



DUNEDIN FESTIVALS AND EVENTS PLAN
2025



Let's
Celebrate
Ōtepoti



DUNEDIN | kaunihera
CITY COUNCIL | a-rohe o
Ōtepoti

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Welcome
Nau mai, tauti mai

Tēnā koutou katoa

He mihi tēnei i kā huamokopuna o tēnei whenua, kā uri o Tahupōtiki, o Hotu Māmoe, o Waitaha hoki.

Ka rere atu kā mihi i kā hapū o Kāi Te Ruahikihiki me Kāti.

Huirapa, mai i kā mauka tapu o Pukekura, a Hikaroroa hoki ki a koutou e noho karapotia nei i tō tātou awa o Ōtākou tae atu ki kā kete kai o Waikouaiti. Kai te mihi, kai te mihi.

Karaka atu, karaka atu, karaka atu ki ka karakataka maha e noho ana i te rohe nei. E hāpai ana i kā Toi tā tēnā ahurea tā tēnā ahurea. Kia mau, kia ita, kia Toitu!

Greetings to all

This is an acknowledgement from the grandchildren of this land, the descendants of Tahupōtiki, Hotu Māmoe and Waitaha.

The acknowledgement is extended from the subtribes of Te Ruahikihiku and Huirapa, from the sacred mountains of Pukekura and Hikaroroa to all who live around our waterway, Ōtākou and Puketeraki. Salutations.

We call to the many people of all cultures who live in this area to hold on to and uplift their cultural practices.



Image: Mana Moana Event 2023. Credit: DunedinNZ



Image: FIFA Fan Festival WWC 2023™. Credit: DunedinNZ

Our Shared Vision
Matawhānui

**Memorable
and engaging
events for
everyone that
celebrate
our diversity
and enhance
our city's
wellbeing.**

For a definition of 'city wellbeing', please refer to information
about the Dunedin City Council's Strategic Framework on page 9.



Ōtepoti Dunedin is a city where...

...from the edge of the earth
...we offer edge-of-your-seat events
...we create vibrant and colourful memories
...and we build connections through our rich culture.

We have events for everyone...

...from the action-packed, to the avant-garde
...from eclectic festivals, to electric atmospheres
...events that bring light to dark nights
...painting the town red, or Ed, or P!NK, or black.

We have events that will open your mind.
And your heart.

Come join us.
We've saved you a seat.

Ōtepoti Dunedin's festivals and events have become etched into our social fabric and are an important platform for connecting our city – through the stories they tell, the people they bring together and the opportunities they provide for promoting Dunedin to Aotearoa, and the rest of the world. Through our range of festivals and events we are able to foster belonging and unity for our residents, express manaakitaka to our visitors, and stimulate growth in our local economy. That makes our city's festivals and events important to us because they build a sense of pride for our people, showcase Dunedin's unique identity, and provide social, economic, cultural, and environmental benefits to enhance the overall wellbeing of our city.

Our festivals and events create opportunities to experience all facets of Dunedin. They represent the people, landscape, life and wairua of this place, and play a transformative role in our community through powerfully expressing the many meanings that this city holds for our people.

From our colourful street festivals, to our iconic cultural, arts and fashion, sporting, education, wildlife and heritage events, we offer the very best of ourselves, and showcase the important role all strands of our community have in creating a vibrant events culture in our city. From the Octagon to the hidden corners of our streets and suburbs, from our welcoming port to the newly developed George Street and our harbour cycleway, from our railway arches to our world-class venues, our festivals and events also offer residents and visitors an opportunity to explore our city's natural and built environment through different lenses – where the difference and distinction of our urban spaces lets them re-engage with the past, or re-imagine the future.

As part of developing this Plan, we reviewed our festivals and events through a range of sources – from our annual Residents' Opinion and Quality of Life surveys, to national events research and analysis. We have looked at different strategic events models from our neighbouring councils in New Zealand, and across international jurisdictions. We have also ensured alignment to the Ministry of Business, Innovation and Employment's (MBIE's) Major Events Strategy to understand Government priorities, and referred to important pieces of work adopted by the Dunedin City Council that relate to events in our city – Te Taki Haruru, the Council's Māori Strategic Framework developed in partnership with mana whenua and Māori; Enterprise Dunedin's Destination Management Plan; Ōtepoti Dunedin's Live Music Action Plan; and Dunedin's Zero Carbon Policy.

Most importantly, we have taken the time to listen to our community. Through Te Taki Haruru we have been guided by key directions for cultural, social, economic, and environmental wellbeing, and reaffirmed our shared commitment to a Treaty of Waitangi partnership approach. We have engaged widely across our sector, asking for insights and input from our major and community event representatives, our city councillors and staff, commercial stakeholders, MBIE, New Zealand Major Events, and Sport New Zealand. This robust review process and consultation showed that while we have a lot to celebrate about our events in Ōtepoti Dunedin, we have work to do.

