



IMPLEMENTATION PLAN 2025

# Community and Local Events



**DUNEDIN**  
CITY COUNCIL

kaunihera  
a-rohe o  
Ōtepoti



## Introduction Kupu Arataki

### A stage for action

We have listened to our community, who told us we needed to have a stronger focus on delivery. That's why, in this dedicated Implementation Plan for our 'Community and Local Events', we are taking action.

This Plan identifies clear actions, deliverables and measures for how we will deliver against each Goal in our overarching plan. We have also aligned our plans with the key directions of Te Taki Haruru.

Our commitment to enhancing Dunedin's events culture over time through focused implementation efforts will become a catalyst for realising our events vision for the city.

We will continue working with our local and national partners in the industry and our wider community to ensure improvements to Dunedin's 'Community and Local Events' capture and reflect our city's diverse needs.

Together, let's make it happen.



## Goal 1 Implementation Whakatinanataka Whāika 1

# Events for Profile and Prosperity

Maximise Dunedin's identity and destination profile, and the community benefits of events to boost economic growth and social prosperity.

	OUR PRIORITY ACTIONS	HOW WE WILL DELIVER	HOW WE WILL MEASURE SUCCESS	ALIGNMENT TO TE TAKI HARURU
1.1	Leverage existing events for maximum community profile and benefit	We will work with event organisers to identify leverage opportunities to help showcase and connect our communities	Number of leverage opportunities identified and implemented	We are guided by tikaka and kawa for the wellbeing of our whānau and wider community.
1.2	Create a new events calendar platform that could be used to promote Council-funded events to the wider community	We will research and identify the best platform to promote community Council-funded events online	Events calendar platform is in place, in use, and results in greater awareness of community events	Māori heritage and culture is visible, celebrated, protected and future-proofed.
		We will build and maintain the events calendar	New events calendar is kept up-to-date and is used by community	
		We will promote events to new communities	Promotional campaigns reach new communities	
1.3	Identify opportunities for local and community events to grow to next level i.e. from a community event to a regional event	We will identify and work with community events that have potential to grow	At least one event per year is supported to be more financially sustainable	The Māori economy is recognised as a critical part of our collective wellbeing.  The environment is regenerated and a sustainable future is secured.

## Goal 2 Implementation Whakatinanataka Whāika 2

# Events for everyone

Champion a diverse and balanced year-round calendar of events that celebrate our people, our place, and our community.

	OUR PRIORITY ACTIONS	HOW WE WILL DELIVER	HOW WE WILL MEASURE SUCCESS	ALIGNMENT TO TE TAKI HARURU
2.1	Ensure a diverse and thriving year-round calendar of events	We will review our current Council-produced events and refresh or revamp them to stay innovative and relevant	Ongoing refresh including New Year's Eve and Christmas in the Garden	Māori heritage and culture is visible, celebrated, protected and future-proofed across the Council portfolio of events.  Māori values frameworks are embedded within policy, initiatives and practices.  We are guided by tikaka and kawa for the wellbeing of our whānau and wider community.
		We will identify new community event opportunities that would be well received by our diverse communities	Identify at least one new Council-led event	
		We will develop a five-year plan for a balanced, year-round calendar of diverse events	The Plan is in place and being implemented	
		We will incentivise events through revised funding criteria to create a year-round calendar of events, ensuring peak and off-peak seasons are catered for	Events take place across the year, including traditional off-peak periods	
2.2	Ensure community and local events are supported through funding schemes and contribute to a balanced city events calendar	We will review the Event Grant Management Policy to ensure it is fit-for-purpose and provides clear guidance and criteria to focus Council-funded events	Review completed for Event Grant Management Policy	Māori values frameworks are embedded within policy, initiatives and practices.
		We will streamline event funding and identify opportunities for events to grow and thrive	Number of growth opportunities created	
		We will identify opportunities to further support inclusion and accessibility at events	Number of events that increase accessibility and inclusion	
2.3	Collaborate with iwi on Matariki community events	We will work with iwi to scope and understand options and opportunities	Relationships are developed to ensure Te Taki Haruru principals are upheld	Māori will participate and demonstrate leadership in the community.  Māori heritage and culture is visible, celebrated, protected and future-proofed.
		We will identify opportunities to support the Puaka Matariki Festival through community support and promotion	Number of events within the community programme, number of participants and feedback from event organisers and participants	
2.4	Identify opportunities to celebrate our cultural diversity	We will identify opportunities for events to celebrate and embrace our city's cultural diversity	Number of events that celebrate the city's cultural diversity	Māori heritage and culture is visible, celebrated, protected and future-proofed.  We are guided by tikaka and kawa for the wellbeing of our whānau and wider community.



## Goal 3 Implementation Whakatinanataka Whāika 3

### An event-ready city

Lead a city-wide approach to events and coordinate risks. Also maximise the usage of council-owned and managed assets and venues.

