

Wendy Collard

From: Lynne Adamson
Sent: Friday, 24 February 2023 04:09 p.m.
To: [REDACTED]
Subject: LGOIMA Response
Attachments: RTO Funding Summary Sheet.pdf; RTO Funding _ J Evans LGOIMA response.pdf

Kia ora [REDACTED]

I refer to your Local Government Official Information and Meetings Act (1987) (LGOIMA) request received on 25 January 2023 in which you requested:

"During October/November 21, Tourist organisations capable of increasing tourism to Dunedin under the Regional Tourist grants provided by MBIE to Dunedin for a total sum greater than \$NZ1,000,000. One of the conditions of the grants subsequent to the events planned by applicants and funded by the RTO grants was to provide the DCC with a complete report on the success or failure of the event to achieve the increase in tourism the MBIE grant was devised to achieve.

Please provide under the LGOIMA act, the number of groups to which a grant was provided; the number of reports the RTO required; the number of reports that grantees provided subsequently and copies of those reports.

Please also advise the sum MBIE provided to Dunedin.

What part of that was used to promote regional tourism."

Please find below our response, for your ease this is provided under each question:

1. The number of groups to which a grant was provided

There were 8 funding grants approved. Please see the attached table.

2. The number of reports the RTO required

There will be 8 funding grant reports due back. As these are lodged after the event has taken place, three reports have not been submitted yet.

3. The number of reports that grantees provided subsequently and copies of those reports.

There are five reports attached for your information.

4. The sum MBIE provided to Dunedin

Enterprise Dunedin was provided \$808,147, which was distributed under a contestable funding scheme.

5. What part of that was used to promote regional tourism.

All funding was used to promote regional tourism.

In addition, we would like to advise that a report on the Event Fund Grants will be presented to the Dunedin City Council Economic Development Committee at the meeting to be held on Monday 6 March 2023. The agenda will be available on the following page of the Dunedin City Council website <https://www.dunedin.govt.nz/council/council-meetings/agendas-and-minutes>

Information such as names and contact details have been withheld under section 7(2)(a) of LGOIMA to protect the privacy of natural persons.

Information including financial and future plans have been withheld under section 7(2)(b)(ii) of LGOIMA to protect information where making the information available would likely unreasonably prejudice the commercial position of the person who supplied or who is subject of the information.

As we have withheld some information, you are advised that you have the right to seek a review by the Office of the Ombudsman.

Ngā mihi

Lynne

Lynne Adamson

**MANA WHAKAHAERE KAIRURUKU/GOVERNANCE SUPPORT OFFICER
GOVERNANCE GROUP**

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LGOIMA Request

In the Regional Events Fund (REF) funding round for Dunedin held in October/November 2021 eight event applicants were successful in securing funding. Of these eight events, five have taken place and three are yet to occur. [Grants allocated in November 2021 - Dunedin City Council](#)

Table 1. Successful applicants, event details and amount received, REF Funding Round October 2021

Organisation	Event Name	Purpose of Grant	Event Date	Amount Allocated	Report Back Received
Otago Sports Car Club	2022 Otago Rally	To help fund costs associated with marketing and assessment of event economic impact.	8 – 10 April 2022	\$42,000.00	Yes
Dunedin Wildlife Trust	Wild Dunedin NZ Festival of Nature	To help fund marketing and promotion, new programme strands and staffing.	22 – 28 April 2022	\$50,000.00	Yes
Dunedin Midwinter Celebration	Dunedin Midwinter Carnival	To help fund projection costs for carnival projection event and out of town marketing.	8 – 9 July 2022	\$50,000.00	Yes
Hockey New Zealand	National Hockey Championship	To help fund operational costs including first aid, facility and turf hire, accommodation/meal vouchers for umpires and officials.	11 – 17 Sept 2022	\$60,000.00	Yes
Pacific Trust Office	Moana Nui Festival	To help fund operational costs including lead project coordinator.	24 Sept 2022	30,000.00	Yes
Dunedin Brass Incorporated	2023 Festival of Brass	To help fund the hire of venue, marketing/advertising and closure of road for street march.	5 – 9 July 2023	\$35,000.00	Partial report, but event is yet to take place
Conference Innovators (17 th)	17 th World Leisure Congress	To help fund the support for one or both of the following options:	Dec 2023 (dates tbc)	\$20,000.00	Event is yet to take place

World Leisure Congress)		Sponsoring 3-5 destination managers from other domestic and international locations to attend congress and host a solutions room AND/OR: Sponsoring the LGBTTTQIA social impact project.			
Live Nation New Zealand	Fortune Festival	To help fund building and programming a third stage for local Dunedin talent	March 2024 (date tbc)	\$55,000.00	Event is yet to take place

In the October 2021 round of REF funding, the DCC subcommittee carried motions approving \$342,000 worth of allocations. Report backs are required from all events who receive funding from the REF. This includes details of their economic impact to the region as required by MBIE.

To date, five events have been delivered, and we have only received five report backs. We have an interim report from one event which is due to take place in July 2023. The final two report backs will be received following completion of the events.

Under the REF DCC's Enterprise Dunedin was allocated \$808,174.00 to administer over a two-year period with events taking place between 2022 – 2024. The funding was open to new or existing events to drive domestic visitation and increase visitor spend in our region.

Kari Morseth

From: dunedinbrass@gmail.com
Sent: Monday, December 12, 2022 9:55 AM
To: Grant Reports
Subject: Grants Report Back Form submitted - Dunedin regional events fund grant (914182)
Attachments: [REDACTED]

Follow Up Flag: Follow up
Flag Status: Flagged

Type of grant received
Dunedin regional events fund grant

When did you receive your grant funding?
October 2021

Organisation name
Dunedin Brass

Project/event name
Festival of Brass 2023 National Brass Band Championship of New Zealand

Contact name
[REDACTED]

Postal address

Contact phone number
[REDACTED]

Email address
dunedinbrass@gmail.com

1. Purpose for which you received the grant?

To assist with the financial costs associated with running the National Brass Band competitions in Dunedin in 2023. There are a number of costs associated with the event but our biggest expenses are venue hire and road closures for the Street March event. The funding was requested to assist with the expenses for the venue hire (Town Hall, Glenroy, Conference Rooms, Fulham Room, etc,) for 4 consecutive days.

2. Amount granted by Dunedin City Council?
35,000

3. Total cost of the project
[REDACTED]

Financial Statements and Report
All-transactions-to-23Nov22-1.csv, type text/csv, 1.3 KB

4. Describe where other funding came from so you could proceed with the project/event/activity.
DCC events fund, pending applications to Otago Community Trust and a number of gaming charities scheduled for the new year.

4b. Volunteers labour/in kind supported contributed by other organisations?

5. Is your project / event / activity completed? If not, please explain why

Event is scheduled for July 2023

6. How did the wider organisation benefit from the DCC grant?

We are expecting a significant number of musicians, supporters, families and audience to come to Dunedin for the week of the contest. They will be contributing significantly to the city with paying for accommodation, transport, hospitality, tourism etc.

7. How many people benefited from your project/event or activity?

10,000 plus

8. How did the wider community benefit from the DCC grant?

We are expecting a significant number of musicians, supporters, families and audience to come to Dunedin for the week of the contest. They will be contributing significantly to the city with paying for accommodation, transport, hospitality, tourism etc.