So, we are responding. This Plan replaces our 2018 - 2023 Festivals and Events Plan, where stakeholders told us we needed to have greater cultural representation, clearer event definitions, and a stronger focus on implementation. Through our engagement, we identified key feedback themes for the Dunedin City Council to address in this new Plan:

- Building Dunedin's reputation as a great events destination
- Creating a year-round calendar of events that is diverse in its offerings, accessible and inclusive so all people in our city can participate
- Leading a city-wide approach to events and coordinating risks
- Ensuring Dunedin's venues and assets are fit-for-purpose and easy to access
- Supporting greater industry collaboration and resource sharing
- Making it easier to put on events in our city by being a proactive and solutions-focused partner.

We want our events industry to be one of the most resilient, innovative and competitive in the market. So, in this new Plan, we have incorporated the principles and values of Te Taki Haruru into our mahi and have captured the shared aspirations of our

community and industry by developing an overarching plan, underpinned by two implementation plans – one for 'Major and Regional Events' (formerly categorised as 'major' and 'premier' events), and one for 'Community and Local Events' (formerly categorised as 'major community' and 'community' events). This means we are collectively anchored by the guiding vision and set of goals in this Plan to enable the longevity of events in our city, and are supported by clearly defined, relevant, and time-bound implementation actions to achieve them.

To better inform workstreams and the investment decisions we need to make, we have also answered the call for greater clarity across our events through redefining our event categories. This will become an important catalyst for aligning funding streams – through the Dunedin City Council's Grant Management Policy (currently under review), and through Government partners when bidding for events in an increasingly competitive market.

We want our festivals and events to be amongst those recognised as the world's best. Events where everyone has an opportunity to experience the vibrancy of our city and where memories are made, regardless of your interests or backgrounds. Where locals and visitors are enriched by the stories they learn along the way, and the connections they make. Where strong collaboration with our community of partners and volunteers creates enduring events in our city. Where our events continue to thrive and grow through a balanced portfolio that profiles new and emerging Dunedin artists and amplifies local voices and cultures. Where our events generate economic and social outcomes that enhance our reputation locally, nationally and internationally. Where the success of our events is realised through the leverage opportunities they present, and the legacies they create.

A city where our events are so compelling, people keep coming back for more. Together, let's make it happen.

The Dunedin Identity Te Tuakiri o Ōtepoti

Celebrating who we are

Ōtepoti Dunedin's festivals and events play an important role in capturing Dunedin's distinct identity and character.

Our city and our people are special. Through our events we are able to showcase who we are and what makes us unique to audiences that travel from near and afar - promoting our city as a visitor destination and enhancing the liveability and prosperity of our city for locals.

Dunedin is one of the most remarkable destinations in the world, where nature, heritage and culture converge in a spectacular and vibrant meeting place.

By identifying what sets us apart through the lens of events, we are able to showcase how Dunedin's events culture enhances our identity and helps this city thrive.



We are one of the world's greatest small cities

We have events to celebrate...

**We are
a city of
culture and
heritage**

**We are
créatives at
heart**

**We are a
natural
wonder**

**We are
a sports
hub**

**We are an
educational
epicentré**

We are one of the world's greatest small cities

Our size makes us special. Our compact city means our events are easy to access and can provide locals and visitors the opportunity to marvel at our exceptional harbour, world-renowned wildlife, stunning beaches, gothic architecture and breathtaking landscape all within a short drive from the city centre. A great small city, Ōtepoti Dunedin has everything you would expect from an urban destination, set amongst a stunning coastline and impressive hinterland. Through the vibrancy and variety of our events we are able to showcase all that is unique about Dunedin, while providing the backdrop for exploring more.

We are a city of culture and heritage

Our city is amplified through the spirit of our people, where culture, exploration and diversity thrive. From the Polyfest, Moana Nui Festival and Matariki events, to our Chinese New Year Festival, St Andrews Day Festival and Diwali celebrations, our city's cultural diversity enhances our profile as a vibrant and energetic place to live and visit. Our culture and diversity is further enriched by Dunedin's heritage which is visible at every turn. From the Octagon, to the Dunedin Railway Station and Larnach Castle, our unique architecture provides a glimpse into our history and is celebrated in our Ōtepoti Dunedin Heritage Festival.

We are creatives at heart

Dunedin has a rich history in the arts. Home to New Zealand's first art gallery and art society, we have produced some of New Zealand's finest artists, where the Dunedin Fringe Festival and Dunedin Arts Festival continue to propel our reputation as an arts region. We have also produced some of the country's best musical talent, where the rise of our local bands in the 1980s (now famously known as the Dunedin Sound), to internationally recognised band, Six60, means Dunedin's music events have become a catalyst for showcasing our local talent to the world. Our city embraces leading-edge fashion and is also home to some of the country's best fashion designers, where our iD Fashion events continue to promote emerging and established designers to national and international audiences.

We are a natural wonder

Dunedin is home to a range of endangered and native species, where our coastal terrain, beaches and bush provide the perfect habitat. Through our events portfolio, we celebrate being the wildlife capital of New Zealand and showcase our natural wonders in our Wild Dunedin - NZ Festival of Nature.

We are a sports hub

From surfing to mountain biking, rugby to car racing, and football to cricket, we host a number of national and international sports events. Whether it's our iconic Otago Rally, the Dunedin Marathon or the New Zealand Masters Games, our city holds events that celebrate a range of sporting pursuits and interests - and we know how to show off the city, and our people, when we do.

