

OIR: 2526/328

9 April 2026

[REDACTED]
[REDACTED]

Tēnā koe [REDACTED],

Request for Information under the Local Government Official Information and Meetings Act 1987 (the Act) (the LGOIMA)

Thank you for your email of **13 March 2026** requesting the following information:

- 1. Page 89 of the Annual report 2024/25 makes the statement: “did you know the Major Events Fund delivered a \$6.7 million return to the local economy, attracting over 80,000 attendees at local events.” Can you please provide:**
 - a. The detailed workings that were used to calculate the \$6.7 million figure**

To clarify, the infometrics model which Council relies on reports on *return on investment* for this activity by “estimating the economic impact of an event in terms of Gross Domestic Product and translates this to employment effects using GDP to employment ratios”. Of note:

- The infometrics model is based on data from the national economy which quantifies the flow of goods and services between industries.
- This model draws on national accounts input–output tables published periodically by Stats NZ. Infometrics notes, for example, that if an event results in an additional \$100,000 being spent in the retail sector, the input–output tables tell us which other industries will benefit because they supply goods and services to the retail sector.
- Further information on the infometrics model can be found [here](#).

On the basis of details noted about the infometrics model above, in regard to the Major Events Fund, the \$6.7 million figure represents:

- The aggregated *estimate* of return on investment to the local economy of events supported through the Major Events Fund for the 2024/25 period.
- The return on investment is calculated using the Infometrics Major Events Impact Model, which applies standardised industry assumptions

Please note that any information provided in response to your request may be published on the Council website, with your personal details removed.

to event-level data such as attendance, visitor origin, and spend to estimate total economic activity associated with events.

- The figure is a combined total including multiple events as shown in Table 1 below:

Table 1: 2024/25 Major Events Fund – Return on Investment

Name of Event	Return on Investment
Kapiti Half Marathon	\$1,499,668
Kapiti Food Fair	\$3,628,929
Kapiti Women's Triathlon	\$430,640
Kapiti Classic	\$1,123,354
Total	\$6,682,591*

* Note: This amount excludes the results of those events which had not submitted their final reports to Council when the Annual Report 2024/25 was completed.

Detailed event-level data and Infometrics modelling outputs are commercially sensitive and are withheld under section 7(2)(b)(ii) of the Act. Section 7(2)(b)(ii) provides that Council may withhold information in order to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied it, or who is the subject of the information. I am satisfied that the withholding of this information is not outweighed by public interest considerations in section 7(1) favouring release.

- b. *The way the statement is drafted, it can interpreted as saying that without the Major Events Funding, this \$6.7 million return would not have occurred at all.***

To clarify, the comment related to the \$6.7 million return is specific to the events funded occurring. Event organisers have shared through verbal feedback received through the Major Events Fund process that many of these events held would not have proceeded without the support from the Major Events Fund and Council's funding mechanism. The statement drafted reflects this feedback, alongside outputs from the infometric model.

Council is cognisant that it is not easy (for event organisers) nor cost effective (for rate payers) for Council to pursue more granular assessments that provide details of *absolute* attribution for economic impact. It is likely that in many instances the cost of such assessment would be greater than the funding provided by Council and other parties to support the event.

Can you please your methodology for assessing whether some, all or none of that \$6.7 million return was due to the:

- funding provided by the business sector/business owners who were participating in these Major Events***
- the time and effort contributed by the business sector/business owners who were participating in these Major Events***

iii. the entrepreneurship and intellectual capital provided by the business sector/business owners who were participating in these Major Events

In addition to information provided in the Response to Questions 1A and the comments above:

- Council does not hold information that attributes the economic impact to individual funding sources or participants.
- Council does not hold information that quantifies or attributes economic impact to time or operational effort contributed by participating businesses.
- Council does not hold information that quantifies or attributes economic impact to entrepreneurship or intellectual capital.
- This information does not exist in the format requested and would require the creation of new information. Accordingly, this part of your request is refused under section 17(g) of the Act. The information requested is not held by Council and I cannot think of any other agency that would hold it, or whose functions would be more closely connected to it.

c. What is the Council's estimate of the \$6.7 million return to the local economy is due solely to the Major Events funding provided by the Council? Can you provide the detailed calculations that support the Council's estimate?

In addition to information provided in the Response to Questions 1A and 1B:

- Council does not hold information that quantifies or attributes economic impact solely to major events funding.
- This information does not exist in the format requested and would require the creation of new information. Accordingly, this part of your request is refused under section 17(g) of the Act. The information requested is not held by Council and I cannot think of any other agency that would hold it, or whose functions would be more closely connected to it.

d. What is the Council's estimate of the number of attendees at these events are normally resident outside of the Kapiti district? What is the Council's estimate of the spend at these events from attendees who are normally resident from outside of the Kapiti district?

Based on the information received from event organisers, a breakdown of attendance from attendees that normally reside outside of Kāpiti district is noted in Table 2, below. Please refer to Table 1, in the Response to Question 1A, for information on the estimated return from these events:

Table 2: 2024/25 Major Events Fund – Visitor Attendance

Name of Event	Visitor Attendance
Kapiti Half Marathon	7,669
Kapiti Food Fair	4,159
Kapiti Women's Triathlon	887
Kapiti Classic	2,940
Total	15,655**

** Note: This amount excludes the results of those events which had not submitted their final reports to Council when the Annual Report 2024/25 was completed.