9. What DCC strategy themes/outcomes did your organisation meet through this grant?

Economic Development Strategy, Ara Toi Ōtepoti Arts and Culture Strategy

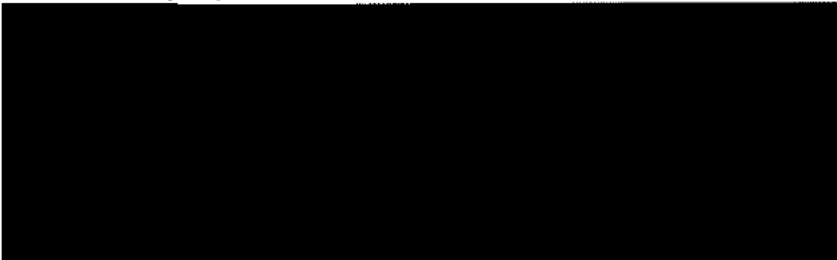
10. How did your organisation acknowledge the support of the Council grant?

We plan to acknowledge in the official listing of sponsors and contributors which will be published online and in materials such as the official programme.

11. Tell us what went well? And what didn't go well?

N/A

12. What do you plan to do next?



Kari Morseth

From: [REDACTED]
Sent: Tuesday, October 25, 2022 9:01 AM
To: Grant Reports
Subject: Grants Report Back Form submitted - Dunedin regional events fund grant (896687)
Attachments: [REDACTED]

Follow Up Flag: Follow up
Flag Status: Flagged

Type of grant received
Dunedin regional events fund grant

When did you receive your grant funding?
November 2021

Organisation name
Dunedin Midwinter Celebrations

Project/event name
Dunedin Midwinter Carnival 2022

Contact name
[REDACTED]

Postal address
[REDACTED]

Contact phone number
[REDACTED]

Email address
[REDACTED]

1. Purpose for which you received the grant?
To produce and present the 2022 Dunedin Midwinter Carnival event.

2. Amount granted by Dunedin City Council?
\$50,000

3. Total cost of the project
[REDACTED]

Financial Statements and Report
[REDACTED]

4. Describe where other funding came from so you could proceed with the project/event/activity.
Otago Community Trust, Gaming Trusts, sponsorship, ticketing fees, etc

4b. Volunteers labour/in kind supported contributed by other organisations?

Value of in-kind sponsorship was over [REDACTED] with another [REDACTED] in volunteer labour (130 volunteers and just over 1000 hours)

5. Is your project / event / activity completed? If not, please explain why

yes

6. How did the wider organisation benefit from the DCC grant?

We were able to make significant changes to our event bringing in a new event format, a new location, and entry charge. These were big changes in response to Covid but also in order to make our event more sustainable in the future. We learnt a huge amount in the process and this will be utilised next year. The REF funding also enabled us to reach out to audiences throughout Otago and Southland in a more comprehensive way than we ever have before. This was a great opportunity and we are excited about the future of the event.

7. How many people benefited from your project/event or activity?

5000 – 10,000

8. How did the wider community benefit from the DCC grant?

Thousands benefited from being able to attend the Midwinter Carnival event and see the lantern installation in Meridian Mall. Hundreds of families participated in our lantern making workshops. Over 100 performers and volunteers had an opportunity to perform or help out as part of the event. Dozens of artists were support to create new work and showcase that as part of a high profile event. And generally the public of Dunedin were able to celebrate winter in Dunedin in a creative and spectacular way.

9. What DCC strategy themes/outcomes did your organisation meet through this grant?

Ara toi Arts Strategy is the main area of outcome given that this was a major arts event. We know the many artists, volunteers, performers and our audience feels a lot of pride in the event and in Dunedin as a result. The imagery created is magic and shared far beyond Dunedin and effectively used to market Dunedin to the world. Employing artists and generating new work is an important part of the creative economy and the connections between performers, cultural groups, schools and audiences is definitely "inspired". Many of these same factors contribute to the Economic Development Strategy in terms of supporting Dunedin's reputation as a compelling destination. The event generated over \$3million of economic impact according to the REF report calculations which is significant.

10. How did your organisation acknowledge the support of the Council grant?

The Council was listed was a included on our website and publicity material as a Core Funder. Only Core Funders and Major Sponsors were included on our posters and print advertising. We acknowledged the DCC on Facebook and in our e-newsletter to our many supporters. The DCC was also thanked at the event on our Partners board and through both stage MCs.

11. Tell us what went well? And what didn't go well?

The new event format and location is a sound concept with lots of potential. It was great to be able to test it out. The clash with the All Blacks game didn't work well for us and will be avoided in future. The weather was very problematic and seriously impacted our event but our team did an amazing job to rearrange the event at the last minute to great effect. Although some of our audience found our event changes challenging to begin with, the feedback from those who attended was very positive and we are looking forward to doing this again even better.

12. What do you plan to do next?

[REDACTED]



Report on the 2022 Dunedin Midwinter Carnival for REF grant

By [REDACTED]
Dunedin Midwinter Celebrations Trust
[REDACTED]

We presented a two day event in and around First Church that combined aspects of the traditional Midwinter Carnival event with elements of the new projection event outlined in our application. These changes were made in response to the Government's Covid Protection Framework which would not allow the traditional Carnival event to proceed as it was considered an 'uncontrolled' event. The Carnival Trust and production team had to make some tough decisions about what would work including thinking about the events viability within the Covid framework and future sustainability. We decided to introduce a ticketing fee so we could control entry numbers and ensure we could cover costs.

The new event format includes:

- A two day event located in and around First Church with the theme - "Islands of Light"
- Moray Place closed at Princes and Lower Stuart Streets, also Burlington St
- Two large-scale animations projected onto First Church and Burns Hall
- Up lighting on trees plus giant lantern installations and LED sculptures in grounds
- Aerial performances in grounds - Dunedin's Brophy Aerials
- Stage with live music on First Church lawn - bands and other performers
- Theatre lighting inside First Church plus live music and dance
- Procession of small lanterns held by children through area multiple times each night
- Roving performers and second performer stage
- Night Market with food trucks on Moray Place road
- Four weekends of lantern making workshops held in June and July

Marketing

This was a big exciting event to promote with lots of great images from previous years and a strong audience following in Dunedin and further afield. Funding from the REF fund helped contribute to the new event's production costs but was primarily spent on marketing the event throughout the Otago region as well as Southland. A marketing manager and social media manager were employed and were mentored and supervised by trustee and communications professional [REDACTED]

Existing partnerships with Mediaworks and Allied Press were built on and leveraged to deliver tens of thousands of dollars worth of media coverage and promotion. Our original application included Christchurch and North Canterbury generally but this was reduced in scope as a result of being funded half what we requested. Our focus centred on the 1-3 hour drive market with a multi-layered and carefully planned marketing spend that incorporated large format posters,

radio and print advertising, a comprehensive social media campaign across multiple channels and a media publicity drive that included media releases, interviews and giveaways.

Challenges

We had already made a tough call to change our event plan due to Covid, introduced a ticketing fee, extended the event over two days and changed the event location. [REDACTED]

[REDACTED] Despite this being the same as our usual koha request, the Carnival absorbing ticketing fees and GST, some people did not like the change. The Carnival publicity team did a great job explaining in a patient and clear way the reasons for the change and the majority of fans accepted and supported the move.

Our dates ended up coinciding with the All Blacks test and while we attempted to capitalise on this influx of people into Dunedin it didn't work as well as we had hoped. The test was such a massive distraction that it was hard to cut through the noise with our own message. Very poor weather only made the situation worse and greatly reduced the turnout from both local and visiting crowds. The Thursday and Friday night event had the worst weather and greatly impacted on what we could deliver. Multiple changes had to be made to the programme at the last minute which was stressful for our production team but ultimately we made the best of the situation and much of the event proceeded as planned.