We are an educational epicentre

Home to New Zealand's first University and boasting some of the finest secondary schools and a centrally located Polytechnic, we are reputed for our educational opportunities. Celebrating our graduates and welcoming their families to the city in our annual town and gown events has become a much-anticipated calendar event. We are also the first and only UNESCO City of Literature in New Zealand, which has become a pathway for celebrating literary talent in the Dunedin Writers and Readers Festival. Inspiring minds is the cornerstone of our educational reputation, where our growing start-up STEM culture and innovation is celebrated in our New Zealand International Science Festival.

The Chain of Events

THE CONTEXT



Image: Chinese New Year 2021. Credit: DunedinNZ

Guided by Māori principles and values

As part of our mahi to develop this Festivals and Events Plan, we have been guided by Te Taki Haruru.

This ensures our work supports, integrates and protects the principles and values of mana whenua and Māori, and reaffirms our commitment to a Treaty of Waitangi partnership approach.



Te Taki Haruru

In September 2023 the Dunedin City Council adopted Te Taki Haruru – the Council's Māori Strategic Framework, developed in partnership with mana whenua and Māori in Ōtepoti Dunedin.

This framework outlines the principles, values, and key directions of mana whenua for cultural, social, economic and environmental wellbeing. It also reaffirms a shared commitment to a Treaty of Waitangi partnership, highlighting how Māori wellbeing fits into the current Local Government wellbeing framework.

Te Taki Haruru has four primary statements of intent, which are:

- Mana whenua are leaders, influencers and partners (Autūroa)
- The mauri of Ōtepoti is restored and enhanced (Auora)
- Balance is restored and the future of our people and resources are protected (Autaketake)
- The traditional authority of mana whenua in Ōtepoti is recognised through partnerships based on reciprocity and respect (Autakata).

Te Taki Haruru will help the Dunedin City Council respond effectively to its Treaty obligations and strengthen its partnership with mana whenua and Māori. The framework fosters collaboration between mana whenua and Māori with the Council, allowing all at the Council to better understand mana whenua within a local government context.

Te Taki Haruru has three pou (pillars) or components that sit under this primary framework:

- Tū Kotahi** – the Dunedin City Council Staff and Cultural Capability Framework. Tū Kotahi is designed to strengthen the cultural ability by providing all at the Dunedin City Council with a deeper understanding of te ao Māori and the Treaty as it relates to Council mahi.
- Tū Ake** – is the operationalisation of the the values, principles, and key directions of Te Taki Haruru. It enables the Dunedin City Council to integrate these elements of Te Taki Haruru into event planning, design and programming. Additionally, it will enable systems that acknowledges Māori and mana whenua contributions to the events sector of Dunedin.
- Tū Hono** – the Māori Engagement Framework. This provides Council staff with guidelines and resources to be able to effectively engage with mana whenua and Māori in Ōtepoti Dunedin.

Overall, Te Taki Haruru provides the required guidance to integrate the principles and values of mana whenua, through the key directions, into this Festivals and Events Plan. This will address the cultural gap identified by stakeholders as well as allow us to set goals, measure performance, and track our progress.

A strategic backdrop

To be impactful, it has been important when developing this Festivals and Events plan that we considered Dunedin City Council's vision and broader set of strategies.

In doing so, we have been able to integrate our plans with the overall objectives and core wellbeing pillars of our city. We have also been able to show alignment to several related Council plans where events in our city play a pivotal role.

Alignment to the Dunedin City Council's Strategic Framework

With a vision to make Dunedin one of the world's greatest small cities, the Dunedin City Council's Strategic Framework is focused on improving the social, economic, cultural and environmental wellbeing of our city. Known as the four wellbeings, these form part of our obligations (under the Local Government Act 2002) and the Council's Strategic Framework is underpinned by a set of key strategies to deliver them (Ara Toi, Economic Development, Social Wellbeing, and Te Ao Tūroa). The Strategic Framework, which is currently being refreshed, is grounded in a commitment to the Treaty of Waitangi and supporting sustainability in our city.

Our city's events vision (on page 2) supports the Council's Strategic Framework in several ways, by:

- Enhancing 'social' wellbeing through connecting our communities and developing a balanced events portfolio
- Enhancing 'economic' wellbeing through helping our events to grow, develop and lift our profile
- Enhancing 'cultural' wellbeing through the range of events we have to celebrate our diversity
- Enhancing 'environmental' wellbeing through a sustainable approach to running events.

Alignment to Dunedin's Zero Carbon Policy

In addition to the development of the Dunedin City Council's four wellbeing strategies, in 2019 the Council declared a climate emergency and set the goal to become a Zero Carbon city by 2030. To align with the Dunedin City Council's Zero Carbon Policy, as part of our planning for this Festivals and Events Plan, we have included environmental sustainability considerations, and will support event organisers to minimise emissions and contribute to achieving city-wide and Dunedin City Council organisational emission reduction targets.

