

A group of performers in traditional yellow and red Chinese attire, including turbans and jackets, are playing drums during a festival. They are walking in a line, and the background shows a street with trees and buildings.

Events and Festivals Plan

Palmerston North

SMALL CITY BENEFITS, BIG CITY AMBITION

2018/21

Te Kaunihera o Papaioea
Palmerston North City Council



To fulfil the vision of small city benefits, big city ambition the Council has adopted five goals. The Creative and Liveable Strategy was developed to achieve **Goal 2: A creative and exciting city**, and this plan shows how the Council will contribute to achieving this goal through events and festivals.

Over the past few years, Palmerston North has made progress towards having a full events calendar. The city is a central and accessible location for national secondary sports tournaments and major regional events, and has funding support for community-led initiatives. A stand-out example of this is the Manawatu Multicultural Council Festival of Cultures, which, with council support over 20 years, has grown from a local event to a weekend of events that attracts more than 14,000 participants.

Many of the city's events happen at a community level. They take many forms, including gala days, cultural and religious festivals, fund-raising events, art exhibitions, project launches, and national day and New Year celebrations for the many different groups living in the city. Although mostly attended by people from within the local community, these events and celebrations also attract visitors from outside the city.

Areas needing further attention include making council services user-friendly for event organisers, making sure venues are used and fit for purpose, and co-ordinating event opportunities with other city and regional activities to improve the experience for both visitors and locals.

Central Economic Development Agency (CEDA) support for economic events includes facilitation of event proposals, providing a single point of contact, and ensuring there are opportunities to enhance visitors' experience at events. Major economic events are intended to support growth in the city. Events, such as the Ohakea Airshow and proposed military tattoo, increase the visibility and involvement of the defence sector in the city's economy. The New Zealand AgriFood Investment Week delivers a dedicated programme of events designed to connect, challenge, and grow the agrifood industry, supporting agri-businesses and research institutions in the city. National secondary sports tournaments and major regional sports events held in Palmerston North capitalise on the sports infrastructure already in the city. The Palmerston North Conference and Function Centre provides the capacity for the city to host large business events, increasing visitor expenditure from conference delegates.



The purpose of the Events and Festivals Plan is to develop a national and international reputation as an exciting city that has plenty of things to do at night and on the weekends (Priority 4, Creative and Liveable Strategy).

Actions to achieve this purpose are not solely the responsibility of Council and a range of other organisations will also play a significant role. The New Zealand AgriFood Investment Week, which coincides with the Central Districts Field Days, is delivered by CEDA and national school sports events are delivered by Sport Manawatū.



Where we are now



- Palmerston North is a significant visitor destination, but visitor spending in the city is increasing more slowly than the national trend.
- Contracted community events have a focus on community participation.
- The Celebrating Communities Fund supports a diverse range of events each year.
- Council provides an extensive and varied community-based events programme and activities.
- Support is provided to regional and economic events.
- There is limited coordination of major events in the city.

Where we want to be



- People come to Palmerston North to attend events and tournaments.
- Residents and visitors know where to find event information.
- Palmerston North has a full events calendar that caters well for different sectors of the city's population.
- Palmerston North is an easy place to hold events.
- More events are hosted in natural settings.
- There are synergies with regional, economic and other events.
- There is strength in local sport development, capability, and participation.

How we're going to get there

Day to day / ongoing actions to achieve the purpose

- Coordinate city and community events
 - make council support and processes user-friendly for events organisers through a single point of contact
 - co-ordinate event bookings on Council land
 - ensure city events venues are fit for purpose
 - co-ordinate events opportunities with other community, city and regional activities
 - identify and facilitate opportunities for new community events
 - maintain relationships across community event organisers.
- Support community events capacity
 - provide a mobile community stage, big screen and resource recovery trailer
 - events team development training programme
 - loan events equipment and collateral to event organisers
 - manage the bookings of the city's street flags and banners.
- Establish an online calendar of local and regional events that is easy to access.
- Provide events management resources and liaise with Council staff and processes to support the delivery of economic events.
- Incorporate Māori community priorities, tikanga and te reo Māori into significant city events¹.
- Deliver programme of Council-contracted community and commemorative events.

- Administer Celebrating Communities Fund and other grants to community events, including Reel Earth and Fireworks.
- Deliver or support a broad range of community-based events and activities.
- Provide Sports Events Partnership Fund and fund Sport Manawatū support for events.
- Attract national sports training and conferences to Palmerston North through the Massey University Sport and Rugby Institute (SRI) (partnership expires in 2019).
- Operate Central Energy Trust Arena effectively.

New ongoing actions to achieve the purpose

- Deliver a successful economic events and business events programme.
- Develop and implement events and festivals growth and retention plan.
- Deliver new community, commemorative, and heritage events.
- Maintain capacity to take up events opportunities that arise.
- Review community-based events and activities in light of the Creative and Liveable Strategy.
- Establish an events forum network.
- Develop a survey for monitoring event success.
- Develop a maintenance programme for council events marketing materials.

Specific programmes to achieve the purpose (with timeframe)

- Facilitate the delivery of a Military Tattoo and military heritage events in 2018/19.



Actions contributing to Council's strategic themes

a) Smart city practices

- Use social media as a tool to effectively communicate about events which are going to be held in the city.

b) Sustainable practices

- Promote place activation to increase visible public life.
- Apply a lighter, quicker, cheaper approach to public space activities to get quick wins and open people's minds to what can be achieved.
- Grow community events organisation capacity within the community.
- Events waste minimisation actions.

c) Iwi partnerships

- Collaborate with Rangitāne on major Council events and festivals, particularly in the city centre and at the Manawatū River Park.

d) Strategic partnerships

- Build strategic partnerships with recreation and sport providers and stakeholders.



1. For the purpose of this plan significant events include, but are not limited to, Christmas in the Square, the Christmas Parade, Esplanade Day, Festival of Cultures, New Year's Eve in the Square concert, Waitangi Day and national secondary school events funded through the Sport Manawatu Sports Events Partnership Fund.

Measures of success



- Increase in number of North Island and national school sports events
- Increase in occupancy rate for bookable space in the Square and Council owned facilities
- Increase in use of events calendar by residents and visitors
- Increase in participation in community events
- Increase in participation in city centre events
- Greater satisfaction with contracted community events
- Increase in the range and diversity of events in the city
- Increase in event facilitator satisfaction with events forum network
- Greater retention of events facilitation talent

Related policies



- Waste Management and Minimisation Bylaw
- Alcohol Control Bylaw
- Signs and Use of Public Places Bylaw
- Smokefree Policy
- Sun Smart Policy
- Local Alcohol Policy (draft)

Long-term Plan levels of service

Council co-ordinates the delivery of the city’s community and commemorative events and initiatives so Palmerston North has a full events calendar that caters well for different sectors of the city’s population.

Council funds external organisations to facilitate economic events that will create and enable opportunities for employment and growth in line with Council’s strategies.

Long-term Plan KPIs

- Description of the range of community events and initiatives.
- Funding for economic events is distributed and the contract deliverables achieved with the funding will be described.

Actions, and contributing programmes, considered but not funded in this plan

- Additional funding to CEDA to provide events management resources and liaise with Council staff and processes to support the delivery of economic events.





Palmerston North City Council

W pncc.govt.nz | **E** info@pncc.govt.nz | **P** 356 8199 | Private Bag 11034, The Square, Palmerston North, 4442