	OUR PRIORITY ACTIONS	HOW WE WILL DELIVER	HOW WE WILL MEASURE SUCCESS	ALIGNMENT TO TE TAKI HARURU
3.1	Ensure venue access is achievable for community groups	We will review the DVML Community Access Grant to ensure its relevant and valuable	Completion of Community Access Grant review and recommendations report	We are guided by tikaka and kawa for the wellbeing of our whānau and wider community.  Māori will have access to opportunities that enable social equity.
3.2	Make it easier to book event venues and facilities	We will streamline the booking process for community event bookings	a) Improved efficiencies in booking processes b) Event organiser satisfaction with booking process is positive	Public facilities and services meet the cultural needs, practices and values of Māori.
3.3	Champion the city centre for events and ensure the Octagon is a high-use space for community and local event activations	We will identify opportunities to enhance events within the Octagon  We will identify event promotion opportunities to add vibrancy to the city centre	Increased number of events held in the Octagon  Number of events that are promoted within the city centre through Council campaigns	Public facilities and services meet the cultural needs, practices and values of Māori.
3.4	Encourage the use of new and upgraded infrastructure as event venues	We will promote the use of George Street and the Harbour Cycleway as event venues  We will undertake an infrastructure audit to understand venue opportunities and fit-for-purpose spaces across city  We will review Council-owned venues to ensure they have the technical capabilities required to deliver great event experiences  We will survey event organisers who use Council venues and facilities to identify improvement opportunities and remove red tape where possible	Increased use of new facilities and assets  Number of venue opportunities and improvements identified  Audit completed and improvements identified  Survey satisfaction results are >70% or higher	Public facilities and services meet the cultural needs, practices and values of Māori.

## Goal 4 Implementation Whakatinanataka Whāika 4

# Collaborative and sustainable events

Foster a collaborative environment to support event growth and enable commercial and environmental sustainability.

	OUR PRIORITY ACTIONS	HOW WE WILL DELIVER	HOW WE WILL MEASURE SUCCESS	ALIGNMENT TO TE TAKI HARURU
4.1	Build industry capability	<p>We will offer industry training and workshops to enhance operational capability, commercial sustainability and to build capability in the city for events</p> <p>We will offer industry workshops to enhance marketing capability to increase event visibility and attendance</p> <p>We will coordinate industry-wide networking sessions to encourage collaboration and innovation of events</p> <p>We will develop a regular e-newsletter for the industry on all events-related information in the city</p> <p>We will provide ongoing advice, support and facilitation for the local events industry</p>	<p>2 workshops per year</p> <p>1 workshop per year</p> <p>2 sessions per year</p> <p>Quarterly newsletters</p> <p>Local event organiser's satisfaction with support provided</p>	<p>We are guided by tikaka and kawa for the wellbeing of our whānau and wider community.</p> <p>Māori will have access to opportunities that enable social equity.</p>
4.2	Work with key city stakeholders to develop and enhance opportunities for a shared volunteer workforce	We will identify new opportunities and maximise benefits of sharing volunteer resources through key stakeholder collaboration	Volunteer feedback via satisfaction surveys are developed and assessed annually to understand what they see as value	Māori networks are well connected and supported to build a prosperous future.
4.3	Council-led events set the standard for best practice in sustainability	<p>We will ensure events align with the Council's Waste Minimisation Plan</p> <p>We will review Council-led events to understand opportunities to align with Council's Zero Carbon Policy</p>	<p>Inclusion of new waste minimisation initiatives across Council-led events</p> <p>The percentage of Council events that the Zero Carbon guidance has been applied to</p>	<p>Māori values frameworks are embedded within policy, initiatives and practices.</p> <p>The environment is regenerated and a sustainable future is secured.</p>
4.4	Support Dunedin event organisers to minimise emissions and contribute to achieving Carbon Zero targets	We will offer industry workshops to enhance capability on minimising emissions	1 workshop per year and the number of event industry personnel trained	<p>Māori values frameworks are embedded within policy, initiatives and practices.</p> <p>The environment is regenerated and a sustainable future is secured.</p> <p>We are guided by tikaka and kawa for the wellbeing of our whānau and wider community.</p>



## Goal 5 Implementation Whakatinanataka Whāika 5

# Events made easy

Make it easier to put on great events by being a proactive and solutions-focused partner.

	OUR PRIORITY ACTIONS	HOW WE WILL DELIVER	HOW WE WILL MEASURE SUCCESS	ALIGNMENT TO TE TAKI HARURU
5.1	Streamline Council processes	We will work with appropriate Council departments to streamline processes	Event organisers report increased satisfaction with event compliance processes	We are guided by tikaka and kawa for the wellbeing of our whānau and wider community.
		We will continuously improve processes to support positive community outcomes	Survey to be undertaken annually	Māori will participate and demonstrate leadership in the community.
5.2	Ensure we are capable of delivery and able to support our events sector to succeed	We will review staffing requirements to deliver the adopted Community Implementation Plan deliverables	Council staffing resources are defined within each of the Implementation Plan action areas to ensure success	Māori will have access to opportunities that enable social equity.
		We will ensure Council has the budget and capacity to deliver the Community Implementation Plan and invest further if necessary to ensure success	Council budgets make provision for delivery of the full Festivals and Events Plan	Māori values frameworks are embedded within policy, initiatives and practices.
5.3	Make it easy to put on events in our city	We will provide support and advice to event organisers to ensure they deliver safe, successful, and sustainable events	Compliance rate with safety and sustainability guidelines	Māori values frameworks are embedded within policy, initiatives and practices.
		We will create a well-resourced one-stop shop for event organisers that informs them on everything related to events in the city, including how to safely and effectively run events	Event organiser satisfaction with resources	We are guided by tikaka and kawa for the wellbeing of our whānau and wider community.



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CITY COUNCIL | a-rohe o  
Ōtepoti

PO Box 5045  
Dunedin 9054  
New Zealand

Phone 03 477 4000  
Email [dcc@dcc.govt.nz](mailto:dcc@dcc.govt.nz)



@DunedinCityCouncil



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