Alignment to the Ōtepoti Dunedin Destination Management Plan

Developing a robust and thriving events culture is a gateway to realising the aspirations and priority pathways identified within the Ōtepoti Dunedin Destination Management Plan. Integral to our planning for this Festivals and Events Plan has been ensuring alignment to relevant workstreams within it - namely, 'Priority 2: Pathway to Transformational Destination Development'. Through our events we will support and help activate the relevant actions that sit within this priority area (particularly action 2.1 - 'Develop quality experiences that strengthen Ōtepoti Dunedin's positioning and value proposition'; and actions in 2.4 - 'Increased investment to attract, retain and grow events' and 'Develop strategic plans to build and enhance major, business and leisure events').

Alignment to the Ōtepoti Dunedin Live Music Action Plan

Music plays a key role in creating and enhancing our vibrant and dynamic events portfolio. The Ōtepoti Dunedin Live Music Action Plan outlines several key themes and supporting actions to strengthen our cultural identity and develop a thriving and enduring music scene in Dunedin. It has been important when developing this Festivals and Events Plan that we identify areas where we can support and enable this, namely through Theme 2 of the Live Music Action Plan - 'Supporting Audience' - which has a desired outcome of 'Ōtepoti Dunedin has range of local live music experiences and opportunities to meet community and visitor needs'. We will actively support this by assisting with the Council-led actions identified in the Live Music Action Plan, including:

- Support the increased activation of public spaces and green spaces in the city for musical festivals and live performances
- Explore options for increased live performances in the city
- Review Council events processes for ease of community use
- Find opportunities to streamline the process for events held in public spaces
- Increase access to live music for all.

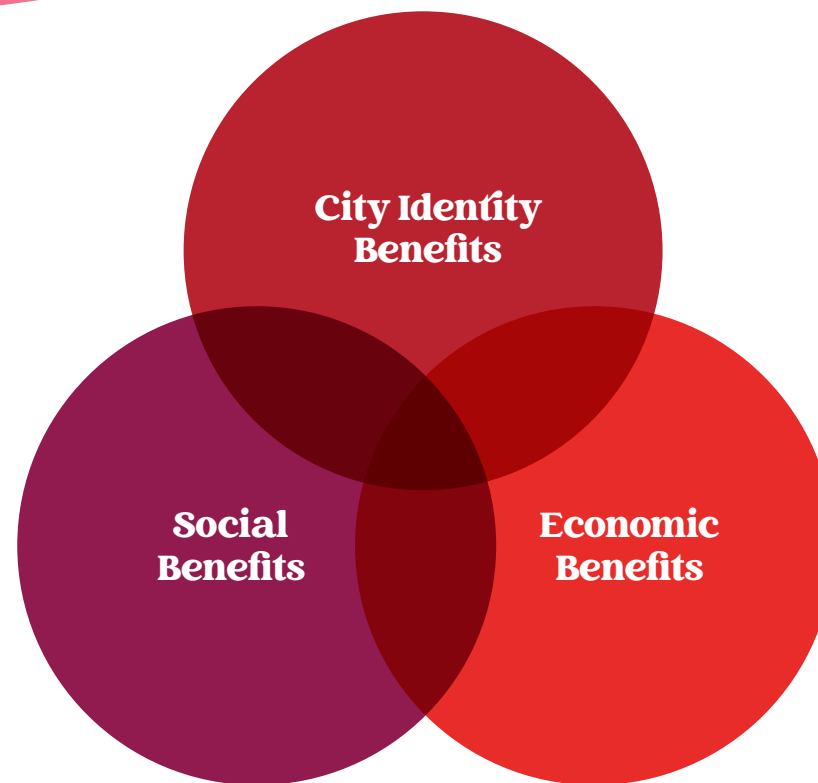
A spotlight on events

The events industry locally, nationally and across the globe is dynamic and evolving. In recent years, the sector has demonstrated resilience, adaptability and innovation in response to the challenges posed by the global health crisis; today moving beyond recovery to re-envisioning the future.

To continue evolving and innovating, it is important to look at events through a collective lens of the benefits they bring.

A Portfolio Approach

Across the sector it has been recognised a portfolio approach to events is needed as every event has unique benefits that can provide a range of outcomes to support a region's overall wellbeing objectives. Developing a portfolio approach therefore supports a diverse and balanced calendar of events to achieve our four city wellbeings and enhances Dunedin's position as a great place to live and visit. Our events portfolio considers and assesses the impact of events through the city identity benefits, social benefits and economic benefits they provide - where each area plays a shared role in helping crystallise our events vision for the city.



City Identity Benefits

Dunedin's unique identity is showcased through our range of festivals and events. Therefore, they play an important role in our destination marketing objectives as they capture the heart of what sets Dunedin apart, invigorating the imagination of the public and helping promote Dunedin's city identity to local, national and global audiences.

Social Benefits

Events connect our community. They provide social benefits through enabling societal cohesion and helping to express our cultural diversity. By doing this, events have the power to increase the overall liveability of Dunedin, through the leverage opportunities they create and the enduring benefits they bring to the city - through increasing participation in arts and culture, sport and recreational activities for the long-term wellbeing of our people.

Economic Benefits

Putting on inspired events plays a vital role in driving economic benefits for our city. Whether an event compels our locals to participate, or whether it attracts people to our city, events have the power to stimulate the local economy through food and beverage sales, entertainment, retail, accommodation and more. An event can also stimulate our employment sector, or bring long-term economic benefits by enticing those outside the region to return.

