit of event participant spend

## Objective 4:

New wording: Maximise the local economic benefit that events bring **by attracting high-value visitors to events** and using local suppliers where possible.

# Change 3 - reallocate economic benefit as a community-building objective

The economic objective is reallocated to the community-building category to reflect the community benefit from this.

## Event delivery objectives:

- 1) Respect QLDC's statement of Diversity, Equity and Inclusion
- 2) Ensure the safety of event participants, workers, residents and audiences
- 3) Minimise the adverse impacts of events on the district, including the environment

## Community-building objectives:

- 4) Maximise the local economic benefit that events bring by attracting high-value visitors to events and using local suppliers where possible

# Change 4 – additional principle to recognise Council's support in attracting events

## 4.2 Principles:

5. Proactively support community and business groups to develop and attract events that align with the policy.

## 6.1 Council's Role:

*7. When appropriate, proactively attracting events to the district that **leverage Council assets** and align with the objectives of this policy.*

*11. **Actively supporting local business and community groups, Kāi Tahu, Regional Tourism Offices, New Zealand Major Events and other key stakeholders to attract and develop events** that align with the policy.*

# Next steps

**June 2025** – Council adoption of new policy

**July 2025** – Release of Event Policy Guidelines and Event Organiser Handbook

Event Policy Guidelines (external document)	Event Organisers Handbook (external document)
Where responsibilities lie	How to prepare for running an event in our district
Deeper explanation of event objectives	Council venue details and booking process
Decision making processes	What consents, permits and permissions are required, and how to apply
Permits and permissions	Levels of service Council offers
Funding and support criteria	Operational requirements
Event evaluation and reporting	Links to templates and resources

## Why do we want to do this?

- Reduce effort of both the applicant and QLDC for events, permits and bookings.
- Ensuring what we require reflects the profile of the event.
- Clear and transparent decision making based on published criteria.

## Recommendations

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



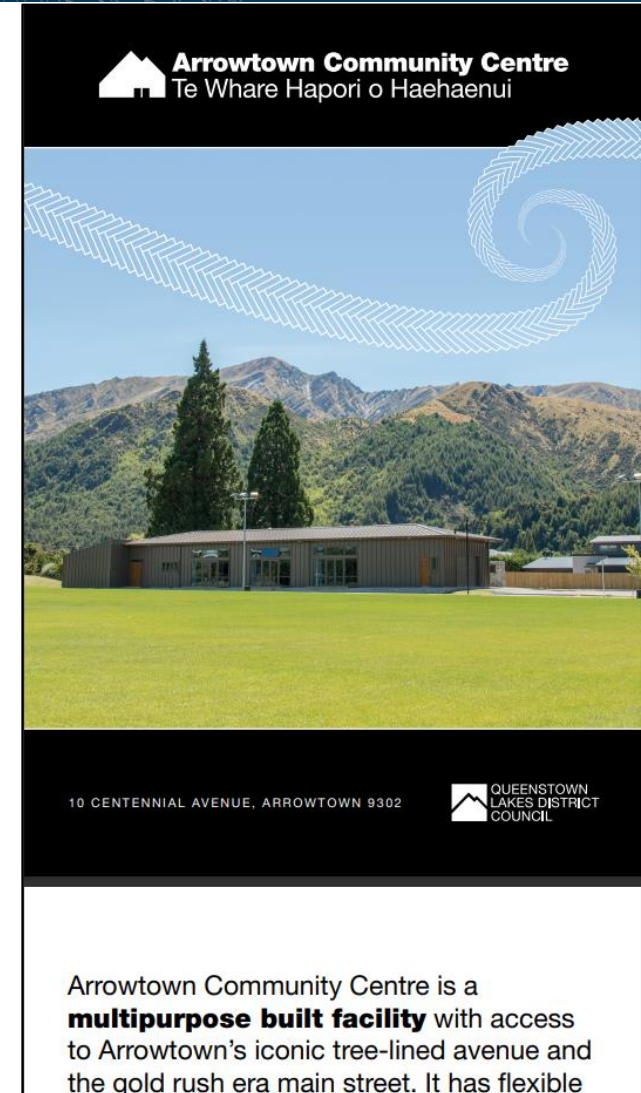
# Expected outcomes update

- **Single Point of Entry**

- IT Tool - Reduce number of entry / contacts through QLDC.

- **Website updates**

- Enquiry form updates – asking for the right information first time.
- Easy and simple navigation to find what you are looking for.





# Expected outcomes update

- **Guides, booklets, templates**

- Venue Guides now live ([Venue Hire | Queenstown Lakes District Council](#)).
- Reserve Guides in progress (due to be complete in April).
- Event Organiser Handbook (due to be complete in June).

- **IT Tool (by the end of 2025)**

- Ability to request bookings online.
- Search and match features
- Real time availability for Venues and Reserves
- Calendar

