



# NEW ZEALAND MAJOR EVENTS

## Investment criteria

Event organisers seeking investment will be required to show evidence that the event will significantly and measurably impact on the following areas in the immediate and long-term:

- Tourism revenue i.e. will attract international visitors and expenditure to New Zealand.
- New Zealand brand promotion i.e. opportunity to showcase New Zealand through international media.
- Business and trade opportunities i.e. investment and export opportunities created.
- Increased participation in sports, arts or culture i.e. growth in participation and high achievement in event field.
- Increased employment opportunities i.e. short and long-term employment created by the event.
- National identity and pride i.e. opportunities to celebrate New Zealand culture and heritage and include local communities in event delivery.
- Event sector capability i.e. building additional event governance, management and delivery skills.

The Fund is contestable. Preferential consideration may be given to events which:

- Are timed to fall within off-peak or shoulder tourism periods.
- Provide balance to the existing portfolio of government-supported events including:
  - Existing mix of event type (arts, culture, sporting);
  - Regional spread throughout New Zealand; and/or
  - Opportunities to establish or develop a 'home-grown' New Zealand event.
- Its core event management team have a track record of successful event delivery, and best practice governance, event management and risk management strategies.
- Are strongly supported by key stakeholders including local government or the equivalent local/regional events body, and endorsement of the national body relevant to the event (if applicable); or
- Are supported by a significant level of commercial and sponsorship revenues.

An event is unlikely to receive support if it:

- Will take place outside of New Zealand;
- Requires an investment in offshore international rights fees, which is disproportionate to the economic returns to New Zealand from hosting the event;
- Generates benefits primarily to the region in which it is hosted i.e. does not generate national benefits;
- Does not allow for sufficient time (ideally two years from the application date) for the event to develop and deliver a significant leverage and legacy plan and/or enable the government to leverage the event for wider government objectives;
- Will adversely affect an existing major event due to timing or any other reason;
- Is seeking funding that:
  - Is disproportionate to the benefits that will result from the investment;
  - Is a financial grant, as opposed to a partnership with government to enhance the event and leverage additional benefits from it; and/or
  - Is in addition to a significant level of other central government support (more than 10% of income).
- Has received Major Events Development Fund support or other significant central government funding in the past and has no credible evidence of future financial independence from government support; or
- Is seeking funding for the following purposes:
  - Development of new infrastructure;
  - Underwriting for the event; or
  - Business events (i.e. conventions, conferences, trade shows, exhibition, incentives etc.) as these events are supported by another mechanism.

If you are considering making an application for Major Events Development Fund investment, please [contact](#) the friendly team at New Zealand Major Events well in advance of investment round closing dates.

- [Major Events development fund investment criteria \[520 KB PDF\]](#)