Delivery

The lantern installation and lantern making workshops took place in the month prior and were well attended and well received by the public. The heavy rain and wind meant we shifted the bulk of lantern installations into First Church which although unplanned looked stunning. The welcome ceremony, outdoor bands, dance and aerial acts were also shifted indoors into First Church and Burns Hall. Both venues worked well with a full programme in both spaces. Projections continued outside and people could see them as they arrived and moved between venues.

Given the weather we were pleased with the turnout on Friday night. The challenge was managing the number of people in both spaces which required regular requests for people to circulate so new people could enter. With the weather clearing to some extent on the Saturday night, our numbers doubled resulting in long lines forming from First Church and up Moray Place. Entertainers were sent out and volunteers and staff kept people well informed. While not everyone enjoyed the lines, they moved steadily and few complaints were received.

Given the situation, we were very pleased with the turnout which shows that we have a loyal and enthusiastic audience base. The fact that people had paid for their tickets, and for visitors to Dunedin also their travel and accommodation, was also likely an additional motivating factor. The public were very supportive in the main and those who attended were incredibly positive. We showcased our community and brought joy to many. It was a wonderful celebration of our city's creativity and can-do attitude.

Kari Morseth

From: [REDACTED]
Sent: Friday, December 16, 2022 1:51 PM
To: Grant Reports
Subject: Grants Report Back Form submitted - Dunedin regional events fund grant (915176)
Attachments: [REDACTED]

Follow Up Flag: Follow up
Flag Status: Flagged

Type of grant received
Dunedin regional events fund grant

When did you receive your grant funding?
July 2022

Organisation name
Hockey New Zealand

Project/event name
Ford National Hockey Championships

Contact name
[REDACTED]

Postal address
[REDACTED]

Contact phone number
[REDACTED]

Email address
[REDACTED]

1. Purpose for which you received the grant?

To support the delivery of the Ford National Hockey Championships, the leading Association based hockey tournament for 32-member hockey Associations in New Zealand.

2. Amount granted by Dunedin City Council?

60,000

3. Total cost of the project

[REDACTED]

Financial Statements and Report

[REDACTED]

4. Describe where other funding came from so you could proceed with the project/event/activity.

The event supported by [REDACTED] who contributed significantly to event costs. The remainder of the event costs were funded through a user-pays element where each team were charged an entry fee.

4b. Volunteers labour/in kind supported contributed by other organisations?

Otago Hockey Association were incredible supporters of this event and contributed staff hours and the assistance of numerous volunteers to help make this event possible. Several of their local sponsors also contributed value-in-kind product and services. All teams participating in the event were supported by volunteers in the form of coaches & managers, while all 50+ umpires and officials from across the country volunteered their time for the weeklong tournament.

5. Is your project / event / activity completed? If not, please explain why

Yes. The competition took place from September 11-17.

6. How did the wider organisation benefit from the DCC grant?

Firstly, this event would not have been possible without the support of the DCC, and on behalf of Hockey New Zealand, thank you for your support. The Ford National Hockey Championships is the ultimate celebration of community hockey in Aotearoa, and the event plays such a significant role improving the accessibility and visibility of hockey and contributing to New Zealand communities. The support from the DCC not only helped us to deliver the event, but enabled us to create a world-class atmosphere, creating a fantastic environment for all participants and spectators which contributed to and enhanced the legacy of this tournament, and the sport, for years to come. In addition to the above, Dunedin provided the perfect location to host our Annual Hockey Foundation Golf Day at Otago Golf Club. 100% of the profits from this event [REDACTED] were donated to the Hockey Foundation who play a critical role in supporting our hockey community both on and off the turf while the event drove significant revenue back to the Otago Golf Club.

7. How many people benefited from your project/event or activity?

1000 – 5000

8. How did the wider community benefit from the DCC grant?

This national tournament certainly contributed to, and marketed Dunedin as an exciting and vibrant city, providing support across several areas. The use of the new hockey facility at King's High School saw several teams and spectators experience South Dunedin, and the school put in place some fundraising initiatives (sausage sizzles etc) for the patrons. Further, instead of investing in high-end broadcast for finals day only, Hockey New Zealand chose to invest a legacy initiative – the installation of a brand-new AI camera at the King's High School hockey turf, which will be able to stream fixtures at the venue for years to come and provides Otago Hockey the capability to stream more hockey, and in turn raise additional funds to re-invested into the development of the sport. This camera (and the one set up at the McMillan Hockey Centre) streamed 66 games across the week, where 73% of the 56,000 viewers were from outside the region. Our Golf Day also saw a spend of [REDACTED] at the Otago Golf Club. As mentioned in question 6, the accessibility and visibility of hockey that this event generates also allows Hockey New Zealand to bring future national tournaments to the region, continuing to benefit the local community. We are looking forward to coming back down to Dunedin in 2023.

9. What DCC strategy themes/outcomes did your organisation meet through this grant?

1. Ensure Dunedin is a great place to live, visit, study, work and invest: This event highlighted how great Dunedin is, not just for residents, but for also visitors. It highlighted the great facilities on offer in Dunedin, including the fantastic McMillan Hockey Centre and King's High School turfs. Accommodation facilities and local businesses were enjoyed by more than 1,000 visitors, reinforcing how great the city is to visit. 2. Maintain and build pride in Dunedin's distinctiveness: Hockey New Zealand and Otago Hockey made the decision early on in the planning process, to host the tournament across both the McMillan Hockey centre and King's High School. This meant that all participants and supporters had an opportunity to experience different parts (and very distinctive) areas of Dunedin and help to spread visitor spend across the city. Further, to see the Otago Men's hockey team win the national title on home turf most certainly instilled pride in all of those from the region. 3. Sustain and enhance our natural and built environment for the benefit of residents and visitors: Finally, investment related to the hosting of the National Hockey Championship meant that with Otago Hockey, Hockey NZ was able to install a permanent AI camera at King's High School. This will benefit residents for years as Otago Hockey can now stream twice as many club and school fixtures, connecting more locals with sport, and providing the opportunity to open up hockey to the wider community.

10. How did your organisation acknowledge the support of the Council grant?

Where possible we included the Dunedin logo on all promotional assets, including posters, website event pages, airport advertising, etc. and also provided a branding presence at the venue via our sponsor screen, and pop-up banners.

11. Tell us what went well? And what didn't go well?

The tournament itself was a fantastic success, and the support we had from the DCC, and the local people of Dunedin was phenomenal. Obviously a national championship for the Otago men's side was the cream on top! There isn't much that did not go well, but we think we could have worked more closely with the tourism arm of the organisation to create a 'visitor guide' so the many teams and supporters from outside the region could learn more about the various tourism activities available to them on their day off across the week.

12. What do you plan to do next?



3.1 The DCC will pay \$25,000 plus GST (First Instalment) to the Event Organiser within one month of the date this agreement is signed by both parties. The financial contribution is to be used on *general operational costs to hold the event, traffic management, and any DCC Parks facilities / venue costs.*

Of the \$25,000, we spent [REDACTED] on scaffolding for the video towers used across all games. The remaining [REDACTED] of this went towards operational costs, particularly the support of 50x officials across the week.

