



Events Forum

Queenstown Memorial Centre 21/04/2016 (18 attendees)

Lake Wanaka Centre 28/04/2016 (18 attendees)

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Introduction

The aim of this report is to capture the outcomes of the Events Forum held in Queenstown and Wanaka. Shaping our Future first held an Events forum in 2011. Following the Shaping our Future process Events was revisited with the sector. The same format was used for both nights of the forum and the information has been combined. It records the sectors long term aspirations, their views about current challenges facing the industry, priority issues and issues that need to be addressed in the shorter term. Also included is information from five respondents to an online survey.

Presentations:

The forum started with presentations from David Kennedy (Shaping our Future) on the previous Events Report and from Jan Maxwell and Marie Day from QLDC on the current Lakes District Events Office. Both presentations are available on request to executive@shapingourfuture.org.nz

A Shared Vision for the Future:

The input from the forum showed some long term aspirational goals that were generally agreed. They are summarised below:

Vision for the Future

Everyone was asked to provide two words that they would want to see included in a short aspirational vision statement for the Events Sector. The following words were offered:

Community x 5	Innovative x 3	Balanced x 7	Sustainable x 6
Creative x 2	Environment x 2	Vibrant x3	Benefit
Diverse x2	Coordinated	Shared	World class
Joy	Enriching		Profitable
Vital	Progress	Great	Support
Consensus	Culture/Art	Thought leadership	Value (not just economic)
Return events	Exposure	Affordable	Magnet
Accessible	District wide	Capacity	Ease

Describing Future Success

Forum attendees were invited to supply their ideal 'headline' for the Lakes District in 2035. The following themes and ideas were put forward. ** indicates where an idea was described more than once. This is an exercise to focus attendees on the long term future of the sector.

- Diverse and rich events calendar enhances the community*
- Cultural Capital of the World
- Winter Olympics/Summer and X Games Confirmed**
- Global Stage Show/Sporting/Cultural Event takes place in Queenstown Lakes District***
- Events Strategy rated 100% by Queenstown Community*
- Community Events remain free due to Event funding
- Queenstown Lakes 1st place in the world to say no to events
- Queenstown hosts largest Sustainability Festival/Off-grid art centre
- Winter Festival celebrates 100 years/best/biggest *
- Queenstown Events drive value for entire community/contributes to regeneration*
- Events infrastructure benefits whole community

All attendees were asked to give one word that described a successful outcome for the Events sector. These were compiled into a wordle:



What are the big issues for the Events Sector

Everyone attending the forum was asked to give one word that they described as the biggest challenge facing Events today. The words were combined into a wordle:



Attendees were asked to discuss in their groups the big issues/priorities for the Events sector. They then voted to assess the highest priorities/importance, the higher the score the more importance placed on the priority by forum attendees. The Queenstown and Wanaka key issues are displayed separately below but there were a number of similarities between the two. [The key themes were then explored further in the following exercise.](#)

Queenstown

Theme	Issue	Score	Comments/Details
Congestion	Venues	14	Competing/fit for purpose
	Funding	4	Funding for events/competition/funding sources Local business fatigue
	Infrastructure	6	Event infrastructure, what is in place, fit for purpose Beds/Venues Population to support infrastructure Accessibility
	Personnel/Attendees	3	Volunteers/people to run events Competition of events for attendees Event Fatigue
	Event Type		Types of events being held, competition between events big and small, community etc
	Transport		Population, infrastructure, access,
Balance	Optimal balance of tourist and community	6	
	Infrastructure - Community access affordability	3	Access of community to resources and events, making sure the community can continue to take part in international events and hold community events
	Events Type	16	Size, type and frequency Arts vs culture vs sporting vs major events Infrastructure needed Branson-Misori - Diversification
	Event/Life Balance	11	Longevity of events Event fatigue Should we say 'no' to events Accessibility for local community to infrastructure
	Location		Geographical constraints/capacity for events
Data Research	Nett Impact	16	Need for research into the impact of events and return value Data collection and transparency Commercial sensitivity around calculations Finding the optimal metrics for events
Judgement Criteria (Lakes District Events Office)	Event lifecycles	5	3 yr limit is challenging and difficult for some events.

			Need to protect for anchor and/or signature events Selection Panel?
Nimby		2	
Reactive vs Proactive		7	Seeking events rather than waiting for them to come to ZQN. Sourcing the type of events we want
Central Government Involvement			Lack of alignment of national govt with local strategies, conflict between the two.