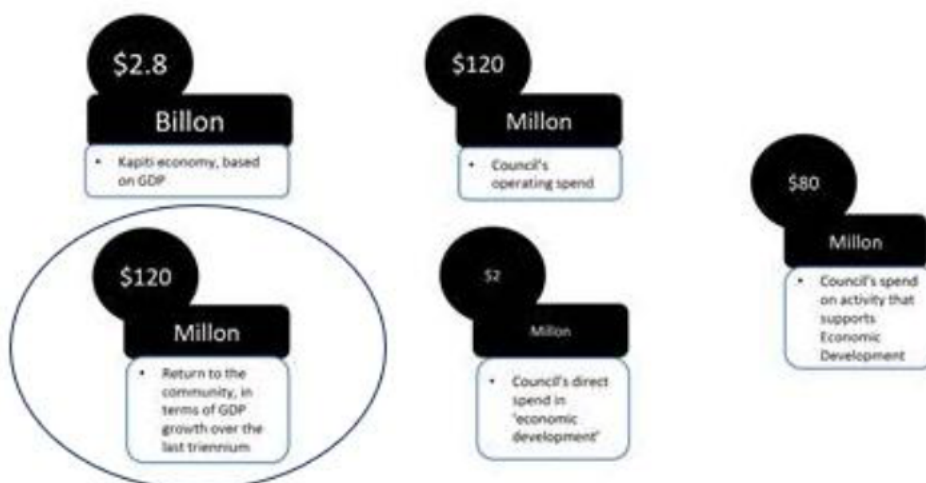
Detailed event-level information regarding spending by visitors is commercially sensitive and are withheld under section 7(2)(b)(ii) of the Act. Section 7(2)(b)(ii) provides that Council may withhold information in order to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied it, or who is the subject of the information. I am satisfied that the withholding of this information is not outweighed by public interest considerations in section 7(1) favouring release.

e. What was the actual level of Council spending on the Major Events Fund in 2024/25?

The total Council funding allocated through the Major Events Fund for the 2024/25 financial year was \$200,000.

2. A Council briefing from December 2025 includes this slide. In the highlighted section, the slide could be interpreted as suggesting that the Council's \$80 million of spending that supports economic development provided a \$120 million "return to the community, in terms of GDP growth over the last triennium".

Context for our discussion ...



- a. ***In the Council's view, how much of the \$120 million increase in local GDP over the last triennium was due to the Council's \$80 million spend supporting economic development activity?***

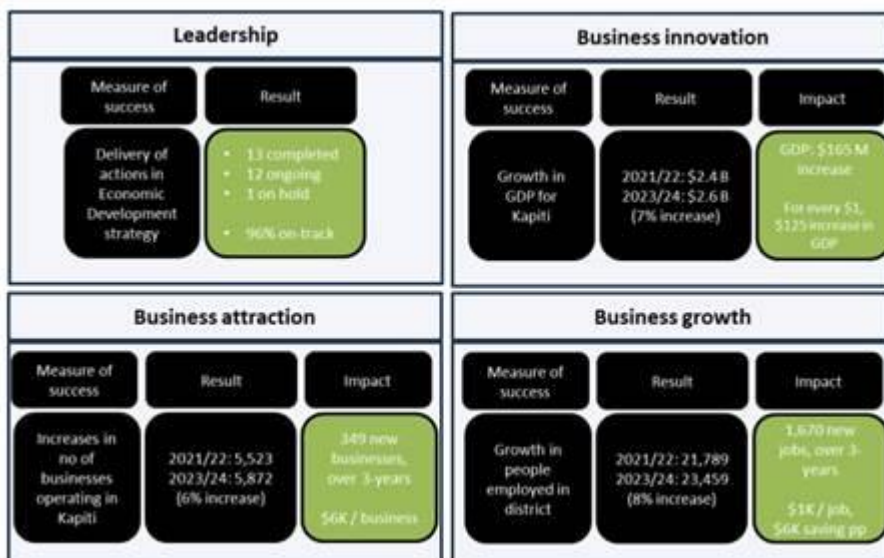
Council officers advice to Elected Members at the 5 December 2025 briefing did not attempt to unpack attribution in terms of the Councils \$80 million spend, relative to the increase in local GDP. However, Council officers did note that there is wide ranging empirical evidence that links the availability of quality core infrastructure (such as roading, waters, and other infrastructure) that is necessary to enable business and community activity to occur; it is broadly agreed that these base services underpin economic development outcomes.

Accordingly, I note that the Council does not capture this information in the format that is sought by this question and would need to create new information to provide an answer. On that basis, this part of your request is refused under section 17(e) of the Act as the documents alleged to contain the information requested does not exist, or despite reasonable efforts to locate them, they cannot be found.