Impact at a Glance Te māwhiti atu ki te pāka

The National Impact

\$696m

injected into the national economy from New Zealand events in 2023

58%

of national events in 2023 were concerts and sporting events

783,763

people from across New Zealand attended performing arts events in 2023

Source: New Zealand Events Association 'Analysis of the Events Industry in NZ - Event Industry Report 2023'.

Local Impact Example

\$37.7m

injected in to the local economy from FIFA WWC 2023™ and P!NK in 2023-24

72%

of fans at the 2024 P!NK concert were from outside of Dunedin

132,983

people attended P!NK and FIFA WWC 2023™ in 2023-24 (including the FIFA Fan Festival WWC 2023™)

Source: Dunedin Venues Management Limited Chief Executive for P!NK Economic Impact. 'Fresh Info Evaluation' for FIFA WWC 2023™ Economic Impact.



Image: Thieves Alley Market Day 2020. Credit: DunedinNZ

The Course of Events

OUR PLAN AT A GLANCE

Engagement and Feedback

Te Whakapāka atu me te Whakahoki Kōrero Mai

Events made together

Engagement with key stakeholders, and utilising their feedback about our festivals and events, has been integral to developing this Plan.

We sought input from a broad range of audiences, asking them for their aspirations for events in this city, what they would like to see from events in the future, and seeking their feedback on our goals and the actions to deliver them.

Engagement Process

Through a series of workshops we sought insights from our Dunedin City Councillors, our staff, and a range of major and community event representative organisations.

This included event organisers, venues, suppliers and members of the hospitality industry (and we asked for broader event representative feedback through an online survey).

We utilised Te Taki Haruru to understand the principles and values of mana whenua

to guide our mahi, and held workshops with New Zealand Major Events, Sport New Zealand, and local commercial stakeholders (via Business South).

In addition, the feedback from our community has been reviewed alongside analysis from Dunedin's 2023-24 Residents' Opinion Survey, the 2024 Quality of Life Survey, and by researching relevant data from across the New Zealand events sector. Under half (45%) of Dunedin respondents in

the 2024 Quality of Life Survey told us that they feel a sense of community with others in their neighbourhood, and in the 2023-24 Residents' Opinion Survey we heard that only 60% of residents were satisfied with the city's festivals and events (below our benchmark of 70%). Therefore, it is important that we continue to collaborate to improve our festivals and events for the future, and that our goals reflect the needs and aspirations of our city.

Stakeholders told us they wanted...



To build Dunedin's reputation as a great events destination



A calendar of events that is diverse in its offerings, accessible and inclusive so all can participate



A city-wide approach for events with venues and assets that are fit-for-purpose and easy to access



Greater industry collaboration and resource sharing



A proactive and solutions-focused Council partner to make events easy

Our Goals Ā Mātau Whāika

Guided events

Stakeholder feedback, together with reviewing our festivals and events against the backdrop of our strategic and events industry context, has helped us to develop clear goals for delivering this Plan.

These five goals identify the areas we will focus on to support a flourishing festivals and events sector in Dunedin.

GOAL
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.

GOAL
2

EVENTS FOR EVERYONE

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

GOAL
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.

GOAL
4

COLLABORATIVE AND SUSTAINABLE EVENTS

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

GOAL
5

EVENTS MADE EASY

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

For full details about each Goal, please refer to pages 17-21.

Our plan on a page



For full details about each Goal, please refer to pages 17-21.

Image: Mana Moana Event 2023. Credit: DunedinNZ



Events in the Making

THE GOALS IN DETAIL

GOAL 1 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.

By leveraging our existing events and pursuing new opportunities, we can showcase Dunedin's identity and build our city's profile as a leading events destination. This will drive economic returns and enhance Dunedin's appeal to visitors, while also improve the social wellbeing and prosperity of our residents.

Festivals and events play a pivotal role in creating great cities. They provide direct and indirect economic benefits by attracting visitors who spend money in our city, which acts as a catalyst for jobs and employment. The economic benefits events offer to the city are therefore an important factor, as well as the potential they have for promoting our city to New Zealand, and the rest of the world. Part of our portfolio approach, as referred to on p10 of this Plan, has meant we are now looking at our events through the lens of 'City Identity Benefits' and 'Economic Benefits', therefore creating the opportunity to strategically align our events with the economic impact potential they have, and our destination profile and brand.

As part of this portfolio approach, we also recognise that not all events are about bringing money into the city – and that quality of life and social prosperity benefits are equally valued and recognised.

Therefore, by also looking at events through their 'Social Benefits' (as outlined on p10 of this Plan), we have an opportunity to better leverage our events to create long-term positive impacts for our wider communities. This Goal also recognises that part of enabling a thriving events culture in the city is supporting our events to grow – where a community event today is supported to become a major event tomorrow.

There is significant research and data which demonstrates cities that strategically leverage events have strong economic and social returns. Therefore, by taking the portfolio approach through this Goal, we will ensure our events balance the benefits of major and high profile events for economic growth, with community-led and local events for social prosperity. This will lift our profile, stimulate economic growth, whilst help to deliver social vitality for our residents, and overall prosperity for our city.

"Chase national sporting events. Kids bring families..."

"Ensure major events provide a legacy to the community."

"Some community events could become major events."