3.2 The DCC will pay \$17,000 plus GST (Second Instalment) by 1 June 2022 if it has received a satisfactory marketing and communications plan for the Event and a satisfactory waste minimisation plan for the Event from the Event Organiser by 1 May 2022 (time being of the essence). \$7,000 plus GST of the Second Instalment must all be spent on promotion of the Event (signage, banners, city / airport dressing)

We engaged with [REDACTED] and purchased media space to promote the event on 8 sites throughout the airport over a 3 week period with a more concentrated push the week of the event.

We also engaged NZME to push the event on local radio and utilise their platforms. This included daily liners on The Hits 89.4FM, on-air contest to win a VIP Package, Webpage article on Thehits.co.nz with event dates and key info, The Hits Street Team on-site, boosted Facebook posts, Instagram posts/stories and on-air interviews with key people. Additionally, a large portion of this went towards native sponsored links, Mobile Showcase and display ads through New Zealand Herald, geo-targeting those living in the South Island.

Further, we also ran an online gamification campaign which promoted the tournament. All our digital assets featured the Dunedin logo.

Example of assets used across all marketing



Dunedin Regional Events Fund Grants Report

Please complete the questions below as part of your Post event report, save this document and upload to the online Grants Report Back Form

Please provide an overview and evaluation of specific marketing activity undertaken targeting inter and intra-regional visitation. Please also provide a summary of use of the DunedinNZ brand/links to DunedinNZ website (250 words).

We engaged with [REDACTED] and purchased media space to promote the event on 8 sites throughout the airport over a 3 week period with a more concentrated push the week of the event.

We also engaged NZME to push the event on local radio and utilise their platforms. This included daily liners on The Hits 89.4FM, on-air contest to win a VIP Package, Webpage article on Thehits.co.nz with event dates and key info, The Hits Street Team on-site, boosted Facebook posts, Instagram posts/stories and on-air interviews with key people. Additionally, a large portion of this went towards native sponsored links, Mobile Showcase and display ads through New Zealand Herald, geo-targeting those living in the South Island.

Further, we also ran an online gamification campaign which promoted the tournament. All our digital assets featured the Dunedin logo.

Please provide a detailed evaluation of the economic benefits of the Festival/Event based on the five MBIE components identifying. Please provide analysis on how these numbers were calculated, describe your evidence and/or methodology (600 words);

Total # of Event Attendees: 1750

Total # of Out of Region Attendees: 850

Average length of stay of attendees: 8 days

Average daily expenditure: \$842.31

To collect these numbers we had a volunteer walk around with an iPad asking people to take our short quiz which included questions to answer the above questions. Even with an incentive, this was relatively difficult to complete. So once the event was complete, we sent an email to all team managers to encourage them to complete the survey on behalf of their team. That allowed us to capture approx. 18-20 people per team for those that responded. In the end that worked out to cover 350 people, large majority part of a team and 99% staying 7 days or more.

This does mean that the average length of attendees is heavily skewed towards a week for those that were playing as very few of those in the local area (5%) filled the survey out.

Please indicate how your event contributed to a) *protecting and enhancing Dunedin's environment, including water, biodiversity, landscapes and clean air* and b) *assisting with Dunedin's transition to a net zero carbon economy by 2030* (250 words)

Sustainability at the venue was an important priority throughout the tournament, aligned to our waste management plan. Further, we encouraged visitors to experience Dunedin's fantastic natural attractions, to learn more about the environment and protecting it with the hope that entrance fees to things like the Albatross Colony will help to further enhance the conservation efforts of the region.

Kari Morseth

From: [REDACTED]
Sent: Monday, November 14, 2022 11:11 PM
To: Grant Reports
Subject: Grants Report Back Form submitted - Dunedin regional events fund grant (899586)
Attachments: [REDACTED]

Type of grant received

Dunedin regional events fund grant

When did you receive your grant funding?

December 2021

Organisation name

Otago Sports Car Club

Project/event name

2022 Otago Rally

Contact name

[REDACTED]

Postal address

PO Box 100 Dunedin Dunedin 9054

Contact phone number

+ [REDACTED]

Email address

[REDACTED]

1. Purpose for which you received the grant?

The purpose of the grant was to leverage off the Otago Rally's proven appeal to attract more people to Dunedin for the event and more associated spend and bed-nights. A range of additional activities were proposed to strengthen the breadth and depth of the appeal of the event. That is, to attract new spectators and followers of the event, and to increase the appeal to those who might already be interested.

2. Amount granted by Dunedin City Council?

\$42,000

3. Total cost of the project

[REDACTED]

Financial Statements and Report

[REDACTED]

4. Describe where other funding came from so you could proceed with the project/event/activity.

A full budget was provided with the funding application [REDACTED]
[REDACTED]

[REDACTED]

4b. Volunteers labour/in kind supported contributed by other organisations?

The rally is supported by 200 – 300 volunteers. Alongside this there is a list of 25 sponsors who support the event in a multitude of ways, whether this be cash or services in kind.

5. Is your project / event / activity completed? If not, please explain why

The 2022 Otago Rally is complete and was very successful. The purpose envisaged by the REF grant is not complete. [REDACTED]. This is because NZ went into Covid Red Traffic Light setting in February 2022, which meant that the proposed promotions to bring spectators to Dunedin for the April event was inappropriate. This was discussed with DCC and MBIE, and it was agreed that the specific promotions that were intended could be carried over for the 2023 event. The [REDACTED] that was spent was for the media launch of Hamish Bond attending the event as a guest competitor, which occurred in December 2021. In the end this was good value for money, as the covid red setting was lifted just before the event and Hamish's entry attracted a lot of media and spectator interest.

6. How did the wider organisation benefit from the DCC grant?

The constitution of the Otago Sports Car Club states one of its aims is to promote motorsport. The Otago Rally achieves this to a very large extent. In addition it provides a place where enthusiasts of the sport can get involved. This can be as a competitor, mechanic or volunteer. The event provides a way that people can stay involved in the sport for life. The profile provided by the event also attracts new competitors and event organisers, providing continuity for the sport.

7. How many people benefited from your project/event or activity?

10,000 plus

8. How did the wider community benefit from the DCC grant?

Refer to the attached Media Summary for the 2022 event. This details a significant array of ways in which the event interacted with the Community. Also refer to the comments below, regarding DCC strategy themes/outcomes. The attached Economic Impact Assessment for the 2022 event estimates that \$2.14M direct spend and 7,011 bed-nights generated by the 2022 Otago Rally. We seek to serve our residents by giving truth to Dunedin's vision to be 'one of the world's great small cities'. The Otago Rally supports this vision by running an event widely regarded as the best of its kind in the Southern Hemisphere. Kiwi teams tell us that we have a wonderful community that pulls together and gets behind the event much more than is usual elsewhere. In all it creates a vibe that there is something special about Dunedin. The event provides the people of Dunedin with an international standard motorsport event, largely able to be watched for free by Dunedin's residents. Many international entrants compete. The rally is unique in that it also travels to the rural communities within the City boundaries, the only major event to do so. The significant media coverage contributes to a sense of well-being for the Dunedinites, that something special can be achieved by our City. The event is very well regarded for its professional management.