- b. ***Can you please provide the detailed calculations in support of your answer to 2(a) above.***

In addition to the Response to Question 2a, I can confirm that the Council does not capture the information in the format that is sought by this question and would need to create new information to provide an answer. On that basis, this part of your request is refused under section 17(e) of the Act as the documents alleged to contain the information requested does not exist, or despite reasonable efforts to locate them, they cannot be found.

3. ***Later in the same presentation of December 2025, this graphic appears:***



The boxes shaded green includes text that state:

- **“for every \$1 [presumably of Council investment], \$125 increase in GDP”, and**
- **“349 new businesses over 3 years, \$6k [presumably of Council investment] per business”, and**
- **“1,670 new jobs over 3 years, \$1k [presumably of Council investment] per job/\$6k in savings”.**

Can you please provide the detailed working behind these calculations of the suggested returns from the Council’s economic development spending, specifically:

a. The detailed workings that calculated each of these figures

The detailed workings behind calculations requested are provided in Table 3, below:

Table 3: detailed workings of indicative ‘measures of success’ from spend related to delivery activity for the Economic Development strategy 2020 - 2023

Workstream	Calculation/Reference	Result
Leadership	The status of completed actions in the Economic Development Strategy 2020-2023 can be found here: https://storage.googleapis.com/kapiti-agendas/32_agenda_29Aug2024_9.30am.pdf	96% On Track
Business Attraction	Calculation is based on the allocation for Business Attraction 2021/22 to 2023/24 divided by the number of new businesses established in Kapiti in the period. Business Attraction - \$2,094,000 New Businesses in Kāpiti – 349* $\$2,094,000 / 349 = \$6,000$	\$6,000 per business.
Business Growth	Calculation is based on the allocation for Business Growth 2021/22 to 2023/24 divided by the number of additional people employed during the period in Kapiti. Business Growth - \$1,670,000	\$1,000 per additional job.

	<p>Additional employment in Kapiti = 1670*</p> <p>$\\$1,670,000 / 1670 = \\$1,000$</p>	
Business Innovation	<p>Calculation is based on the allocation for Business Innovation 2021/22 to 2023/24 divided by the increase in GDP during the period in Kapiti.</p> <p>Business Innovation - \$1,320,000 GDP Increase in Kapiti = \$165m*</p> <p>$\\$165,000,000 / \\$1,320,000 = \\125</p>	<p>For every \$1 spent GDP increased by \$125.</p>

* Information was sourced from Infometrics

- b. The way the information is presented in this slide, it can interpreted as saying that without the Council's economic development spending, these changes in economic variables would not have occurred at all, or maybe that they would not have increased by the same amount. Can you please provide your estimate of:**
- i. What would have been the change in each of these variables if there had been no economic development spending by Council?**

The information provided to Elected Members in the briefing aimed to report against measures set by the Economic Development strategy, that Council had previously agreed were a priority to improve. The purpose of providing this information was to indicate overall progress against these 'measures of success', rather than to provide a detailed analysis of activity and/or attributed change due to Council spend. Council officers advised Elected Members that the assessment provided an indication that the spend had supported positive change in the direction sought by business.

To clarify, assessing specific initiatives at a project level to determine attribution would require high precision assessment of project/programme activity via longitudinal data analysis (comparing recipients vs. similar non-recipients) and matching techniques (e.g., matching grant recipients to similar firms based on propensity scores) which Council operations had not previously been asked to assess, nor had the capability or capacity to do. Undertaking such analysis requires establishing upfront processes, data capture, and reporting which was not in place when the 2020 to 2023 Economic Development strategy was approved. However, Council does appreciate the value of more nuanced analysis; and is in the process of introducing new systems and performance measures which will enable wider analysis and more detailed assessment in future (this will include enhanced monitoring of ROI).

On that basis, Council does not capture this information in the format that is sought by this question and would need to create new information to provide an answer. On that basis, this part of your request is refused under section 17(e) of the Act as the documents alleged to contain the

information requested does not exist, or despite reasonable efforts to locate them, they cannot be found.

and therefore

ii. What is the truly additional level of increase in these variables due solely to the Council's economic development spending?

Please refer to the Responses to Questions 2 and 3, above. For clarity, if Council directed Council operations to provide such analysis, further work would be required to progress to enable report back of results to Council before it was released publicly.

In the interim, the Council does not capture this information in the format that is sought by this question and would need to create new information to provide an answer. On that basis, this part of your request is refused under section 17(e) of the Act as the documents alleged to contain the information requested does not exist, or despite reasonable efforts to locate them, they cannot be found.

c. Can you please provide the detailed workings to support your answer to question 3(b) above.

In light of the Response to Question 3C, the Council does not capture this information in the format that is sought by this question and would need to create new information to provide an answer. On that basis, this part of your request is refused under section 17(e) of the Act as the documents alleged to contain the information requested does not exist, or despite reasonable efforts to locate them, they cannot be found.

You have the right to request the Ombudsman to review this decision. Complaints can be sent by email to info@ombudsman.parliament.nz, or by post to The Ombudsman, PO Box 10152, Wellington 6143.

Ngā mihi,



Kris Pervan

Group Manager Strategy and Growth
Te Kaihautū Rautaki me te Tupu