COUNCIL PRIORITIES:

WE WILL...

- Work with event organisers to leverage existing events for maximum city profile and community benefit
- Align our event offerings to the Ōtepoti Dunedin brand
- Ensure our events offer high-quality experiences and act as drivers for economic, community, and social impact

GOAL 2 Whāika 2

Events for everyone

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

Dunedin has a rich events calendar, but we still have work to do to ensure there is diversity across our events offerings. By establishing a balanced year-round calendar of events we will help ensure all our people feel included, and that all our communities are represented so everyone has the opportunity to participate.

Incorporating the principles of Te Taki Haruru into our plan will help the Dunedin City Council respond effectively to Treaty obligations and strengthen its partnership with mana whenua and Māori. We will also continue to support events that reflect all the cultures that form part of our social fabric.

To ensure our events are inclusive, this Goal also recognises that our events calendar needs to provide experiences for everyone – from children, to adults and families, to our urban and rural residents, to our disabled

residents, and to people of all sexualities and genders. Ensuring our events are accessible for all members of our community is also an important component of this Goal.

This Goal strives to build a year-round calendar of events, where collaborating and innovating with our sector will create opportunities to fill existing gaps in our annual calendar of events and create more diverse and inclusive offerings. By identifying where off-peak or shoulder season events could be filled by new or existing events and festivals, we will create a dynamic and enduring events portfolio for our city.

Therefore, through a diverse and balanced year-round calendar of events that celebrates who we are as a city, our people, and our community, we will support inclusivity, strengthen our local identity, and build pride in our city.

"The city is diverse and rich, with many different groups. Therefore, the calendar of events should reflect this diversity."

"Dunedin feels highly family-focused for events... the more diversity the better."

"Identify timing of gaps to help generate other ideas, e.g. a sports festival or garden festival."

COUNCIL PRIORITIES:

WE WILL:

- Collaborate with event organisers to create a vibrant and diverse calendar of events throughout the year
- Ensure events are inclusive and accessible for everyone to enjoy
- Promote events during off-peak and shoulder seasons, boosting city benefits
- Build a strong sense of community pride, strengthening Dunedin's position as a desirable place to live and work

GOAL 3 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.

Being an event-ready city means the Dunedin City Council must lead, facilitate and coordinate a city-wide approach to events of scale. This involves fostering collaboration across our sector to enhance the impact and success of major events in our city - through identifying opportunities for activations, enhancing the visitor experience, managing risks and ensuring our city is prepared.

Event readiness is also about ensuring our venues and assets are being utilised, and that they are fit-for-purpose. Dunedin boasts world-class venues and community facilities, which are embedded within a stunning built and natural environment. Maximising and promoting the use of council-owned venues, and considering how we can use events to show off our city's assets (such as using the revamped George Street as an event venue) is crucial.

We also have an opportunity to spread events throughout the wider region to profile Dunedin's suburbs and celebrate our expansive natural and built assets (i.e; our new Harbour Cycleway or the Middlemarch Rail Trail).

This approach will ensure our existing event venues are fully utilised to generate revenue, while also support our Ōtepoti Dunedin Destination Management Plan priorities by showcasing our city and promoting Dunedin as a tourist destination.

In addition, it is important that we review our transport plans supporting event activations, and that our venues meet the needs of those who use them. Therefore, we will look to ensure access to our venues is made easy, that our venues are fit-for-purpose, and that they have the technical capabilities needed to deliver great event experiences.

"Support logistics and coordinating city stakeholders behind events of scale."

"Actively promote and seek out events for council-owned venues."

"...Upgrade access and technical capabilities to provide a user-friendly experience."

COUNCIL PRIORITIES:

WE WILL...

- Work with the Major Events Business Association Group to facilitate and coordinate a city-wide approach to events
- Make it easy to use our city facilities and assets
- Promote new assets and infrastructure as viable event venues
- Ensure our facilities are fit-for-purpose and easy to access to deliver great experiences

GOAL 4 Whāika 4

Collaborative and sustainable events

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

Relationships are at the heart of a resilient and robust events industry. Dunedin's event organisers recognise the value of sharing knowledge, creating career opportunities, and planning for succession.

Through fostering a culture of collaboration, we also have the opportunity to support and grow our events so they are financially sustainable. Working together will also enable us to educate and share resources to support environmental sustainability and Council's Zero Carbon Policy. By giving effect to the Zero Carbon Policy in turn gives effect to Te Taki Haruru in protecting the environment and ensuring sustainability-based practices are put in place.

Sharing resources and knowledge is vital for strengthening our sector, preserving industry experience, and providing leadership to future generations of event organisers.

Creating pathways for talent retention also ties in with the Dunedin City Council's Economic Development strategy.

Stakeholders also told us that there are opportunities to collaborate better when activating for major events, where early planning would enable a whole-of-city approach to make the city feel alive, and help build connections to support growth in the local events sector.

"Help with mentorship and career pathways."

"Have regular networking events to build connectivity."

"Sustainability and zero waste are really important parts of the plan."

COUNCIL PRIORITIES:

WE WILL...

