



DUNEDIN CITY COUNCIL
DUNEDIN FESTIVALS AND EVENTS FUNDING
APPLICATION FORM – 2009/10 CONTESTABLE FUND

The Dunedin City Council allocated \$135,000 for festivals and events in Dunedin to be distributed via a contestable fund. Please complete this application form to apply for funding through this fund.

Attached is a copy of the Dunedin City Council's Dunedin Festivals and Events Strategy. Familiarisation with this strategy will assist you in completing this form.

Remember to provide as much documentation in support of your application as possible.

The term 'event' is used in this application form to cover both festivals and events.

The purpose of this application form is to ensure that allocation and distribution of the Council's one-off 2009/10 Events Contestable Fund is responsible, fair and transparent.

Please identify the category of your event?

- Local
- Major
- Premier

Send completed applications to:
Marketing and Communications
Dunedin City Council
PO Box 5045, Dunedin
Attention: Dunedin Event Contestable Funding Application

Please complete the following:

Applicant Name

Applicant Contact
Details

Phone/email

Event Organisation

(Please specify organising body)

Organisation Status

(e.g. incorporated body, charitable trust, structure of organisation or committee etc and proof of legal entity required)

Event Partners

(Please specify all other groups involved in the staging of the event, and how they are involved e.g. naming right sponsor or significant contributor)

Event Name

Event Date

Event History

(New event or number of previous occurrences. DCC will not fund retrospectively)

Event Frequency

(Annual, biennial or one-off event)

Event Location(s)

(Must be within the city boundaries)

How does the event contribute to life in Dunedin?

Please provide a detailed description of your event concept, the outcomes sought through staging the event, and, where possible, how these outcomes relate to the city outcomes in the Community Plan (please refer to pages 7 and 8 of the Dunedin Festivals and Events Strategy). Attach separate sheets if necessary.

Does the event contribute to the vision and goals of the Dunedin Festivals and Events Strategy?

Please score your event against each of the strategic criteria listed below.¹ The degree of 'strategic fit' will help to determine eligibility for funding and the level of funding allocated. This scoring exercise will also be completed by the Events Unit for your event.

Strategic Criteria	Explanation	Score from 1 to 10 (1=poor, 10=excellent)	Supporting Comments
Event Identity	Does the event celebrate Dunedin in a contemporary and vital way? Is it in some way unique to Dunedin?		
Event Variety	Does the event add variety to the annual events calendar? ²		
Event Spread	Does the event assist with attaining a suitable spread of events activity throughout the year?		
Cultural and Social Well-being	Does the event assist in developing a culturally rich city? Does it add to residents' sense of community?		
Community Support	Can the event demonstrate a high level of community support and involvement?		
Event Quality	Will the event provide a professional, contemporary and relevant programme? Does it respond to the standards of current-day audiences and participants?		
Event Growth	Has the event shown growth? Does it have clear potential for growth? Do the organisers have a strategic vision/plan for how to manage growth?		
Economic Benefit	Will the event attract visitors and generate increased visitor nights and direct expenditure, resulting in positive economic benefit for the city?		

¹ The strategic criteria are derived directly from the vision and goals of the Dunedin Festivals and Events Strategy (refer to Appendix One Strategic Criteria, page 24).

² Particularly in relation to the event themes set out under Goal 1 Target 2 in the Festivals and Events Strategy, page 12.

Strategic Criteria	Explanation	Score from 1 to 10 (1=poor, 10=excellent)	Supporting Comments
Key Sectors	Does the event showcase (and is supported by one or more of) the key sectors as set out in the Council's Economic Development Strategy? (Please refer to page 26 of the Festivals and Events Strategy)		
Media Coverage	Will the event generate positive external media exposure that promotes Dunedin's profile that enhances the city 'brand'? (Please refer to page 26 of the Festivals and Events Strategy)		
Environmental Sustainability	Does the event have a plan for achieving waste minimisation and the use of recycling?		
Outlying Communities	Is the event set in an outlying community?		

Along with the strategic criteria scores, the information provided below will help to determine the type and level of support for an event. Please be as specific as possible, and attach supporting documentation where you can.

Category Factors	How Measured	Response (answers)	Supporting Comments
Audience Size	Audience/participant forecasts, including details of where attendees will be attracted from (Dunedin city, Otago/Southland, rest of NZ, overseas).		
Visitor Expenditure ³ (premier only)	Independent economic impact forecasting.		
Visitor Nights ⁴ (premier only)	Detailed monitoring and reporting, including post-event economic impact assessment.		
Media Coverage ⁵ (premier only)	Projected value of media coverage based on operational and marketing plans, business case, and supporting documentation by appropriate stakeholders.		

³ A premier event will generate at least \$1.0 million in direct visitor expenditure for the Dunedin economy, page 14.

⁴ A premier event will attract 5,000 or more visitor nights to the city, page 14.

⁵ Note the Dunedin Festivals and Events Strategy Goal 3 Target 2 that the value of television, radio and print media coverage equates to 20% of the total event budget, page 14.

Category Factors	How Measured	Response (answers)	Supporting Comments
Event Recognition	Evidence of strong city wide/regional recognition (major events) and national/international recognition (premier events) to be included.		
Event Marketing (premier only)	Evidence of strong domestic and international marketing support offered by Tourism Dunedin. Please submit a business plan.		

Event Organisation

Please complete the following table. Again, be as specific as possible, and provide clear evidence and supporting documentation where necessary.

Competency	Explanation	Yes/No	Supporting Comments
Overall Event Feasibility	Is the event financially feasible? Does it include realistic budgets and achievable targets (including attendance, sponsorship raised and external funding)?		
Ratio of Funding Support Requested as a Percentage of Overall Budget	Is funding sought from the Dunedin City Council only a portion of the overall income budget? Is there strong demonstrated support from other sources (e.g. sponsors, gate revenue, ticket sales and external funding sources)?		
Event Organiser Capability and Credibility	Does the applicant have the expertise and capability to deliver the event and realise its objectives?		
Track Record (Or, if new event, strong and relevant theme and organisation.)	Does the event have a proven track record of success? If it is a new event, does the proposal clearly describe the event theme and concept, along with organisational aspects (e.g. programme, venues, marketing plan)?		
Development and life-cycle	Is there a clear outline of the future of the event and how it will develop so that it continues to benefit Dunedin? (Not applicable to one-off/short term events or festivals.)		
Risk Profile	Has a risk assessment been supplied by organisers?		

Funding Requirements

Funding Detail	Response	Supporting Comments
Funding Sought from DCC How much funding do you require?		
Funding Period	The Council has allocated the Events Contestable Fund (\$135,000) for the 2009/10 financial year only.	The Council has allocated the Events Contestable Fund (\$135,000) for the 2009/10 financial year only.
Funding Breakdown How will the funding be used in the running of the event? A full budget is required.		
Other Funding Sources What are the other sources of funding that are contributing to this event, and the dollar value? Please provide a full set of accounts.		
Total Funding Requirements Have you attached a copy of the event budget, for each year for which funding is sought?		

Declaration I hereby declare that all information provided as part of this application is correct.

Signature

Date

Attachments

Have you provided the following attachments? (Use a separate sheet if required.)

- Event Budget
- Economic Impact Forecasts (premier events only)
- Post-Event Economic Impact Assessment (recurring premier events only)
- Media Projections (premier events only)
- Risk assessment
- Waste minimisation plan
- Business Plan (premier events only)
- Letters of support

Candidates will be notified in writing within six weeks of receipt of a completed application.