

KĀPITI EVENTS PLAN

2015-2018

THIS PLAN SETS ACTIONS FOR SUPPORTING AND LEADING EVENTS THAT BRING ECONOMIC BENEFITS TO KĀPITI OVER THE NEXT THREE YEARS.

Events & economic development

The Kāpiti Coast District Council adopted an Economic Development Strategy in December 2014, as an overarching strategic framework for guiding council's activity. The strategy identifies a number of drivers to achieve economic development growth and success. The four focus areas are: open for business, building capability, leadership and responsiveness, and positioning Kāpiti. Council's investment in events will add value to the positioning Kāpiti outcomes, which are to:

- develop a more cohesive identity and inspire a sense of collective pride and belonging
- differentiate ourselves and cut through a crowded market
- improve public perception and build reputation
- attract investment
- make it easier for our partners to work with us because we can articulate who we are, where we fit, what we stand for and what we have to offer.

There are many ways events can deliver immediate economic benefits that contribute to the outcomes defined in Positioning Kāpiti.

Events:

- attract visitors who spend money in the Kāpiti district
- source income from outside the district, resulting in additional business to business spend
- can have a significant impact on the district's image and can be an effective way of promoting Kāpiti to a wider audience
- can make districts more vibrant and diverse and often bring communities together
- can give focus to council priorities and outcomes.

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POSITIONING KĀPITI

FOCUS AREA	KEY INITIATIVES
Positioning Kāpiti	<ul style="list-style-type: none"> • Tell the Kāpiti Story (including digital presence) • Visitor attraction • Business attraction • Event development

Positioning is an integral element of economic development and is broader than just promoting what we have to offer. Good positioning will allow us to understand who we are, what we have to offer, where we fit and what we need to improve – enabling us to differentiate ourselves.

Effective positioning underpins good story telling. We are a district with an evolving and multi-layered story – each of our townships boasts a distinct character; we are a coastal haven and retreat; a burgeoning and growing suburb of Wellington; a group of satellite towns with opportunities to be a great place to work and do business. We need to capture these layers and then tell our stories in a cohesive and compelling way to cut through a crowded market place.

The outcomes of this focus area will:

- develop a more cohesive identity and inspire a sense of collective pride and belonging
- differentiate ourselves and cut through a crowded market place

- Improve perception and build reputation
- attract investment
- make it easier for partners to work with us because we can articulate who we are, where we fit, what we stand for and what we have to offer.

A priority in this focus area will be to develop a strong position and articulate our story. These elements will be used to inform business and visitor attraction initiatives.



Outcomes-focused approach to events development for Kāpiti

The Kāpiti Coast District Council's support for events contributes to the council's vision of a vibrant, diverse and thriving district. The council has identified the visitor economy as being critical to economic success for the district. Events are a key attractor to the visitor economy.

This plan sets out a way forward for determining the type of events that have long term economic development benefits and meet tāngata whenua and community aspirations. A number of outcomes have been established to help Kāpiti grow its portfolio of events that:

1. attract visitors to the district - creating visitor spend that contributes to economic success
2. showcase the district's attributes - creating a positive media profile of the district
3. are consistent with community and tāngata whenua values and aspirations.

To assist the council to achieve these outcomes a set of actions shape the plan for creating a vibrant events portfolio over the next three years.

OUTCOMES-FOCUSED APPROACH

The district offers a vibrant portfolio of events that:

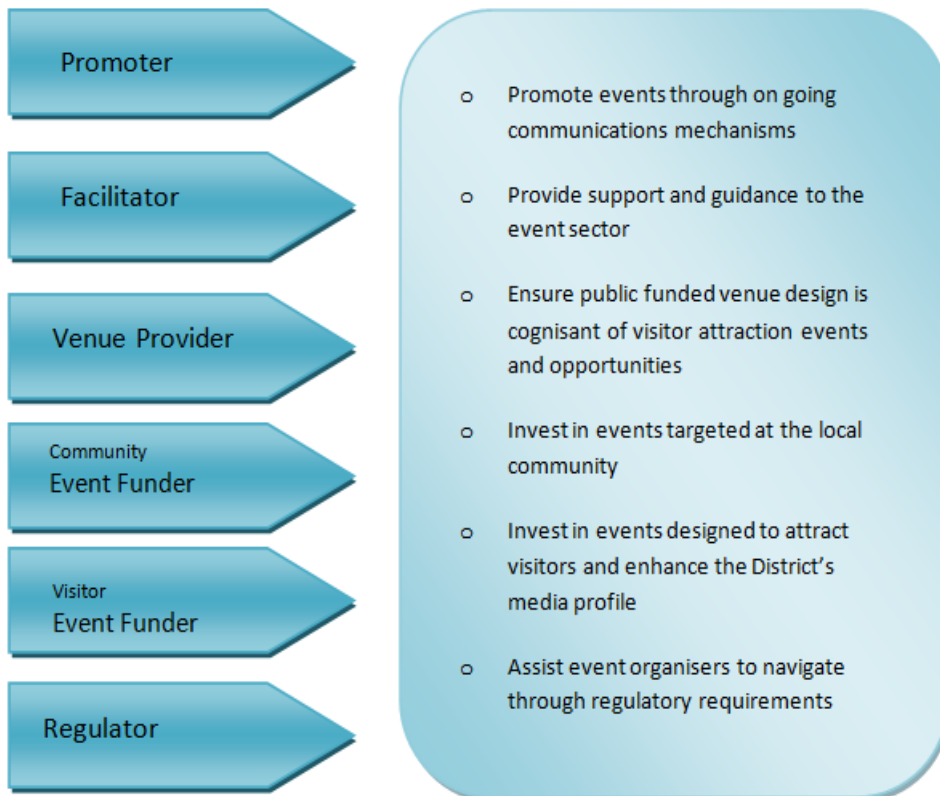
- 1. attract visitors to the Kāpiti District*
- 2. showcase the district's positive attributes*
- 3. are consistent with community and tāngata whenua values and aspirations.*



Council's role in events

Fostering an event-friendly approach to infrastructure and regulatory processes will make the business of event development easier. Working with the regional council and transport agencies may also be required to deliver events outcomes. The following diagram shows council's role in events development.

Council's role in events



Building a portfolio of events requires Council supported events to be:

- distinctively Kāpiti and must build on the district's positive attributes
- show potential for self-sustaining funding (without council's funding after three years).

Measuring progress

A set of action orientated indicators have been established to monitor success and progress in events development. These actions are to:

- support two or three major events, that generate more than \$500,000 economic benefit to the District, in place by 2018
- support one new major event per annum (by 2018)
- report all media coverage and estimated advertising value (EAV) of major events
- capture changes in spend – compare spend with previous dates (market view spend reports)

- report on leisure packages created around events and the level of uptake
- measure growth in overall visitor numbers
- measure traffic to web-based events information.

Actions for progress

This plan enables a systematic approach to event development that has good economic and social returns. Robust information and evaluation is required to make sound investment decisions in building a vibrant events portfolio for Kāpiti, this can be achieved by:

1. establishing a protocol and tool kit for event funding implementation
2. establishing a 'whole of council' event-friendly approach (develop systems that help event organisers navigate through regulatory requirements)
3. ensuring that major events and their associated benefits are acknowledged and supported by all parts of Council.

Implementing these three key actions will ensure good economic and social returns for major council-supported events in the district.