- Facilitate sharing of knowledge and networking across the events sector
- Promote use of local talent and suppliers, and identify opportunities to enhance access to event volunteers
- Champion and promote best business practice for commercial and environmental sustainability
- Collaborate with the sector on city-wide activation plans (to help support achievement of Goal 3, 'an event-ready city')

GOAL 5 Whāika 5

Events made easy

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

Providing streamlined support and a "one-stop-shop" is important so our industry stakeholders can easily run events in the city.

During our engagement process as part of developing this Plan, we heard that some of our regulatory processes are repetitive, time-consuming, and that existing Council resources (such as the Events Toolkit) are not well promoted. Stakeholders said they would like face-to-face support, an "ear to listen", and one point of contact to help navigate various Council departments.

Because Dunedin City Council is a Government Authority, there are a number of regulatory processes that event organisers need to comply with when running an event. Some of these processes are determined by national legislation (i.e. Health and Safety at Work Act 2015) and there are also bylaws that vary between each Council.

Event organisers have told us that they would like it to become easier to navigate and understand Council processes and have asked us, where possible, to look at "pre-packaging" support for compliance.

Therefore, the Council has an opportunity to elevate our customer service and advice to existing and new event organisers looking to host events in Dunedin – by being proactive and solutions-focused through identifying opportunities for efficiency improvements in current Council events processes, and looking at how other Councils administer their compliance services for events.

"Relax the rules!"

"Facilitate red carpet rather than red tape – help to make it easy."

"Repeat processes shouldn't be so hard or expensive..."

COUNCIL PRIORITIES:

WE WILL...

- Provide one point of contact to help navigate Council departments
- Identify ways to streamline and simplify processes
- Review and develop the resources we offer to organisers



Event Planning

A FRAMEWORK FOR ACTION

Creating a stage for action

This Festivals and Events Plan responds to feedback on our last plan, where stakeholders told us we did not have enough focus on implementation.

That has influenced our overall framework, where this overarching Plan defines the vision and goals needed to support the future of Dunedin's festivals and events, supported by two separate implementation plans for delivery.

OVERARCHING FESTIVALS AND EVENTS PLAN

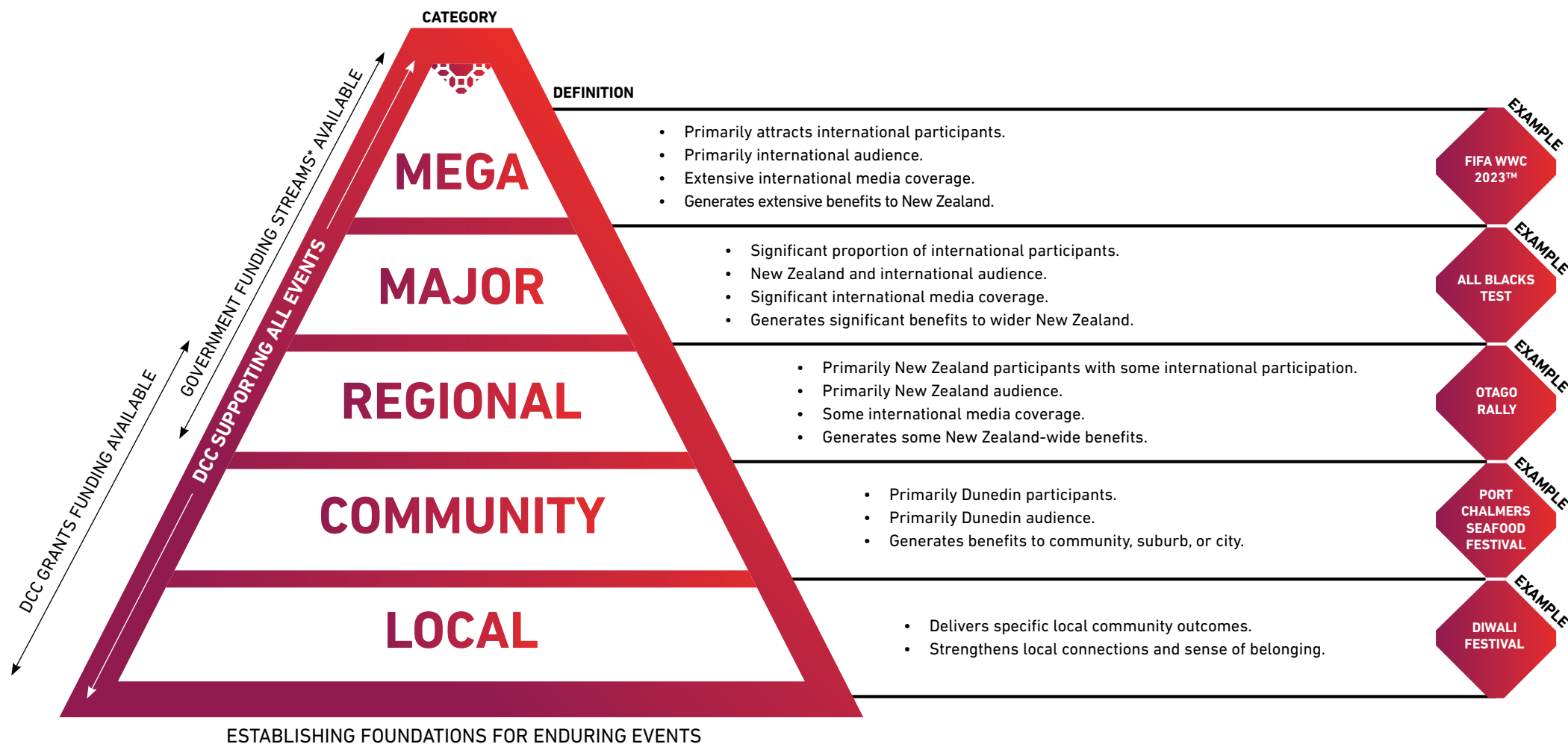
VISION: Memorable and engaging events for everyone that celebrate our diversity and enhance our city's wellbeing