9. What DCC strategy themes/outcomes did your organisation meet through this grant?

Economic Development Strategy: The attached Economic Impact Assessment for the 2022 event estimates that \$2.14M direct spend and 7,011 bed-nights generated by the 2022 Otago Rally. Also refer to the attached media summaries that shows extensive profile outside Dunedin in all forms of media. The video coverage produced is circulated worldwide online, and includes Enterprise Dunedin's promotional footage, along with many images of our landscapes and the City. Social Wellbeing Strategy: Connected people. The Rally is unique and exceptional as it is a 'show' that goes to remote parts of greater Dunedin, with a route covering about 600km. No other international event includes outlying communities like we do. The Otago Rally increases the sense of well-being of its residents, knowing that we host a world-class event. The expenditure of the event in Dunedin creates employment. Parks and Recreation Strategy: The event brought spectators out into the countryside and the crowds enjoyed the atmosphere of congregating in all sorts of places. We turned all of urban and rural Dunedin into a recreational space! The rally is unique in promoting our landscape. Its stadium is our rural area, it is not in a constructed stadium or inside venue

10. How did your organisation acknowledge the support of the Council grant?

Both DCC and Dunedin branding was acknowledged in a variety of ways, and the attached Media Summary provides

further detail. In summary, Dunedin and DCC's logo were included on the key promotional material, whether this be print, electronic or video. All press releases finished with an acknowledgement of the support of DCC event funding. DCC promo footage was included in video coverage. The Mayor attended the event's 'dinner with the stars', and was invited to open the event at the Octagon ceremonial start. All competing cars had 'Dunedin' signage on them.

11. Tell us what went well? And what didn't go well?

The Otago Rally was very successful, with a near record number of Kiwi entrants. It ran very smoothly, enhancing the reputation of Dunedin and the event. A variety of contingencies had to be put into place with regard to covid, and these worked well. This enabled Dunedin to host one of the very first major events after covid restrictions relaxed. Because of the covid red traffic light setting that applied until just before the event, it was not possible to run the very popular downtown superstage, nor hold the event final prizegiving dinner in the Town Hall. As well, borders were still closed, so we had no international entrants. We made one error, in not closing a street that was being used as an area where vehicles were being serviced. To counter the covid restrictions, we put significant effort and investment into the promotion of the event to ensure that international coverage was maintained or even enhanced. We also attracted guest superstars such as triple Olympic gold medallist Hamish Bond and double NZ drifting champion Dan Woolhouse. All of this has positioned us well for 2023, for both national and international entrants.

12. What do you plan to do next?



Dunedin Regional Events Fund Grants Report

Please complete the questions below as part of your Post event report, save this document and upload to the online Grants Report Back Form

2022 OTAGO RALLY REPORT

Please provide an overview and evaluation of specific marketing activity undertaken targeting inter and intra-regional visitation. Please also provide a summary of use of the DunedinNZ brand/links to DunedinNZ website (250 words).

Please refer to [Media Summary for 2022](#) event for a comprehensive overview and evaluation.

As noted in the Summary, regarding the use of the DunedinNZ brand/links to DunedinNZ website, the 'Dunedin' logo was on all competing cars and on promotional hordings at the ceremonial start and finish, and on all press releases. DCC and DunedinNZ were on all key promotional material. Facebook posts were tagged with #DunedinNZ and #Dunnerstunner. DCC supplied promotional videos were intertwined into many of the event video clips produced.

Please provide a detailed evaluation of the economic benefits of the Festival/Event based on the five MBIE components identifying. Please provide analysis on how these numbers were calculated, describe your evidence and/or methodology (600 words);

- the total number of event attendees
- the total number of out of region attendees
- the average length of stay of attendees
- the average daily expenditure of visiting attendees

Please refer to the attached [Economic Impact Assessment](#). Because of the Covid red traffic-light setting existing prior to the event, it was agreed with DCC that unspent REF budget would be rolled over to the 2023 event. [REDACTED] was spent on the media launch of Olympic triple gold medallist Hamish Bond, which received extensive coverage.

As a result of this rollover, we only directly collected data for the five MBIE components and estimated the remainder. An online autoform for the MBIE data was developed for our website and was completed by all competing teams, and the results are shown below (competing teams only, excluding spectators, officials and volunteers). A spreadsheet containing the raw data is available for viewing upon request.

Data – Compelling Teams only	Result
Total people in teams	594
Total bednights from competing team	2,337
Av bednight per person	3.93
Total person days	2,931
Av days per person	4.93
Total spend from competing teams	\$852,150
Daily spend per person	\$291
Daily spend per bednight	\$365

In summary, the estimation is:

the total number of event attendees	594 in teams Local attendees not measured
the total number of out of region attendees	Competitors - 594 Others (est) - 2,376 Total = 2,970
the average length of stay of attendees	Competitors - 3.93 bednights Others (est) - 1.97 bednights Total bednights - 7,011 Therefore average - 2.36 bednights
the average daily expenditure of visiting attendees	Competitors - \$365 per bednight Others (est) - \$220 per bednight Total expenditure - \$1.881M Therefore average - \$ per day \$268 per bednight

Notes (referring to the attached Economic Impact Assessment):

- Assumed twice as many bednights from out-of-town spectators and officials as from competitors. Therefore, for the purposes of the above summary, assumed the spectators stayed half as long as competitors but were four times as many in number.

Please indicate how your event contributed to a) protecting and enhancing Dunedin's environment, including water, biodiversity, landscapes and clean air and b) assisting with Dunedin's transition to a net zero carbon economy by 2030 (250 words)

We calculate the carbon footprint of the competitors from both their competition, and their pre-event reconnaissance of the route. This is calculated using a peer reviewed methodology. The cost of the carbon footprint is calculated using the value of the NZU carbon units at the time of the event. This calculation is available upon request. The value amounted to [REDACTED] and this amount will be donated to Hereweka – Harbour Cone trust which will use the funds for native bush re-establishment on the Otago Peninsula. This will permanently capture carbon in the regrowth native bush, but also will improve biodiversity and the quality of the waterways above Broad Bay.

It is also worth noting that the top-tier championship competitors use E85 biofuel.

Kari Morseth

From: [REDACTED]
Sent: Monday, January 30, 2023 8:39 AM
To: Grant Reports
Subject: Grants Report Back Form submitted - Dunedin regional events fund grant (919941)
Attachments: [REDACTED]

Follow Up Flag: Follow up
Flag Status: Flagged

Type of grant received
Dunedin regional events fund grant

When did you receive your grant funding?
20 Jan 2021

Organisation name
Pacific Trust Otago

Project/event name
Moana Nui Festival

Contact name
[REDACTED]

Postal address
[REDACTED]

Contact phone number
[REDACTED]

Email address
[REDACTED]

1. Purpose for which you received the grant?

To market the Moana Nui to people outside Dunedin City but focusing more on the regions south of Christchurch. The idea was to get people from these regions to attend the Moana Nui, stay in Dunedin and spend money on accommodation, food, travel, sight seeing etc. PTO spent [REDACTED] on advertising [REDACTED], project coordinator [REDACTED]. Details of marketing can be found in the REF section of the report.

2. Amount granted by Dunedin City Council?
\$30,000

3. Total cost of the project
[REDACTED]

Financial Statements and Report
[REDACTED]

4. Describe where other funding came from so you could proceed with the project/event/activity.

• DCC Major Events • DCC Creative Communities Scheme • Otago Community Trust • Otago Polytechnic • Mercy Hospital • Stall fees – service providers • Entry koha

4b. Volunteers labour/in kind supported contributed by other organisations?