Wanaka

Theme	Issue	Score	Comments/Details
Community Impact	Interruption to everyday life for residents	10	Access to tracks/infrastructure Disruption to everyday life Road Closures
	Community Fatigue	10	Volunteer fatigue Community attendance fatigue Management of community resources
Value of Events	Visibility of value to the community	3	Community benefits/understanding of the value to the local economy and community
Regulation		6	Health and Safety/Medical/responsibilities of event organisers Personal liability Discouragement of small community events due to regulations
	Tools/forms/information to help event organisers		Application red tape, needs to be streamlined Potential mentoring through the process
Balanced Calendar	Event timings	11	Spread throughout the year Clash of large events Diversity of Events Number of events Type of events – seek quality/unique or targeted rather than volume
	Collaboration between event organisers	1	Communication between stakeholders
Infrastructure	Suppliers Community Resources	10	Accommodation, venues, food, staff

			<p>Equipment – staging, toilets, fencing, marquees (needs to be constantly replaced)</p> <p>Venues – larger capacity, versatility</p> <p>Indoor and outdoor options</p>
Funding	Deliverables	13	<p>Delivering on community aspirations</p> <p>Need for community to understand benefits.</p> <p>How is this evaluated</p> <p>Transparency/visibility for whole community</p> <p>How to capture information</p> <p>How many events are to many events</p> <p>Event funding – 3yr cap? Balance of small community vs large scale</p>
	Leveraging Event Exposure	3	<p>How to tap into PR options, post event exposure</p>

Key Issues

Attendees were asked to workshop the key issues (the following is in no particular order). Attendees were asked to consider the issue, critical driving influences, ideal future outcomes and some potential solutions or next steps.

Queenstown and Wanaka

Issue	Critical Driving /Influences	Ideal Future Outcomes	Solutions/Next Steps
<p>Size/Type/Frequency of Events</p> <ul style="list-style-type: none"> • Seasonal • Range Available • Sport (dominant)/cultural/arts/thought leadership • Demographic nuances • Balanced Calendar • How many events are too many? 	<ul style="list-style-type: none"> • Economic viability • Educational Value • Tourist/Visitor Interest • Attendance appetite • Weather/Seasons • No bottle necks • No limit to the number of events • Spread of type of events • Management on community impact of closures/inconvenience • Timing and clashing of events ie two big events at the same time. 	<ul style="list-style-type: none"> • Shoulder season – cultural events • Industry-based events • Diversification <ul style="list-style-type: none"> ○ More arts ○ Community events ○ Technology ○ Academic/thought leadership • Leader in ‘not impacting QT’ preservation and control • Event zoning – calendars and event types • Sustainable Events/pristine environment • Affordable events/Free • Community - fostering a sense of community/belonging/placemaking/bi-culturalism • Black out periods with no events • Calendar that matches the population and type of entrant • Complimentary events 	<ul style="list-style-type: none"> • Tent Peg Events <ul style="list-style-type: none"> ○ Signature events and smaller complementary events eg 1 x Art, 1 x Music, 1 x sport etc. • Create and event themed calendar • Ensure local specific events • Diversified economy that relies on less event tourism

<p>Venues</p> <ul style="list-style-type: none"> • Fit for purpose • Number • Capacity • Location/Accessibility 	<ul style="list-style-type: none"> • Community vs Commercial • Funding – ratepayer base vs other sources • Community Will • Financial sustainability 	<ul style="list-style-type: none"> • Mix of venue relative to population and demand • Learn from mistakes • Numbers attending • Private/Public partnerships • Stakeholders: Ratepayers, suppliers, event organisers, government. Commercial operators, other funding agencies 	<ul style="list-style-type: none"> • Needs analysis of current and future events • Research other centres
<p>Data Research</p>	<ul style="list-style-type: none"> • Economically limited • Not measuring cultural value • Is the tool measuring who is benefitting • Stories/qualitative/quantitative • surveys • Tool to measure the more intangible aspects 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Balance collective view on value of events • Reaching out to the community to gather stories (engagement) • Funding allocated to data collection • Asking the right questions • Feedback//feed forward • Organiser has guidelines around 'giving back' • Allocate events fund to develop research tools • Community better informed • Pragmatic guidelines for organiser on cultural values and giving back

<p>Social and Physical Fatigue</p> <ul style="list-style-type: none"> • Volume of events puts pressure on social and physical resources • Positive and negative impacts on lifestyles 	<ul style="list-style-type: none"> • No of events • Impact of not being able to take advantage of the natural environment • Social, economic and physical environment 	<ul style="list-style-type: none"> • Balance and volume of events meets infrastructure and aspirations of the community • 	<ul style="list-style-type: none"> • Value \$ from events back into the community ie best healthcare and free for locals – capturing the benefits • Ask the question: What are you giving back • Events office could do this as part of the events criteria • Events fit with the community infrastructure
<p>Funding</p>	<ul style="list-style-type: none"> • Delivering on community aspirations 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Cellular data • Collaboration and communication around funding decisions • Awareness of where to find information • Strategic links ie LWT QLDC, DQ • Anchor events