- **GOAL 1:** EVENTS FOR PROFILE AND PROSPERITY
- **GOAL 2:** EVENTS FOR EVERYONE
- **GOAL 3:** AN EVENT-READY CITY
- **GOAL 4:** COLLABORATIVE AND SUSTAINABLE EVENTS
- **GOAL 5:** EVENTS MADE EASY

IMPLEMENTATION PLAN FOR MAJOR AND REGIONAL EVENTS

IMPLEMENTATION PLAN FOR COMMUNITY AND LOCAL EVENTS

In response to the call for better clarity across our events, we have redefined our event categories (to align with those of New Zealand Major Events). This model recognises the foundational strength and importance of local and community events to a city's events portfolio, while also providing a clear pathway through funding streams and clearer definitions to help events grow into regional and major events in the future.



*Government funding streams can come from a wide range of agency sources.

Roles and Responsibilities Kā Tūraka me kā Kaweka

A platform for partnership

The Dunedin City Council and Enterprise Dunedin, together with the local events sector and other agencies across New Zealand, have various roles and responsibilities to deliver exceptional events for our city.



Council roles and responsibilities

As the primary agencies responsible for leading and supporting events in Dunedin, the Dunedin City Council and Enterprise Dunedin collaborate with the events sector, local authorities, and Central Government to optimise the benefits of events for our city.

To ensure the success of Dunedin's future, we will continue to invest in, and support, our events to succeed. We will work closely with all stakeholders across the events sector, adopting a strategic and unified approach to deliver incredible experiences.

We have various roles and responsibilities, including as:

- 'Leader' (through facilitating and coordinating a city-wide approach to events)
- 'Owner' (of venues and facilities for events)
- 'Funder' (through providing contestable funding opportunities for event organisers)
- 'Facilitator' (for leverage and legacy opportunities, resource sharing, city logistics, or facilitating relationships with event organisers)
- 'Marketer' (through coordinating a balanced calendar of events and helping promote events for event organisers)
- 'Organiser' (through the civic events programme we manage to drive improved community outcomes).

Our local partners

The Dunedin City Council has ongoing relationships with several partners in the local events industry.

By working with the full spectrum of the sector, including local event organisers and suppliers, support organisations (i.e; waste management services, ticketing, promotions, security), and our volunteering community, we are able to create a thriving events culture in our city, and support the sector to grow for the future.

Our national partners

There are several strategic organisations at a Central Government level which the Dunedin City Council partners and collaborates with – where national work for the events industry feeds into our local events context, and our statutory obligations.

- **New Zealand Major Events** advises Government about investing in major events that generate significant immediate and long-term benefits that align with wider government objectives. They also partner with the events sector to attract events, boost sector capability, and leverage event benefits for New Zealand, and are therefore an important partner for Dunedin. New Zealand Major Events has five priorities to guide Government investment decisions – securing economic benefits; driving international exposure; building national pride; enhancing our reputation; and advancing Government priorities.
- **Sport New Zealand** promotes and supports quality experiences in play, active recreation and sport to improve levels of physical activity and, through this, ensure the greatest impact on wellbeing for all New Zealanders.
- **The New Zealand Events Association** is another important national partner, which has a purpose to elevate New Zealand's events sector.

Events for success

Through the direction of this overarching Festivals and Events Plan, and the targeted implementation plans that support it, we are taking action.

We know it's important to do what we say we're going to do, so we will continue to monitor our progress, and work with our community to ensure we deliver.



This is how we will know the Council has delivered on the Festivals and Events Plan...

- The Council will have strong relationships with Māori and mana whenua, our event organisers and community stakeholders
- All members of our community will benefit from the way we strategically leverage events
- Our events will play an integral role in stimulating our city's economic growth and lifting our profile as a visitor destination
- Dunedin will have a vibrant calendar of year-round event experiences that celebrate our culture, diversity, and outstanding built and natural assets
- Local and community events will drive social connectedness and civic pride
- Risks will be well-managed and a city-wide approach to events will be firmly established
- There will be an increase in the use of the Dunedin City Council's new and existing event spaces, facilities and assets
- Existing Dunedin events with the potential to grow will be supported
- There will be opportunities for event organisers to connect, network and share knowledge to create a more resilient industry
- Dunedin's events will follow sustainable practices to support a Carbon Zero city
- Dunedin will be recognised as an easy place to put on events.

Acknowledgement

We would like to thank all those who have contributed and provided feedback as part of developing this Plan.





Come join us. We've saved you a seat.



DUNEDIN | kaunihera
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