• 9 Pasifika communities: o Samoa o Tonga o Cook Islands o Fiji o Tokelau o Niue o Tuvalu o Kiribati o Wantoks – Solomons, Vanuatu, Papua New Guinea etc The hours of preparation & delivery, cultural knowledge & skills, artifacts etc was over and above all expectations. Pasifika communities, young and old, were simply proud to showcase their cultures and identities. All the work that went into setting up their villages including those vendors selling their cultural foods and products. The Pasifika Village leaders did an awesome job to keep their communities informed during the planning and also on the day of the event. • Pasifika Volunteers to assist Res Awesome with waste management & zero waste activities. • First Aid – University of Otago medical students assisting PTO staff. • Pasifika Youth – to help with escorting and looking after guests & stage performances. • Stall holders – different services i.e. education, welfare, justice etc without their support Moana Nui would not have achieved their objectives • Last but not least, the use of Forsyth Barr as a venue through the Community Access Grants gave Moana Nui an elevated status. A beautiful venue with plenty of space and without the worry of adverse weather due its being covered. For further information, please see attached Moana Nui Report.

5. Is your project / event / activity completed? If not, please explain why

Yes

6. How did the wider organisation benefit from the DCC grant?

PTO benefited hugely from the DCC grant as it was the biggest funder with grants from the Major Community Events, Creative Communities Scheme and Regional Event Fund. PTO is sincerely grateful for DCC's support in enabling the Moana Nui to happen for the second time in September 2022. MN is a very good avenue for raising the profile of PTO but more importantly creates the opportunity for Pasifika peoples to connect with each other and show case their unique cultures and identities. Pasifika youth are enabled through the MN to strengthen their identities and connections with their respective communities. Thriving Pacific youth and young people in Otago and the surrounding region, who are confident in their identities, languages and cultures is one of goals of PTO and MN provides a platform to put this into practice. Culture is a very important dimension of wellbeing for Pasifika peoples. PTO's mission is to enhance the health and well-being of Pasifika people in Otago and other areas by providing culturally responsive health, education, social and cultural services. The service providers present at the Moana Nui were there to connect with Pasifika people and others to improve awareness of the different education, health and social opportunities available to them.

7. How many people benefited from your project/event or activity?

5000 – 10,000

8. How did the wider community benefit from the DCC grant?

Other non-Pasifika from the wider local and regional communities were given the opportunities to learn, experience the various cultures of 9 Pasifika nations. There were foods, crafts, performances, arts, music to be enjoyed at the Moana Nui. In addition, there were services from the different sectors such as education, welfare, justice etc that were on site to offer information and support to those who need it. The Moana Nui gives non-Pasifika people the exposure to diverse cultures and increase awareness of the significance of Pasifika cultures as part of the rich fabric of Dunedin City and the wider Otago region. Moana Nui was simply an event that was on offer for all to enjoy – families, young and old, students, accessible to people with disabilities etc Apart from the Pacific school festival, it is the only community wide Pasifika in the city and region. Bringing people of diverse ethnic backgrounds to the Moana Nui fosters a feeling of community, increased appreciation of cultural diversity and more tolerance of different worldviews. Dunedin is still a predominantly Pakeha city and the Moana Nui provides a platform to help with reducing prejudices and racism. The wider Dunedin community will be a more open and inclusive community because of events such as Moana Nui.

9. What DCC strategy themes/outcomes did your organisation meet through this grant?

Moana Nui Festival supported DCC's social wellbeing and Arts & Culture strategies where people are connected, and communities are vibrant. There were cultural performances, arts and crafts, foods for all to experience and enjoy. In addition, MN also marketed Dunedin as a compelling destination and although we were aware of many people who

came from outside the region, it was unfortunate that we did not capture the data formally due to reasons given in other sections of this report. There were approximately 5,500 attendees at the Moana Nui, up from the 4,000 of the previous year. The event was colourful, vibrant and there was something for everyone to enjoy regardless of age, ethnicity, gender, ability, sexual orientation, religion etc. To fully appreciate the atmosphere and outcomes achieved of the Moana Nui, please see attached report.

10. How did your organisation acknowledge the support of the Council grant?

• On all promotion material • Verbally via MCs during event • PTO Annual Report

11. Tell us what went well? And what didn't go well?

Please see the attached report for our reflections and evaluation. Overall, the 2nd Moana Nui was a big improvement from the first.

12. What do you plan to do next?

Dunedin Regional Events Fund Grants Report


Please complete the questions below as part of your Post event report, save this document and upload to the online Grants Report Back Form

Please provide an overview and evaluation of specific marketing activity undertaken targeting inter and intra-regional visitation. Please also provide a summary of use of the DunedinNZ brand/links to DunedinNZ website (250 words).

Marketing activities include:

- Allied Press Ltd
 - Clutha Leader – 15 & 22 September 2022
 - Southland Express – 8, 15 & 22 September 2022
 - The News Central Otago – 8, 15, 22 September 2022
 - ODT – 18 & 24 August 2022; 7, 10, 15, 20, 22, 23, 24 September 2022
 - Oamaru Mail – 9, 16 & 23 September 2022
- NZ Media Network – Radio Campaign/Advertising
- The Goods Co- Posters, Flyers, Stickers etc around Dunedin and also sent to Pacific Providers & Communities in Ashburton, Timaru, Oamaru, Central Otago & Invercargill. The design was by Ra Designs, our very own local Cook Is artist.
- <https://www.moananuifestival.com/our-sponsors>
- Three posts were boosted to target South Island audiences in the Moana Nui fb page
<https://www.facebook.com/moananui.festival/>
- The main Moana Nui promotion image had the DunedinNZ brand which was published by Allied Press and also part of an extensive outdoors campaign (see link photos)
https://drive.google.com/drive/folders/1ATnFBx4axS8zM7mNukCj2_zTIRVsYR1S

Pacific Trust Otago (PTO) is of the view that, anecdotally, the above marketing activities contributed to an increase in Moana Nui Festival (MNF) attendees from 4,000 in 2021 to an estimated 5,500 in 2022.



Please provide a detailed evaluation of the economic benefits of the Festival/Event based on the five MBIE components identifying. Please provide analysis on how these numbers were calculated, describe your evidence and/or methodology (600 words);

- the total number of event attendees
- the total number of out of region attendees
- the average length of stay of attendees
- the average daily expenditure of visiting attendees

PTO and Forsyth Barr venue estimated between 4,000 – 7, 000 attendees. PTO endorses the 5,500 mid-range estimate based on observations of 2022 MNF being bigger than 2021 event of 4,000.

PTO implemented an online survey aiming for 10% of total

- Only 12 survey respondents and all were from Dunedin, so questions relating to 'out of town' visiting such as length of stay and average daily expenditure were unanswered.
- Some available information from other surveys (community & stall holders' feedback) and anecdotal evidence suggests an increase in region attendees.
- To boost numbers, reached out to Pasifika community members who came from other regions.
- Due to timeframe, only asked 3 key questions:
 - Region, they came from
 - Length of stay
 - Average Daily Spend
- Collected 211 Pasifika out of town visitors; data entered into the economic impact template.

