

Assessment criteria

Applications will be assessed against the following criteria:

- Meeting the objectives of the [Major Event Fund](#)
- Having the potential meet the objectives of the Major Event Fund (Strategic Growth Fund only)
- Operational excellence of the organisation and event manager
- Meets one of the target audience criteria as outlined in the [Kāpiti Coast Destination Management Plan](#):
 - **Explore Nature**
 - **Wine, Food and Scenery**
 - **Relaxation and Wellbeing**
 - Family Fun
 - Emerging - Knowledge seeking

Segment/description	Demographic
Explore Nature – exploring the outdoors as a way to relax	Active retirees and Independent Professionals (couples, no kids)
Wine, Food and Scenery – indulge or reward themselves with friends or visiting friends	Couples without kids, retirees
Relaxation and Wellbeing – Unplugged Wellingtonians getting out of the city for a chance to relax	Active retirees and Independent Professionals (couples, no kids)
Family Fun – bond with family, visiting friends and family in the district	Couples 35-44 with school-aged kids or younger, 45+
Knowledge seeking – this is an emerging market	Couples, no kids. Predominantly 65+ Some younger families

- Demonstrates how the event will deliver on the [Destination Management Plan](#) strategy and [Economic Development Strategy](#)
- Viability of a three-year plan that shows, with clear objectives and actions, how the event can grow to become a Major Event (strategic growth fund applicants only)
- Can generate at least a 5:1 return on council’s investment (tier one and two events only)
- Can demonstrate successful financial support from other funding sources
- Meets principle two of the [tangata whenua vision](#):
 - **Principle Two: Te Reo Māori**
It is the language of the tangata whenua through which tikanga is conveyed and kawa is upheld. Te Reo Māori is an official language of New Zealand. Event managers should show a commitment to having their event name translated and built into their branding.

- Meets the [aspirations of the community](#)
- Ability to run at various Covid-19 Pandemic levels, or ability to adjust event format.

Preference will be given to events which:

- Are run by a professional event manager
- Show potential to be self-sustaining without Council funding in future years
- Have received less than three years of previous funding from Council, excluding Strategic Growth funding
- Do not coincide with any other major events in the Wellington region, unless compatible
- Meets principle one or more of the principles of the [tangata whenua vision](#) (other than principle two)