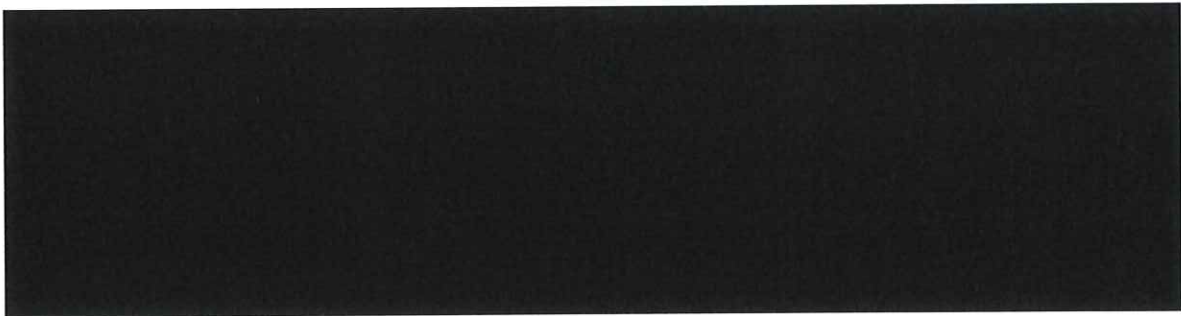


DUNEDIN | kaunihera
CITY COUNCIL | a-rohe o
ōtepoti

Please indicate how your event contributed to a) *protecting and enhancing Dunedin's environment, including water, biodiversity, landscapes and clean air and b) assisting with Dunedin's transition to a net zero carbon economy by 2030 (250 words)*

PTO engaged [REDACTED] to provide the following zero waste and landfill diversion services at MNF to reduce items to landfill, minimise recycling, using the provision of reusables and divert all food scraps from the venue to bokashi composting:

- Pre-event: Share with Pasifika communities how to apply zero waste method and minimise waste for food packaging
- Provision for Re-use-a-vessel on the day with on-site steriliser and operate of the transition of crockery for the wash station
- Provision to advise the community food stalls how to use Re-use-a-vessel
- Onsite staff to support volunteer waste warriors for five public bin stations
- Provision clear signage for public bins being used to divert waste on day
Included for landfill, recycling, food wastes.
- Provision to collect organic food waste and food contaminated cardboard for bokashi composting
- Provision of reusable liners for recycling bins
- Waste audit at end of event
- Carbon emission calculation for any landfill waste



Kari Morseth

From: info@wilddunedin.nz
Sent: Friday, September 9, 2022 12:32 PM
To: Grant Reports
Subject: Grants Report Back Form submitted - Dunedin regional events fund grant (888159)
Attachments: [REDACTED]

Type of grant received
Dunedin regional events fund grant

When did you receive your grant funding?
18 March 2022

Organisation name
Dunedin Wildlife Trust

Project/event name
Wild Dunedin - New Zealand Festival of Nature

Contact name
[REDACTED]

Postal address
[REDACTED]

Contact phone number
[REDACTED]

Email address
info@wilddunedin.nz

1. Purpose for which you received the grant?

With MBIE regional funding, in addition to our established strong wildlife and natural science experiences, we will add new festival strands to appeal to a wider demographic. We aim to create Dunedin as a destination for travellers in the April School Holidays. The grant will be used to diversify the programme and to promote to other regions in New Zealand that the festival is happening.. • Introduce the beauty and symbolism of Land Art to complement our already strong art connected with nature programme • Showcase sustainable living through tours and talks, in particular garden tours and walks • Dining experiences featuring food producers, with sustainable food as part of the event • Wild activities: a harbour swim, resistance climbing wall, plogging, or bike the harbour cycleway. The majority of our funding will focus on promoting our festival outside of Dunedin.

2. Amount granted by Dunedin City Council?
\$43.478 excluding gst

3. Total cost of the project
[REDACTED]

Financial Statements and Report
[REDACTED]

4. Describe where other funding came from so you could proceed with the project/event/activity.

██████ Otago Community Trust, \$40,000 Dunedin City Council Event Funding, ██████ EMM Haynes Charitable Trust

4b. Volunteers labour/in kind supported contributed by other organisations?

Estimated Value of in kind support of Dunedin Businesses with labour and services totalled ██████. Plus over the festival individuals volunteered their time to oversee events and their hours along with voluntary committee members totalled 175 hours over the festival period.

5. Is your project / event / activity completed? If not, please explain why

Yes

6. How did the wider organisation benefit from the DCC grant?

the MBIE funding has allowed us to grow our social media presence and give time to diversifying the festival content to be an event to attract a diverse audience and be a complete package for especially families visiting Dunedin over the school holidays. We could trial ways of promoting the festival differently, e.g. bus back advertising of the Festival in Christchurch, Dunedin and Invercargill, and contracting a local in Wanaka to promote the festival to locals via community newsletters and newspapers. Our partners Otago Museum, Orokonui Ecosanctuary, Otago Peninsula Trust, Monarch Wildlife Tours and Larnach Castle all benefitted by advertising together under the festival banner and received better than usual bookings during that week.

7. How many people benefited from your project/event or activity?

10,000 plus

8. How did the wider community benefit from the DCC grant?

The MBIE grant enabled us to diversify our programme content. We managed to offer more events (up to 100) over the seven days. By diversifying we increased the number of Dunedin businesses directly benefitting from the festival. Ticket sales alone grossed an estimated ██████ and that didnt take into account cafe and shop sales or beverages at restaurant events. The public was spoilt for choice on what event to attend, from wall climbing, to a dining experience or taking part in a land art sculpture event to open the festival. For those that didnt feel confident to attend events or for those who were in isolation we could offer live-stream coverage for three of our events.

9. What DCC strategy themes/outcomes did your organisation meet through this grant?

From feedback we received from our festival guests coming to the city for the festival, visitors to the city and local residents they were all impressed by the number and diversity of the events offered under the nature banner. The eco tour operators and institutions like the Otago Museum all received good attendance numbers over the festival. The operators offered tours at much reduced prices from ██████ off normal pricing to encourage locals to experience what visitors do in seeing our wildlife up close. It was also an opportunity for outlying communities within the City of Dunedin to participate in the festival as we concentrate on having events from all areas within the city boundary. We got more national coverage of the festival this year so we expect more visitors coming to the festival in future years...as it is a festival that is truly unique to Dunedin.

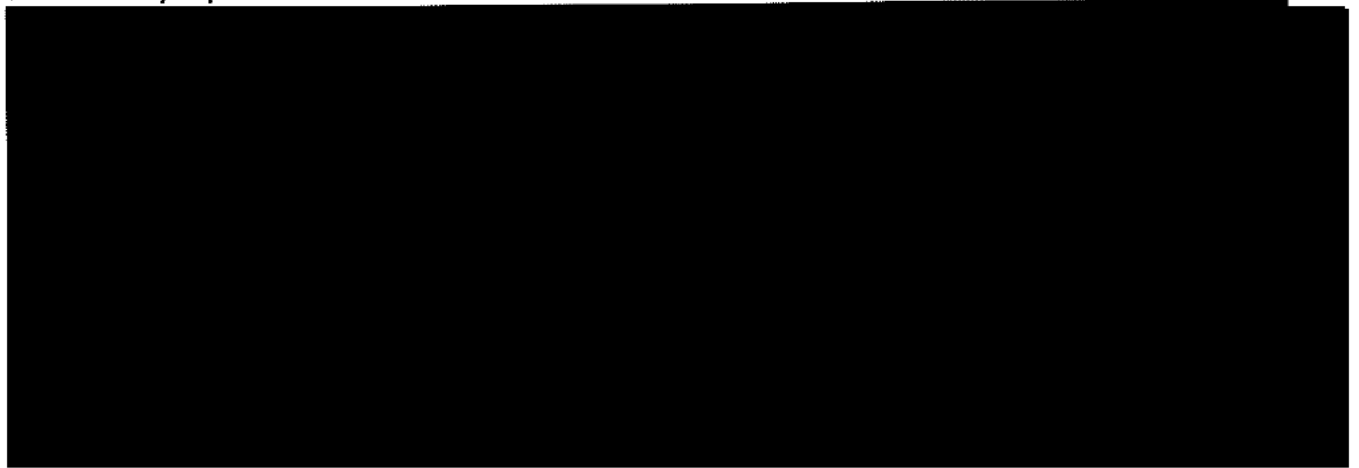
10. How did your organisation acknowledge the support of the Council grant?

Dcc was acknowledged on our website and on 7,500 printed programmes as a funder of the festival. We also acknowledged DCC support via a post to our Facebook and Instagram audience, thanked at our opening event and offered to display a banner at the opening event. We also included the Dunedin gothic logo on all our advertising material both within the city or to other regions.

11. Tell us what went well? And what didn't go well?

We were pleased nearly every event had good numbers attending. Our planned day of family fun at St Kilda beach while the Land art was being constructed was bitterly cold. Many families called by to view the work from above but we had to cancel most the other events planned to complement this live event due to weather. The extra dining events sold well but most attending were locals. The Climbing wall was really popular with locals and visitors but no takers for the surfing or windsurfing deals. We were pleased with the number of contributors who agreed to modify their event for covid and go ahead anyway. We had some who decided not to provide an event. We got a lot of positive feedback from people congratulating us for continuing with the festival when others had postponed or cancelled.

12. What do you plan to do next?





Dunedin Regional Events Fund Grants Report

Please complete the questions below as part of your Post event report, save this document and upload to the online Grants Report Back Form

Please provide an overview and evaluation of specific marketing activity undertaken targeting inter and intra-regional visitation. Please also provide a summary of use of the DunedinNZ brand/links to DunedinNZ website (250 words).

Focused our advertising spending on geo-targeting, and made sure our social media campaigns were focused around Invercargill, Dunedin, Christchurch and Wellington. We advertised on 8 bus backs across Dunedin, Invercargill and Christchurch in March and April. STUFF digital advertisements were geo-targeted to audience's in the Southland, Canterbury and Wellington areas. Images and articles in the Southland Times, NZ Herald, Wanaka Press and Christchurch Press highlighted the festival. We advertised in two family targeted magazines in Christchurch.

Ranked #4 out of 12 local festivals, our 8,000 social media following is strong and growing. Facebook and Instagram followers have increased 24% from 2021. Our page reach has had a 92% increase to 118,161 due to using our REF funding to increase paid posts.

Our website had 8,721 people click through to the online programme within a single month and is a true testament to the marketing, exposure and quality of this year's festival.

A Wanaka journalist created posts and stories that were shared via local social media groups, newsletters and a local interest story on the Festival for the Wanaka Press.

We advertised to Invercargill radio audiences on Media Works.

Festival coverage on TV3 Newshub, Otago Daily Times and livestreaming events assisted in promoting the festival as a Dunedin annual event.

Dunedin branding was included on all of our advertising, across print, digital and outdoor. Our promo branding and material feature the Dunedin NZ branding front and centre ensuring we not only promote the festival but city as a whole.

Please provide a detailed evaluation of the economic benefits of the Festival/Event based on the five MBIE components identifying. Please provide analysis on how these numbers were calculated, describe your evidence and/or methodology (600 words);

Festival Contributors directly benefitted from our Festival with ticket and art sales totalling an estimated [REDACTED]. This figure does not include sales from contributors with cafes and shops or beverages at restaurants— just direct sales.

Otago Museum reported that traditionally the first week of the holidays is their biggest week of the year, but their sales increased by [REDACTED] and door count was higher too by 30% in the Wild Dunedin week.

Total number of attendees was 10,700 at events and live-streaming - an excellent result taking into account that Omicron was at its peak in April and the decision to proceed with the festival was made six weeks out.

Because of the pandemic we concentrated our promotion on the 4-5 hour drive market to those in the Otago region, Southland and Canterbury. We were surprised to see amongst the visitors people from Tauranga, Manawatu and Auckland.

We gathered this data in a number of ways and the percentage of visitors ranged from 12% to 38%. 38% was recorded by our commercial operators as they traditionally attract more of the out of town visitors. From 19 events via our festival booking system we could see 12% were visitors from Otago region and other regions.

Our Festival bookings established where people came from and how long they intended to stay in the city. This data covers 947 of attendees with 117 visitors and this method resulted in the most in-depth data collected. The post festival survey was sent out to 41 ticket purchasers representing 117 visitors and we received 8 surveys back reporting on how much they spent/day.

- 67% of the visitors came from Otago
- 33% travelled from other regions.
- Otago visitors stayed 1-2 nights
- other regions on an average of 5 nights.
- 50% of visitors spent under \$200/day
- 37.5% spent from \$201-500/day
- 12.5% \$501-\$760
- 62% came to Dunedin because of the Festival.

From contributors who had their own booking system or had an open event we had to rely on them to deliver the information. We did get good visitor numbers from those contributors organising bookings on but little information on where the visitor lived. The information gathered for this group totalled 2068 and 782 (38%) of them were visitors.

Of the 3996 attendances at Otago Museum events. Their ticketing didn't record visitor information so we had to rely on the post festival survey. 61 ticket purchasers answered the survey and 24% were visitors.

From a total of 38 visitors:

- 22 (58%) were from Otago (not locals but travelled)
- 16 (42%) from other regions
- visitors from Otago stayed for an average of 4 nights
- visitors from Otago spent an average of \$500/day
- visitors from other regions stayed for an average of 5 nights
- visitors from other regions spent an average of \$350/day
- 64% of visitors came to Dunedin to attend the Festival.

While the surveys have an average of 30% visitors, we feel that is higher than it would be in reality (due to our tourism operators benefitting the most from visitors).

We believe the true number of visitors is likely to be 12% of 9,661 (total audience minus livestreaming audience) as data indicated through our festival booking system - 1,159 visitors. It has also been pleasing to see that over 60% of the visitors came to Dunedin especially for the Festival, others discovered it while visiting the city for other reasons.

While we intended on gathering information on visitors through volunteers interviewing people at open events, in reality this was not achieved because of Covid distancing and the number of volunteers and committee members who suffered from Covid.

Please indicate how your event contributed to a) *protecting and enhancing Dunedin's environment, including water, biodiversity, landscapes and clean air and b) assisting with Dunedin's transition to a net zero carbon economy by 2030 (250 words)*

Most of the 100 events and activities in the 2022 Festival focused on raising awareness about Dunedin's environment and biodiversity.

Highlights included:

- Brendan Flack and the East Otago Taiāpure Group receiving the Wild Hero Award for their work managing their local fishery.
- Artists Martin Hill and Philippa Jones who created a giant circular kelp sculpture on the beach and gave a talk on their environmental sculptures all over the world.
- Visits to a native plant nursery and three gardens illustrating the uses of native species, and sustainable fruit and vegetable growing in a town garden.
- Dining events at local restaurants focusing on sustainable fishing and wild and locally sourced food.
- Ki uta ki tai – From the mountains to the sea – a talk highlighting the impact of land-based activities on estuaries, harbours and the oceans.
- A day focusing on understanding and protecting seals and sea lions.
- Visits to observe and learn about the protection of little blue and yellow eyed penguins and Northern royal albatross.
- A guided tour of Whakahekerau Second Beach to hear about its history and the community rewilding project there.
- The livestreaming of three major events which enabled people anywhere in the world to be a part of the Festival and learn about why Dunedin is the wildlife capital of New Zealand. This reduced the carbon footprint of the Festival.
- All Festival contributors were required to follow a waste minimisation strategy of reduce/recycle/reuse.
- A plogging event was included to encourage people to pick up litter when out walking.